

Empower Your Digital Commerce - Quality, Secure and Optimal Web Experiences to Make Money Online

E-commerce grew to \$835 billion in Asia in 2015, the kind of expansion that beckons web retailers around the world.

With Asia poised to become the world's biggest e-Commerce market, Hong Kong has taken on the role of a vital hub for the digital economy and cross-border trade in the region.

In this seminar, we'll embrace the lucrative e-business trend and learn from notable retail, hotel and transportation companies to meet high expectations of web users. Success e-Commerce stories will be shared during session. You'll witness how fast, quality, secure and optimal mobile experiences significantly matter in e-Commerce.

We invite you to this seminar, tailored especially for organizations conducting commerce, please register to learn more about the solutions that can help overcome your challenges.

Date: 12 August 2016 (Fri)
 Time: 14:30 – 16:50
 Venue: Theatre 3, 1/F HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Hong Kong
 Audience: e-Commerce business operators, Retail, Travel and Transportation, SMEs, IT solution providers and business consultants for e-Commerce and all others who are interested
 Language: English
 Charge: Free. (Registration is required.)

AGENDA

14:00 – 14:30	Registration
14:30 – 14:40	Welcome & Opening <i>Ms. Maureen Chong, HK & Taiwan Sales Director, Akamai Technologies</i>
14:40 – 15:10	HKPC Keynote: Is Cyber Security a Challenge or an Opportunity to e-Commerce? <i>Mr. S.C. Leung, Senior Consultant, IT & Business Process Division, HKPC</i>
15:10 – 15:40	Commerce Industry Trend and Global Akamai Customer Cases <i>Mr. Jason Miller, Chief Strategist of Commerce, Akamai Technologies</i>
15:40 – 16:00	Tea Break
16:00 – 16:20	Cyber Security on commerce – Bot manger and DDoS mitigation <i>Representative from Akamai Technologies</i>
16:20 – 16:40	e-Commerce Security Panel Discussion
16:40 – 16:50	Game Session

ENROLLMENT Please complete the form and fax back to (852) 2190-9784

Name:		Title:	
Company:		Business Nature:	
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Consent statement

Personal data (including your name, phone number, fax number, correspondence address and email address) provided by you will be used for the purpose of the administration, evaluation and management of your registration. You have the right to request access to, and amend your personal data in relation to your application. If you wish to exercise these rights, please send email to: edm@hkpc.org.

HKPC intends to use the personal data (including your name, phone number, fax number, correspondence address and email address) that you have provided to promote the latest development, consultancy services, events and training courses of HKPC. Should you find such use of your personal data not acceptable, please indicate your objection by ticking the box below.

- I object to the proposed use of my personal data in any marketing activities arranged by HKPC.
 I object to the proposed transfer of my personal data to HKPC's partner(s) involving in this event for any marketing activities.

** For the Game Session, a participant who can answer the question correctly will get a gift. Akamai Technologies reserves the right of final decision of the winner in case of dispute.

The gift is donated by Akamai Technologies. You can influence the choice of the gift by voting your favourite gift below.
 Your favourite gift is (Apple Watch or Dyson Supersonic Dryer).

For enquiry – Email: tracyc@hkpc.org or Tel: 2788-5884)

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