



# HKRMA

## 2021 E-commerce Partnership Programme Invitation

To provide and educate retailers on latest techniques and knowledge of doing Smart Retailing Business, solution/service vendors with related expertise are invited to be **HKRMA E-commerce Partners in 2021**. It is the best opportunity for **Associate Members** to network with our retailers and explore potential clients.

The programme includes a series of e-commerce related activities and initiatives for our retailers. Your contribution is much appreciated. Details are as follows:

Theme and events		Partner involvement
<b>Q1</b>		
Late Feb	<b>Business Matching (Online Format)</b> New Era of Retail - The Revolution of Retail Landscape	Speakers (Free to join)
March	<b>Online Certificate Course 1</b>	Trainer (Free to join)
April	<b>Online Certificate Course 2</b>	Trainer (Free to join)
April	<b>2021 Smart Retailing Award – Enrollment</b> <i>Details will be announced in March 2021</i> <a href="https://www.programmes.hkrma.org/smart-retailing-awards">https://www.programmes.hkrma.org/smart-retailing-awards</a>	Award Participants
April	<b>Advertorials</b>	Provide advertorials (Free)

<b>Q2</b>		
May	<b>Business Matching (Physical)</b> Reinventing Customer Experience in Smart Retail with Solution Showcase	Speakers & Solution Showcase (Free to join)
June (to be announced)	2021 Hong Kong Retail Summit	Solution Showcase (In form of sponsorship)
July	<b>Online Certificate Course 3</b>	Trainer (Free to join)
August	<b>Advertorials</b>	Provide advertorials (Free)

<b>Q3 &amp; Q4</b>		
August	<b><i>Business Matching (Physical)</i></b> Retail 360 - To Grasp the Coming Wave of Smart Retail with Solution Showcase	Speakers & Solution Showcase (Free to join)
September	<b><i>Online Certificate Course 4</i></b>	Trainer (Free to join)
November	<b><i>Business Matching (Physical)</i></b> To Decode and Upgrade Your Retail Horizon with Solution Showcase	Speakers & Solution Showcase (Free to join)
December	<b>Advertorials</b>	Provide advertorials

### **Online Certificate Course**

Associate Members with related expertise and knowledge are invited to be our course trainer. Please note to the following rules:

- Themes:
  - 1) Social Media Marketing
  - 2) Data Analysis
  - 3) Artificial Intelligence for Retail Business
  - 4) Omni-channel customer experience
- Associate Members are free to join as course trainers.
- Trainers are expected to share practical knowledge of the related theme.
- Proposed topic is approved according to its content and relevance and subject to HKRMA's final approval.
- Each Certificate Course must be with at least 2 modules in 1.5 hours for each module.
- Product selling is prohibited in class.
- Class size: 10-15 pax

### **Advertorials**

"e-Tailing Newsletter" is an e-newsletter and will be sent to our retailer members and non-member retailers on quarterly basis. Contents will cover success stories, market news, vendors' special offer etc. Vendors are welcomed to provide advertorial for the columns based on the following themes of each quarter. Please note:

- Website page: [www.hkrma.org/smart-retailing](http://www.hkrma.org/smart-retailing)
  - Proposed topic will be approved according to its content and relevance.
  - Advertorial should be in both English and Chinese version.
  - Product selling is prohibited in the content.
  - HKRMA contacts: >6,000
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### **Business Matching**

To provide an effective platform for retailers and vendors to expedite business opportunities, business matching activities in form of seminar or conference will be held regularly. The Association will invite Associate Members with related expertise to be speakers of the events. For physical events, booths will be set up at the venue. Vendors may showcase your solutions and explore potential customers by networking with our retailers. Booth application and position are subject to HKRMA's final approval.

- Audience size: 70-100 pax
- Participation fee: Free of charge
- Event details will be sent out in due course.

### **Business-related Exclusive Offer to HKRMA Members**

HKRMA Membership Benefits Programme provides a member-to-member marketing platform for HKRMA Associate Members to promote their products and services by offering exclusive discounts or privileges to other HKRMA members. Associate Members are welcomed to provide exclusive offer to our retailers. The offer would be listed on our website and e-Tailing Newsletter.

**Interested parties please return the attached reply slip to:**

Ms. Iris Ng Marketing Manager [iris.ng@hkrma.org](mailto:iris.ng@hkrma.org) 21799410

## 2021 E-commerce Partnership Programme

### <<Reply Slip>>

Please return the attached reply slip to Ms. Iris Ng (Marketing Manager) [iris.ng@hkrma.org](mailto:iris.ng@hkrma.org).

Company name	(English)		
	(Chinese)		
Contact person	(Ms/Mr/Mrs)	Title	
Email		Tel	

<input type="checkbox"/>	<b>Online Certificate Course</b>	
Please provide proposed topic and content below:		
Theme:	<input type="checkbox"/>	Social Media Marketing
	<input type="checkbox"/>	Data Analysis
	<input type="checkbox"/>	Artificial Intelligence for Retail Business
	<input type="checkbox"/>	Omni-channel customer experience
Speaker info:	Name:	
	Title:	
Proposed topic:		
Brief outline:		

<input type="checkbox"/>	<b>Advertorials on Quarterly e-Tailing Newsletter:</b> <a href="http://www.hkrma.org/smart-retailing">www.hkrma.org/smart-retailing</a>
Please tick interested topic(s) to be provided	
<input type="checkbox"/>	Social Media Marketing
<input type="checkbox"/>	Data Analysis
<input type="checkbox"/>	Artificial Intelligence for Retail Business
<input type="checkbox"/>	Omni-channel customer experience

<input type="checkbox"/>	<b>Business Matching</b>	
Please fill in priority of the following events you fill would like to showcase in 1-5 (1 is the highest rank; 5 is the lowest rank):		
1)	New Era of Retail - The Revolution of Retail Landscape (Online)	
2)	Reinventing Customer Experience in Smart Retail with Solution Showcase (Physical)	
3)	2020 Hong Kong Retail Summit (Physical)	
4)	Retail 360 - To Grasp the Coming Wave of Smart Retail with Solution Showcase (Physical)	
5)	To Decode and Upgrade Your Retail Horizon with Solution Showcase (Physical)	

<input type="checkbox"/>	<b>Business-related Exclusive Offer to HKRMA Members</b>
Submit your offer: <a href="https://www.retailnews.hkrma.org/membership-benefits-recruitment">https://www.retailnews.hkrma.org/membership-benefits-recruitment</a>	
Offers will be listed on HKRMA website: <a href="https://www.hkrma.org/membership-benefit-programme">https://www.hkrma.org/membership-benefit-programme</a>	

Remarks:

- All products, services and information are directly sold and supplied to customers by each Membership

- Benefits Partner who is solely responsible for all related obligations and liabilities.
- All matters or disputes will be subject to the final decision of the Membership Benefits Partners.
  - The HKRMA reserves the right to amend the terms and conditions without prior notice and reject any offer without explanation.

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