

## Seminar on Do's and Don'ts of Expanding Jewellery Business Expansion in China 拓展內地市場攻略研討會

- Date 日期 : 17/2/2012 (Friday 星期五)  
Time 時間 : 11:30am – 1pm  
Venue 地點 : SME Training Room C, Expo Galleria, HKCEC  
香港會議展覽中心 博覽商場 香港貿發局中小企培訓室 C  
Speaker 講者 : Mr Kent Wong, Managing Director, Chow Tai Fook Jewellery Group Limited.  
周大福珠寶集團有限公司 董事總經理 黃紹基先生  
Language 語言 : Putonghua (simultaneous interpretation in English will be provided)  
普通話 ( 附設英語即時傳譯服務 )  
Remarks 備註 : Free Admission 免費入場

### **Biography of Speaker 講者簡介**

Mr. Wong joined CTF in 1977 and was appointed as the General Manager of the PRC business in 1999, where he was responsible for developing the CTF's market in the Mainland China and is currently the Managing Director of CTF. Apart from working at CTF, Mr. Wong is a member of the Hong Kong Trade Development Council Watches and Clocks Advisory Committee, director of welfare of the Hong Kong Jewellers' & Goldsmiths' Association, the chairman of the supervising committee of the Hong Kong & Kowloon Jewellers' & Goldsmiths' Employees' Association Ltd, vice-chairman of the Gems and Jewellery Trade Association of China and vice-chairman of the Yantian District General Chamber of Commerce.



黃紹基先生於 1977 年加入周大福，並於 1999 年獲委任為周大福內地業務總經理，負責為周大福開拓中國內地市場，現為周大福的董事總經理。此外，黃先生亦為香港貿發局鐘錶業諮詢委員會委員、香港珠石玉器金銀首飾業商會有限公司福利主任、港九珠寶首飾業文員會有限公司監事長、中國珠寶玉石首飾行業協會理事會副會長及鹽田區總商會理事會副會長。

### **Presentation Abstract 演講內容簡介**

The jewellery retail industry in Mainland China is highly competitive and fragmented with numerous market participants. The presentation focuses on how to expand retail network through opening self-operated or franchised stores in the Mainland China, and the importance of further strengthening brand with authentic, high-quality and well-designed products as well as customer service.

中國內地的珠寶零售行業由眾多的市場參與者組成，競爭相當激烈。講者將講述如何於中國內地通過自營或加盟店的方式擴闊零售網絡，以及貨真價實和設計精美的產品和優質的客戶服務對品牌提升的重要性。

### **Programme 程序表**

11am – 11:30am	Guest Registration 登記
11:30am – 12:30pm	Seminar on Do's and Don'ts of Expanding Jewellery Business Expansion in China 拓展內地市場攻略研討會
12:30pm – 1pm	Q & A Session 問答時段

\*The Organiser reserves the rights to change the programme without prior notice.

\*主辦機構保留對節目調動及更改之權利而不作另行通告