

Webinar Series – April 2021

28 April 2021

19:00 – 20:00 HKT

Topic: FinTech 2.0: The evolution of Fintech in Hong Kong & Greater China and How Marketers tap on the opportunity?

Agenda:

19:00 – 19:05: Opening

19:05 – 19:40: Expert Insights: The evolution of Fintech in Hong Kong & Greater China: TechFins/VirtualBanks/FintechUnicorns

19:40 – 20:00: (includes 5 minutes for questions)

Get to know more about...

- How marketers could tap on the opportunities on FinTech evolution.
- Potential opportunities to join as an inhouse marketing specialist from outside industry.
- The importance of marketing in Fintech enterprise in promoting their solutions and services.
- Mr. Musheer Ahmed is an industry Key Opinion Leader (KOL) and will provide updates on FinTech news and insights, and how would he see the importance of valuable content in growing audience base and engagement, particularly on social media.

Speaker:

Mr. Musheer Ahmed, Managing Director, FinStep Asia;
Co-Founder, FinTech Association of Hong Kong

Moderator:

Ms. Sherry Shi, Vice-Chair of CIM Hong Kong (PR, Marketing)

Registration:

Sherry Shi ssrsherry@gmail.com

Benefit for member of CIM – The Chartered Institute of Marketing Hong Kong

Entitlement: Free 1 hour live streaming solution at Live Corner at Canon Image Square

Limited Offer: 10 Member (either individual/entity)

Admission Steps:

1. CIM Hong Kong team will check the membership identity with UK
2. CIM share the successful applicant's contact and preferred timeslots with Canon for booking the venue and support team
3. Canon will follow up and check available timeslot to proceed booking

Expiry date: 30 May 2021

Rules for use of the Live Streaming Venue:

- Applications for the Live Streaming Solution Services are subject to confirmation and acceptance by CANON
- Booking confirmed upon official reply from Canon HK
- User has to bring his/ her own notebook computer
- High-speed LAN line will be provided
- User shall execute the "LIVE STREAMING STUDIO HIRE AGREEMENT" and agree to be bound by the terms and conditions thereto. For the terms and conditions of the "LIVE STREAMING STUDIO HIRE AGREEMENT", please [click here](#).

Details of the live streaming solution:

https://hk.canon/zh_HK/campaign/cp/rental/livestreaming

Application and enquires:

e-mail to Mr. Johnson Lo – Chairman of CIM Hong Kong johnson@kolb.life WhatsApp: 93002648