

Unfold Retail Opportunities in the Digital Age 發掘數碼化零售平台新機遇

- Date 日期** : 9 / 1 / 2017 (Monday 星期一)
- Time 時間** : 2:30pm – 3:30pm
下午 2 時 30 分 – 下午 3 時 30 分
- Venue 地點** : OASIS, Hall 5B, 5/F, HKCEC
香港會議展覽中心 5 樓 展覽廳 5B OASIS
- Language 語言** : English and Cantonese (Simple recap in English will be provided)
英語及粵語 (附設簡單英語覆述服務)
- Remarks 備註** : Free admission 免費入座

Time 時間	Programme 程序表
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:32pm	Introduction
2:32pm – 2:55pm	<p>The Evolution of Logistics from Physical Store Models to E-Commerce 物流從實體商店模式到電子商店模式的發展</p>  <p>Speaker 講者: Mr Jimmy Ling, Founder and Managing Director, DimBuy.com Co. Ltd 凌清雲先生, 創辦人及營運總裁, DimBuy.com Co. Ltd</p> <p>一站式全球網購及配送</p>
2:55pm – 3pm	Q&A Session
3pm – 3:25pm	<p>Topic: to be confirmed</p>  <p>Speaker 講者: Ms Carol Chen, Designer Relations, Pinkoi (HK) 陳嘉露小姐, Designer Relations, Pinkoi (香港)</p>
3:25pm – 3:30pm	Q&A Session
3:30pm	End of Seminar

Organisers 主辦機構:



Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

About the Speakers 講者簡介



Mr Jimmy Ling, Managing Director, DimBuy.com

Jimmy Ling is the Founder and Managing Director of DimBuy.com Co. Ltd. The Company was founded in 2011 offering third party logistics services and eCommerce solutions in Hong Kong. DimBuy was formerly known as "Taodot" which was the sole agent in Hong Kong providing top-up services for Alipay in 2008-2010. As a pioneer in third party logistics industry, DimBuy has become one of the most reputable service providers in Hong Kong, serving online purchased orders forwarding from China, Taiwan, Japan, Korea, UK, USA, Germany and Australia. Following logistics service, DimBuy is dedicated to extend its service scope to online shopping and personal concierge platform which highly enhances customer online shopping experience. Jimmy plays an important role as a pilot to direct strategic planning cycles, identify new business opportunities and investment. He leads the Company in terms of business decision making, daily operation and overall profit and cost performance.

DimBuy.com Co. Ltd 於 2011 年由凌清雲創立，現為公司營運總裁。由創立至今，DimBuy 專注為香港用戶及公司提供第三方物流服務及電子商貿方案。公司前身為淘點網絡有限公司，於 2008 至 2010 是唯一提供支付寶充值的中介服務公司。作為行業的先驅，DimBuy 現為全港最具信譽的集運供應商之一，服務覆蓋中國、台灣、日本、韓國、英國、美國、德國及澳洲；其後更推出自家開發之電子商貿及代購平台，引入海外商品讓用戶在網上購買，提升一站式網購及配送服務體驗。凌清雲是 DimBuy 的「領航員」，帶領公司規劃策略性的發展、引入新商機及投資。另一方面，在商業決策、監督公司日常運作及公司整體之盈利表現和成本控制方面，凌清雲亦擔當了一個非常重要的角色。

Presentation Summary 演講內容

Topic: The Evolution of Logistics from Physical Store Models to e-Commerce

主題: 物流從實體商店到電子商店模式的發展

Part I	Evolution of retail—from physical stores to digital platforms	零售業的發展—從實體商店到電子商貿平台
第 1 部分	- The Impact of the Internet	- 互聯網的影響
	- Big data	- 大數據
Part II	Consumer buying behaviours – traditional vs cross border	消費者的購買行為 – 傳統 vs 跨領域
第 2 部分	- How this behaviour forms	- 購買行為的形成
	- Consumers go mobile	- 消費者利用手機作網購
	- Popular online shopping platforms	- 熱門的網上購物平台
Part III	The role of Logistics in starting an e-commerce business	物流在初創電子商貿中的角色
第 3 部分	- Day to day challenges	- 日常挑戰
	- e-commerce platform	- 電子商貿平台
	- Logistics solutions	- 物流支援解決方案
	- The total customer experience	- 客戶體驗

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About the Speakers 講者簡介

Ms Carol Chen, Designer Relations, Pinkoi (HK)

陳嘉露小姐, Designer Relations, Pinkoi (香港)

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