

Seminar 研討會**E-commerce for Jewelry Businesses:****Discuss the benefits, challenges, and best practices for selling jewelry online****網路銷售珠寶業務：討論在線銷售珠寶的好處，挑戰以及最佳實踐方法**

Date 日期：	02/03/2024 (Friday) 2024 年 3 月 2 日 (星期六)
Time 時間：	1pm – 1:30pm 下午 1 時至下午 1 時 30 分
Venue 地點：	the FORUM, Hall 3B, HKCEC 香港會議展覽中心展覽廳 3B the FORUM
Organiser 主辦單位：	Hong Kong Trade Development Council 香港貿易發展局
Speaker 演講嘉賓：	Mr Patrick Yuen, Founder & Chief Executive Officer, Jewellery Design & Creation Laboratory (Hong Kong) Limited
Language 語言：	English 英語
Seminar Details 主題介紹：	<p>In this insightful presentation, we will delve into the rapidly evolving world of e-commerce within the jewellery industry. We will first explore the array of benefits that online selling offers to jewellery businesses, such as the ability to reach a global audience, operate 24/7, and leverage data for personalized customer experiences.</p> <p>However, the digital landscape is not without its challenges. We will discuss common hurdles like building trust with customers, managing high-quality product visuals, and coping with technological changes.</p> <p>To navigate these challenges, we will highlight proven best practices for selling jewellery online. These will encompass strategies for effective online marketing, creating engaging product descriptions and images, optimizing websites for mobile use, and utilizing social proof.</p> <p>This talk aims to equip jewellery businesses with the knowledge and tools they need to thrive in the digital marketplace. By understanding the benefits, overcoming the challenges, and implementing the best practices, they can successfully transition from traditional retail to e-commerce, thus tapping into the vast opportunities that the online world presents.</p>

Speaker 演講嘉賓：



**Mr Patrick Yuen, Founder & Chief Executive Officer,
Jewellery Design & Creation Laboratory (Hong Kong) Limited**

With a 12-year CPA Australia membership and a Professional Accounting degree from Macquarie University, Patrick spent seven impactful years auditing for KPMG China. He then channelled his expertise into entrepreneurship, founding JDC Lab - a pioneering multi-vendor fine jewellery marketplace in Hong Kong.

Since then, the company has been recognized with several awards and acknowledgments, including entry into Hong Kong Cyberport Creative Micro Fund (2022), obtaining a spot in the Hong Kong Cyberport Incubation Program (2023), and being awarded the "Bright Future SME's Youth Creative Entrepreneurship Award" from The Hong Kong General Chamber of Small And Medium Business (2022). It was also selected as one of the top ten teams at Hackathon 2023 hosted by the Hong Kong Digital Asset Society and shortlisted as one of the Top 100 Startups in the Jumpstarter Alibaba Global Contest 2023! Additionally, it has been featured in notable publications such as StartupBeat, HKET, Takungpao & SingTao Daily.

With an unwavering focus on digital innovation and Web 2.0 and Web 3.0 technology, Patrick is poised to make major strides in the jewellery market and beyond.

About Jewellery Design & Creation Laboratory (Hong Kong) Limited



Hailing from Hong Kong, JDC Lab is a dynamic online nexus uniting an array of professional jewellery companies, vendors, and aficionados. We proffer a spectrum of services, encompassing a multi-vendor marketplace, bespoke jewellery matching platform, interactive forums, and insightful jewellery blogs. Our dedication lies in delivering premium shopping alternatives and a frictionless user experience to the market.

We are committed to invigorating the jewellery market by offering streamlined channels for engagement, fostering easy connections, fruitful discussions, and seamless transactions between buyers and sellers. With roots in the vibrant Hong Kong market, we're gradually extending our reach, crafting an expansive, diverse online jewellery platform that transcends regional boundaries. Our mission is to empower merchants and customers alike, simplifying global trade of fine jewellery while delivering an unmatched interactive experience.

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