

# Who Am I?

Sam has been in the media industry over 25 years, he is now dedicated in digital media and CBT eComm business in China. Prior his own venture, he was;

- General Manager of Next Media Group (HK & TW)
- Consultant and Program host at DBC Radio

#### Now he is

- Founder of Media Pro Hong Kong Ltd.
- Executive Director of Ideal Radio Ltd.
- Columnists

















# **Associations**

- The Chinese Manufacturer Association IT Ind. Committee
- Chamber of Hong Kong Computer Industry
- **Association IOT HK**
- Hong Kong Association of Interactive Marketing
- Hong Kong Information Technology Federation
- Vocational Training Council (ECTB)
- HK General Chamber of Cross Boarder E-Comm

Convener

Vice Chairman

Vice Chairman

Vice Chairman

Councilor

Councilor

Exe. Committee



















正以消費者

E考量·而商

不吸引-物 (京等都是失)

而曝光集團 的世界品牌

為花型 - 針

24 - 30米集中 **神主私商** 

好價綫及住

意験・培養場

- 配合重度

中間・協助更

電子高質円

**作港更成熟**。

**E**離然與香港

東在安徽有一

**三班板谷田安** 

其發展前限

000000 ② 計 维 生 (Sam) ⑤

新聞 香港中華廠商聯合會 The Milesso Maurice diversel Association

[ CMA Monthly Bulletin]

#### 敢於創新的 IT 先鋒 資訊科技業委員會許健生主席

The IT pioneer who is bold in innovation Mr. Sam Hui, Chairman of Information Technology Industry Committee



□水入資訊科技發展一日千里的年代,全球的書画 □ 焦點離不測電子而量,世界各地的電商市場正 急速發展,但香港在此方面速速落後於國際步伐。 入资源科技资源——日平甲的任任,全效的参加 今期行業委員會主席的專訪主角、資訊科技業委員

開發網上新媒體平台及動新聞手機應用程式,期間 更成功令普經虧蝕的電子平台業務轉虧為益。許氏 之後再轉職 DBC 數碼電台籌辦認始營運的技術工 即案務與電子商貿有關的企業。

现時許氏旗下企業的業務擴及數碼收音機批發 及零售、網站及手機應用程式設計、著名網路品牌 及數碼產品代理業務,其中許氏企業正是新浪及樂 模兩大品牌的香港代理商。此外,許氏個人亦擔任 inc 上市公司顧問,為企業引進外國科技。

許氏十分重視人際網絡對督商的幫助,他認為 人際網絡絕對不能囿於本地而界,他更善用社交網 主動認識不同地區的業界積英、蘋著企業作為 著名電商代理的優勢,捕捉商機。

對於行業發展,作用認為業界要請應「物際網」 的產品設計趨勢、把舊有的工業技術結合新科技。 藉以應用科技來提升產品價值。業界不應只將新科 技施用於產品的簡單操作上,更應參考外國科技產 regions. He seizes bi

品的人性化設計,利用斯科技的好處改善用家體驗。

作為本會行委會主席、許氏希望透過本會平台 且配合政府科技圆重新發展工業用地的政策優勢 8年壽丁序彌同香港,以香港製造及太十組技作為 题,增强香港自家設計的新科技產品的吸引力,

**能及工候時的順機,許主席表示年輕時能心於** 版及工协同的與經,計主的表示中程內部心所 懷球運動,曾經代表香港出賽,現在他里飲專注家 庭生活,但懷球卻成為了他與兒子的共同嗜好,他 更為了兒子重新投入權琼運動,共享與子之樂。

Stepping into the era of rapid advancement in Selpping into the et an or rapio auvalinchement in imformation technology, e-commerce, which has been the focal point of businesses worldwide, is also booming around the world. However, Hong Knon jake lagged far behind the global pace in this aspect. In this issue, the featured interviewee of industry committee chaliman —Mr Sam Hui, who is the chaliman of information rethrology industry Committee, can be described at the expert in the scope of e-commerce. His insights about the development of e-commerce are indeed worthy of our

losses. While switching job by joining the DBC digital radio later, Hui took the role in arranging the technical 作,需數碼電台運作上軌道後,許氏決定自立門戶。 憑藉多年於資訊科技領域的工作經驗,開始成立多 of the digital radio was on track, Hul decided to launch mpanies which are e-commerce related based on hi years of working experience in the field of information

business operation, Hui thinks that this network should not be restrained in local business sector. He also takes benefits of the social networking websites in order to proactively get along with industry elites in different

that the industry has to conform to the trend of product design of "internet of things". Through combining old industrial techniques and new science and technology, product values can be raised by applying this combination. Not only should the industry apply the new technology to simple functions of the products, but also find reference from the user-friendly designs in those foreign science and technology products and take the advantages of new technology to improve user

pment industrial land in the Science Par stroduced by the government, production procedure an be moved back to Hong Kong so that the new tience and technology products designed by ourselves



Column

#### 9個出口 B2B

#### 電貿平台不可不知

企業過去要找新海外買家·拓展其出口 質易業務工作·主要是參加世界各地 的商質展覽會或過過一些出口貿易指南如 Kompass Directory, Hong Kong Enterprise 及 Global Sources (前稱 Asian Sources)。 隨著互聯網舞記·阿里巴巴 (albaba.com 於 1999年首権全球 R2R平台,而香港貿 易發展局 (hktdc.com) 亦推出相關服務。對 於出口電商而言・找到会議的平台和管備 (market place) 都是制能的關鍵+目前·有 網站統計了海外9大828電商平台・它們 各有強項·希望幫助出口貿易商技到銷售 \$5.00-10 ·

#### 1 全球知名平台 Tradekey (tradekey.com)

Tradekey 成立於 2006 年:全球領先 的外質 B2B 網站之一、擁有超過 500 名權 員和來自全球 220 個國家的 800 萬甘冊會 員。賈家分布蘭:美國占比32%、人數約 4.8 億:中國佔比 22%·人數約 3.2 億次: 俄羅斯佔比 17%·人數約25億人次;歐 洲 16% · 2.4 億人次:非洲 2% · 3.500 萬 人次:澳大利亞 2%·3,300 萬人次。

2 巴西領先的 B2B 平台 B2Brazil (b2brazil.com)

B-09-5.

**企** 等 3g

. H & D M .

海外9大 828 電商平台的其中4個

B2Brazil 平台位於巴西聖保羅·是巴 西線上 B2B 平台,巴西貿易的入口。該平 台與各大公司·採用雙語(英-葡)搭建 是巴西唯一受谷数信任並建立合作關係的 B2B 國際貿易平台。B2Brazii 的優勢:有 經驗豐富的管理經驗·領導 上平台、以巴西市場為根: 業務以及實活的解決方案 包括巴西銀行·巴西中國銀 穀歌・CieloVISA 等企業

3 印度最大的 B2E 商務平台(trade Tradeindia 成立於 199 為印度乃至全球的製造商 商、服務供商商提供產品 的實家可以在平台上找到付 商品。目前·該平台有29 平台彙集產品各類達 2,250

4 俄羅斯最大的 B 平台之一 (tiu.ru

Tiuru成立於 2008年 的 B2B 平台之一·平台新 温解建筑、河南、田松、 等行業・目標市場覆蓋依証 烏斯別克斯坦·中國等亞I 上陳榮公司數超過85萬1 量報導4000基個・日泊1 前·Tiu.ru 註冊公司數量起 超過 720 萬人使用·超過 尽和服務。按瞭報·2015: 2014年增加66% · 達到 12

注:本文資料來源於全 主動方湖北省商務廳、湖北



#### 跨境電貿新勢力

#### 東盟十國加三

進口 B2C 端菜務。其實跨境電質除對內地設 項組口外·國家更希望推動跨境出口828階 潛在客戶達 10億人 的發展來加強外質出口能力。跨境電高在中 顯著東歐消費者的收入 関連出口貿易中已佔有重要位置・接分析・ 未来5年・跨境電商掲成為主要的外質模式 クー・其中・B2R戸師仏跨境電商権出口的 七成以上。而東藍十國更是國家在「一路一 帝」策略下主要發展市場。

世界第三位

東南亞國家聯盟(總稱東盟)是由汶萊。 東埔寨・印尼・老舗・馬京西の・織知・荘 律實、新加坡、泰國和越南等 10 俄國家組成、是香港的第二大貿易夥伴、僅次於中國 年底正式成立了東盟經濟共同體 (ASEAN Economic Community - 簡稱 AECI 這個單一 市場。作為一個貿易集團、居世界第三位・ 僅次於中國和印度。

收入水平持續上升

随著京姐消費者的收入水平持續上升。 質為主・價格為次・並對高檔電子消費品・ 酒店及餐飲等非必要品及服務期度日週 - 初 2、來館普通消費者仍然注重低價、質素 則屬次要、因於一線城市以外的消費者更加 重视快速流畅消费品·例如洗浴用品和化效 的魔大市場。M 品、致力提高生活水平。這種趨勢在雅加達

随等市里消费者的收入水平场槽上升。 其目前在東盟區內較受歡迎的電貨平台為 Lazada · Lazada 成立於 2012 年 · 目前的 電高平台覆蓋印尼、馬來西亞、菲律賓、新 加坡、泰國和越南市場。是東南亞地區規模 最大的電商平台之一。2016年中國互聯網巨 個阿里巴巴斥責 10 億美元收購新加坡電商 Lazada Group 的控設權。透過這槽交易。阿 景巴巴納拓展對東南亞電貨市場的影響力。

除 Lazacia 外·東僧 X 中主要成員國之 ·汶萊 (Brunei) 在過去兩年積極推動電質發 办验。由於區內經濟學長体验、加上於 2015 展 · 其政府更在一具初發印於 · 中國香港簽 署策略合作協議。希望透過旅協議推動東盟 十國加三(東閩十國加三是指除現有東國成 市場及生產基地·允許貨物·服務·投資和 勞動力自由流動·可望成為總值達 2.6 萬億 電質的合作。透過由次榮政府有參與資助的 美元·人口報適6億·而且不斷擴展的龐大 電質平台 CJ (Cube Junction) 及由香港本地 企業高級服務物次有限公司:以其對中國豐 富的跨域政策與物流維驗・協助完善東盟區 内發展跨壞電質的營運環境。CJ電質平台除 股務東超十國加三區內的一般消費者外 - 平 台更會推出拥有由汶萊政府發出的 Halai 產 以對品級查過數定數率,城市中產沒養者面 品語遊 (Halai 語遊是確認該產品適合伊斯蘭 新徒採用的用品及食品,在全球而言:Hala 認證以汝菜政府發出的最為嚴格)的B2C 及 B2B 的電高服務·其全球潛在客戶更達 10 億人之多 - 絕對是一個香港企業不容忽視



4.512.bo

○ IF # ± (Sam) ②



都市県北・067





# Digital Hero 2016



# Digital Transformation Why it' matter of concern to Association?



Daddy, what do you do in the Associations?



# Learning

The opportunity to take courses or professional development activities either online or in person

- Seminar/Conference
- Website
- Email

# Knowledge

The collective body of information resources produced or procured by the association, such as publications, research, or websites

- Collaborate Doc
- Project Mgt
- eBook / Publishing tools

# Community

Opportunities for members to interact and share ideas, such as online forums, social media, conventions, and meetings

- Social Media
- Registration
- Newsletter

# Advocacy

The political or lawmaking influence that associations exert on a local or national scale that supports the work of their members

- Survey
- Social / Data Analytic



# IF YOUR ASSOCIATION IS READY TO TRANSFORM?

- 1. Are we gathering information all the time from digital sources to make business decisions and improve member experiences?
- 2. Is the brand experience we create always available to our audiences?
- 3. Is the product or content we are developing intended for digital use, and perhaps later adapted for other channels (vs. the other way around)?
- 4. Are we dedicating the necessary resources to stay at the digital forefront?
- 5. Are we recruiting the talent that will be able to move the organization into an interactive, digital future?



# DATA DRIVES THE MEMBER EXPERIENCE

Associations have lots of data, but often don't know what to do with it. Embrace your analytics, because you're going to need them. Digital and personalization aren't the wave of the future — they are here and







# YOU DON'T HAVE TO BE BIG TO BE DIGITAL

Small organizations just might have an advantage to going all-in on digital? Here's why:

- Technology's impact on small associations is greater—they can't throw people at a problem.
- They're quicker to adopt new software, like marketing automation, because they aren't mired in a legacy structure.
- Realizing they don't have the expertise in house, smaller organizations are more likely to outsource.





# Freemium Services



- Registration Form
- Collaborate Document
- Survey Form
- eBook Publishing Tools

- Meeting Scheduler
- Participation list







# Free Website Builder

# Free Email Sender













Seminar /
Conference
Interaction
Tools

Survey

Social Media Management System







**TweetDeck** 

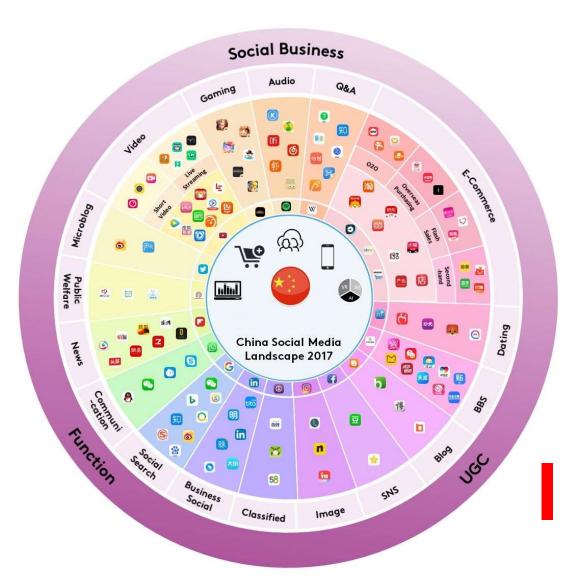






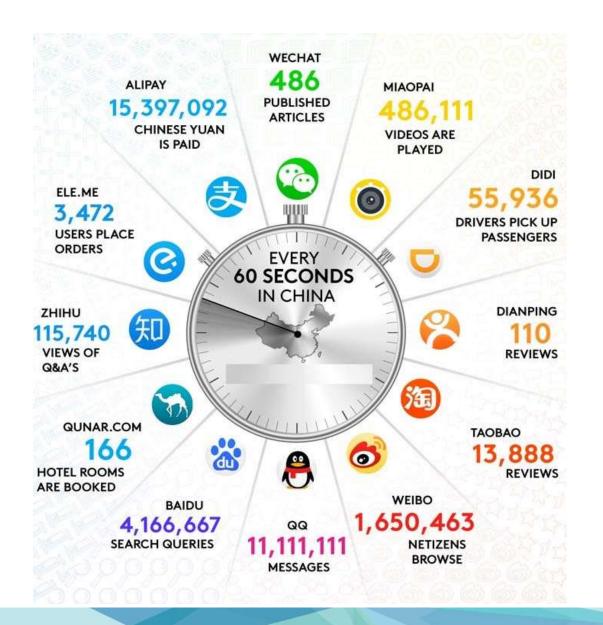






# China Internet Landscape Is So Unique













https://maimai.cn/



## MaiMai.CN

- A Content driven Business Social Community
- 80 million business elites
- 49% users in first-tier cities
- The world's top 500 and China's top 500 companies.
- More than 100 industries including financial trade, IT internet, media, real estate, medical care, education and etc





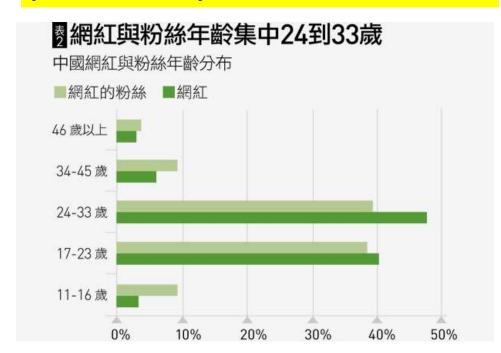


**KOL Economy** 

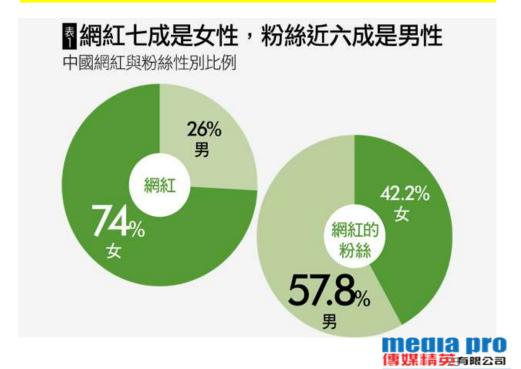


# Who're the KOL

KOL and Audience are in the age of 24~33 years old mostly



70% of KOL are Female and 60% Audience are Male









# 圖網紅變現的主要模式

#### **KOL Business Model**

Advertising

#### 廣告

直接代言商品· 或置入商品在產 出的內容之中·收 取代言廣告費用。 Social Commerce

#### 電商

結合自身與粉絲特 徵準確定位, 匹配 對應產品, 收取商 品銷售利潤。 **KOL Agency** 

#### 經紀培訓

加入經紀公司, 參與傳統媒體 曝光,收益來自 商業演出。

#### 打賞

網友可以贊助、 打賞現金·獲得 收益。

#### 資本

自組公司·接受企業或個人的 資本投資。 其他

出版、演藝、創業、個人品牌的 衍生物等。

Award

Capital Market

Others

# **KOL Pros and Cons**

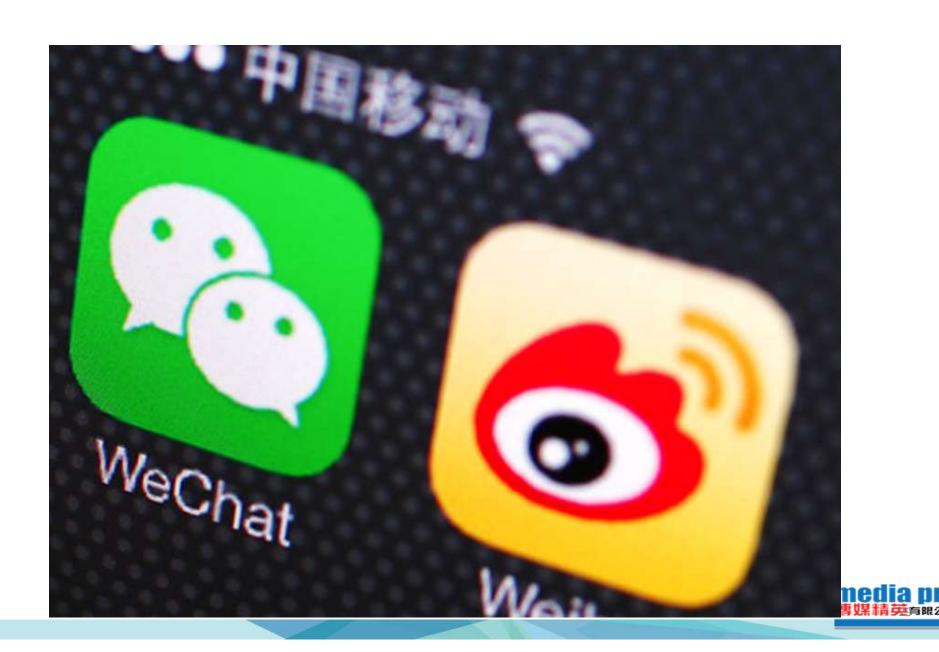
#### Pros:

- Strong Character
- Fans are loyal and easy to be influenced by the KOL
- Relatively low in promotion cost

#### Cons:

- Government Regulation
- The creativity of KOL might be affected by the Sponsor or Commercial
- Short life cycle





## Wechat vs. Weibo

# **WeChat**

- One to One (Private Platform)
- Strong user bonding
- Great platform for Brand's CRM
- Multifunction APP
- Mini Program Better APP capability

## Weibo

- One to Many (Open Platform)
- High Search-ability with strong hashtag categorization
- Strong in user engagement and content viral
- Great platform for Brand Exposure and Content Dissemination





Monthly Active



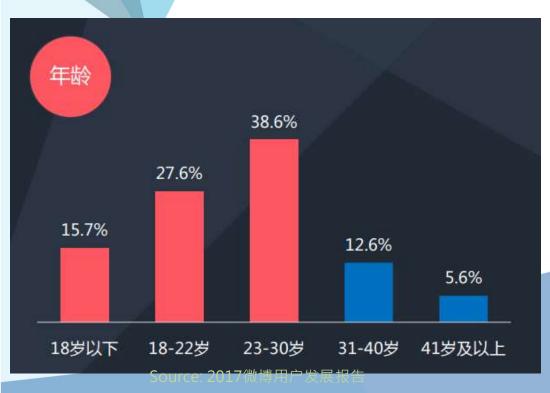


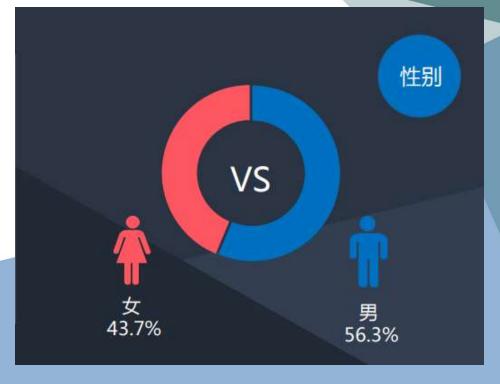
Daily Active 日活跃用户达到 **1.65** 亿





- **♦ Weibo Monthly Active Users, Over 80% are >30 year old**;
- **♦ Gender: Male slightly higher than Female**







◆ 来自三四线城市的用户进一步沉淀,占微博月活跃用户 50%以上, 微博不断朝着全民性的社交媒体平台迈进。







#### Weibo Active Users Profile

#### Weibo MAU 92% are from Mobile



#### **Weibo Users Interests**







#### A day in the life of Xiaolei, powered by WeChat





# **WeChat Functionalities**





Account type vs. Functionality	Unverified subscription account	Verified subscription account	Unverified service account	Verified service account
Message displayed in sessions list	8	<b>3</b>		
Message displayed in subscription folder			<b>(3)</b>	<b>(3)</b>
Send 1 message per day			<b>(3)</b>	<b>(3)</b>
Send 4 messages per month	8	8		
Basic function: receive/reply				
Customized menu	8			
Advanced features	0	8	8	
WeChat payment	8	8	8	







# What are WeChat Mini-Programs

 A "Sub-Application" within WeChat ecosystem and doesn't occupy users mobile storage

- Enable to provide advanced features to users as such e-Commerce, Payment, Coupons
- Strong in LBS and Searchability
- Low development cost



# What is the problem with WeChat mini Programs



- Don't have push notifications for template version
- Can't be shared on users WeChat timeline
- Updates have to be submitted to Tencent
- WeChat mini programs only work within WeChat



#### Marketing and Branding in China

# 7 Dos and Don'ts

- 1. Don't treat China as a single market
- 2. Government regulations and policy will be important.
- 3. Find out what their needs and expectations are.
- 4. Localization: Good Chinese brand name, localized photos etc.
- 5. Don't expect to advertise your way into the market
- 6. Take online and social media seriously
- 7. Prepare to be copied









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Find me on WeChat

