



Business Matching Event Speaker and Virtual Booth Invitation

The HKRMA is going to held the 2nd business matching event on 18 May 2021 (Tue) - **Webinar & Virtual Solution Day: Unlocking Challenges for O2O Retail Model.**

Associate Members are invited to be speakers and virtual booth exhibitors in the event with details below and event rundown is shown on P.2. Interested parties please submit information before deadline on 26 April 2021.

Items	Vacancy	Remarks
(Please choose either one)		
(A) <u>Speaking Opportunities</u> Service Vendors are invited to introduce technology solutions to address the following retailers' pain points in new retail era: <ul style="list-style-type: none">- gaining awareness & consideration- conversion- fulfillment	4 speaking slot @10 mins each at 3:45 – 4:25PM (40 mins)	Please submit your presentation proposal to https://www.retailnews.hkrma.org/biz-matching-registration if you are interested. (Deadline: 26 April 2021)
(B) Virtual booth / solution showcase on HKRMA Moible APP Service Vendors are invited to exhibit your solution on HKRMA Mobile App (Download now >). The virtual booth will be showcased for a week on 18/5-24/5.	6 virtual booths with <ol style="list-style-type: none">1) Company introduction with company logo2) Product or service information3) 2 links (Company website, landing page or YouTube video to introduce your service)4) Instant message button (link to WhatsApp)	Please submit your application to https://www.retailnews.hkrma.org/hkrmaapp-virtual-booth-info if you are interested. (Deadline: 26 April 2021)

Enquiry: Iris Ng 21799410



**Webinar & Virtual Solution Day:
Unlocking Challenges for Building a Trouble-free O2O Retail Model
Proposed Event Rundown**

Date: 18 May (Tuesday)

Time: 3:00PM – 4:30PM

Format: Webinar

Charge: Free of charge

No. of Participants: 150 pax

<u>Time slot</u>	<u>Topic</u>	<u>Speaker</u>
3:00 – 3:15PM (15 mins)	New Mindset New Result 2021 (TBC)	Invest HK
3:15 – 3:30PM (15 mins)	Must-Have Knowledge of Order Fulfillment for Cross-border Markets	Cainiao Smart Logistics Network Co. Ltd. (<i>under invitation</i>)
3:30 – 3:45PM (15 mins)	Preview of Challenges for Building a Trouble-free O2O Retail Model	HKRMA
3:45 – 4:25PM (40 mins)	Service Vendors to introduce technology solutions to address retailers' pain points in new retail era. - gaining awareness & consideration - conversion - fulfillment - others	4 Service Vendors @ speaker with 10 mins
4:25 – 4:30PM	Q&A session	