

Highlights of SMEs Open Day 中小企零售商開放日



The SMEs Open Day organized by the Association concluded successfully on 26 April 2012. Featuring seminars and exhibition to provide latest retail knowledge and market information, the Open Day has attracted over 500 participants from owners, management and practitioners of SME retailers from a wide spectrum of retail business.

The six seminars organized as a way to brush up on operation knowledge and learn of the latest market trends were well received by participants. They found the sharing of insights and practical tips by speakers on topics of retail design, social media, customer service, human resource, branding and corporate social responsibility invaluable for their future planning and expansion of business.

Another highlight of the Open Day was a trade service exhibition. To acquire handy and useful information closely related to their daily operations and business development, participants flocked to the booths set up by various retail service and solution providers showcasing their products and services on visual merchandising, customer service, digital marketing and energy efficiency.

The Open Day was the concluding event of the Association's second SME supporting programmes funded by the SME Development Fund of the Trade and Industry Department since 2010. The prime objective of this initiative is to uplift the customer service standard and competitiveness of SME retailers in Hong Kong.

協會於2012年4月26日成功舉辦「中小企零售商開放日」。開放日透過展覽及專題研討會，為超過五百位來自不同零售範疇的中小企零售商僱主、管理層和從業員，提供最新的零售知識和行業資訊。

當日舉行的六場專題研討會，講者分別就零售設計、社交媒體、顧客服務、人才培訓、品牌塑造及推行社會企業，分享了最新的營運知識和市場發展趨勢，使參加者獲益良多。參加者認為講者的心得和實戰經驗，有助他們改善營運，並對未來策劃及擴充業務有莫大幫助。

開放日的另一亮點是服務展覽。多個參展商在現場設置了有關展示設計、顧客服務、數碼市場推廣及能源效益的攤位，向中小企零售商介紹相關產品和服務的資訊，以方便他們管理公司的日常運作和業務發展。

是次開放日標誌著由協會籌辦的第二期中小企零售商支援計劃圓滿結束。此計劃旨在提升顧客服務水平及增強本港中小企零售商的競爭力，由2010年起獲工業貿易署「中小企業發展支援基金」撥款資助。

