BUILDING AND SUSTAINING THE MOMENTUM OF CROSS-BORDER E-COMMERCE FOR THE GREATER BAY AREA—GUIDEBOOK

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ABOUT THIS CONFERENCE

The emergence and impact of the COVID-19 pandemic have caused the stagnation of global economic development, but also, provided a major opportunity for international trade to advance its digital transformation for the rise of e-commerce sales. Indeed, social distancing has determined the growing tendency toward online consumption, and cross-border e-commerce, especially in the Greater Bay Area (GBA), has become an important way to connect manufacturing with global consumption. In response to this opportunity, there is an acute need to quickly adapt to new supply-demand relationships in the GBA, and thus, this proposal will have presenters who already have expertise in cross-border e-commerce businesses in the GBA in China, and the audience comprises individuals who need this digital expertise. The workshops and conference sessions will highlight the issues of cross-border e-commerce businesses in the GBA. These issues may include a balance in the use of innovative technologies and knowledge management, research knowledge and skills, education and training, regulatory and governance techniques and protocols. The conference would be the first of its kind to address such cross-border e-commerce issues.

Through this collaboration, this conference will increase the awareness and support from the industries to share ways to facilitate regional economic development and encourage greater economic integration within the GBA via cross-border e-commerce business development. In response, the conference participants will explore case studies of global companies' use of e-commerce, with analyses of the use and impact of e-commerce. The participants will also discuss the benefits of e-commerce, the implementation of e-commerce applications, market opportunities and winning strategies of e-commerce.

Programme rundown methodology

Interdisciplinary research

Dr. Eugene Wong

This presentation provided an overview of interdisciplinary research conducted by Dr. Eugene Wong from The Hang Seng University of Hong Kong. Interdisciplinary research was defined as integrating knowledge, data and methods from multiple fields.

Dr. Wong discussed his experience in several interdisciplinary areas, including optomechatronics, green plastics, enterprise systems, supply chain carbon footprinting, virtual reality logistics education, renewable transport energy and legal analyses of events like the Suez Canal blockage. Specific projects combined domains such as chemical engineering with environment science and logistics.

Examples of interdisciplinary works presented included developing renewable hydrogen for decarbonizing transport, mapping product carbon footprints and consumer labels, and real-time cooperative virtual reality systems for collaborative education. Challenges of understanding diverse disciplines, securing university support and gaining recognition were also noted.

In summary, the presentation equipped attendees with insights into exemplary interdisciplinary endeavors spanning technical, scientific and social science areas. It emphasized how integrating perspectives can generate novel solutions for complex, real-world issues.

SHORT QUIZ

Question 1:
What were some of the challenges of conducting interdisciplinary research discussed?
A) Funding issues
B) Understanding other disciplines
C) Publication delays
D) Securing equipment

Question 2:
Which project combined chemical engineering with environmental science and logistics?
A) Green plastics
B) Renewable transport energy
C) Virtual reality logistics
D) Suez Canal analysis

Question 3:
How many disciplines were integrated in the optomechatronics area?
A) Two
B) Three
C) Four
D) Five

1.B 2.B 3.C

Effective Writing Strategy and Successful Journal Publications
ADOLF K.Y. NG

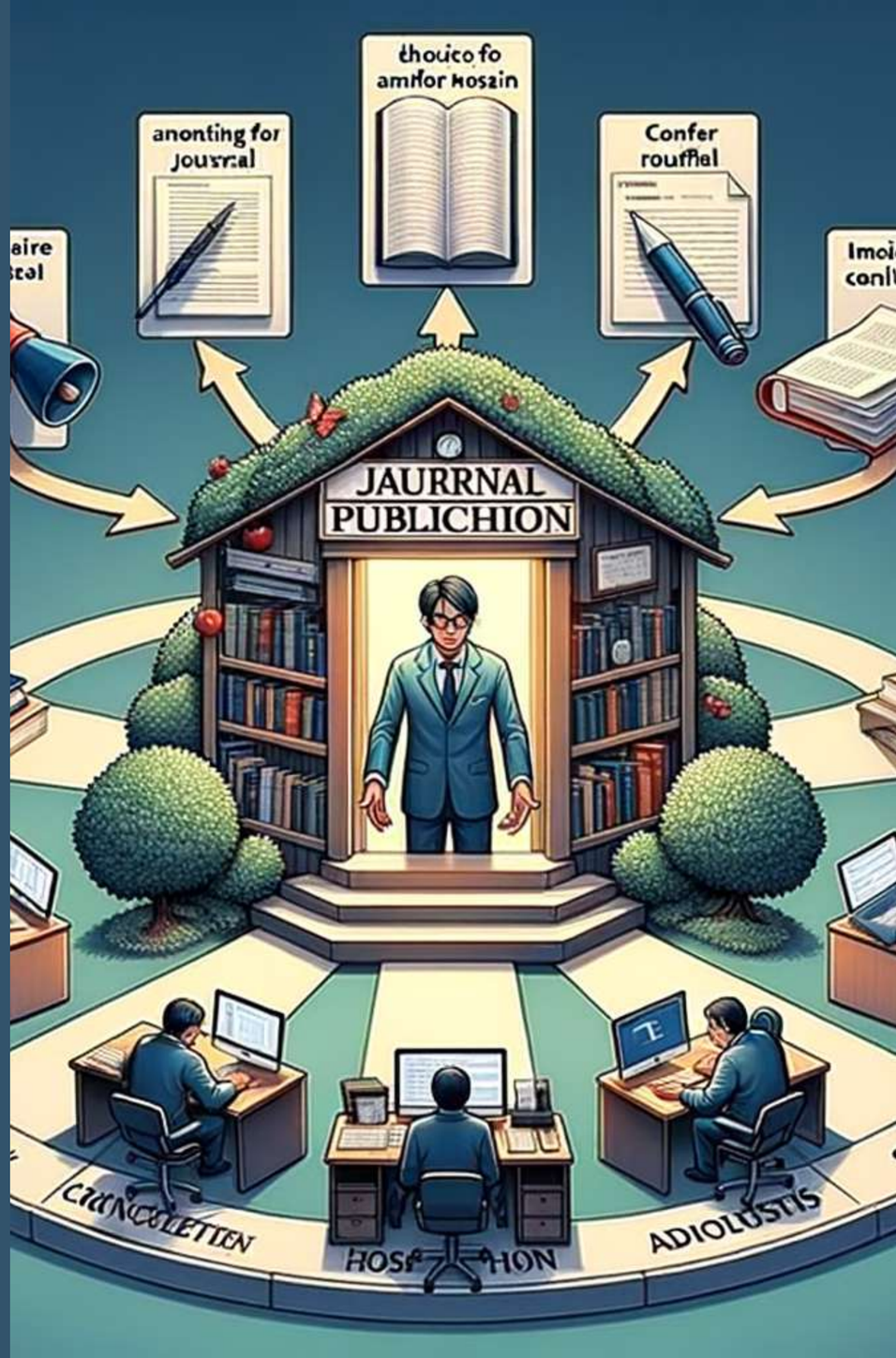
"Effective Writing Strategy and Successful Journal Publications" by Prof. Adolf K.Y. Ng provides insights into the competitive nature of academic publishing and offers strategies for improving success rates. High submission and low acceptance rates in journals necessitate careful selection of the right journal, considering its research focus, methodological preferences, and target audience.

Common reasons for paper rejection are identified, including a poor fit with the journal, flawed theories or methodologies, plagiarism, poor writing style, ambiguous contributions, lack of novelty, and inadequate understanding of the journal's scope and audience.

Prof. Ng presents effective writing strategies, starting with crafting a compelling abstract that succinctly summarizes the paper's key elements. The Literature Review should not just summarize previous works, but critically evaluate them, pointing out gaps and shortcomings that the current study aims to address.

The Conclusion should reiterate the study's significance, implications of its findings, and its limitations, while suggesting future research directions. Originality in research is emphasized, not just in terms of novel topics, but also in the ability to shift paradigms.

The presentation also advocates for a SWOT analysis of the study, which can highlight its strengths and opportunities while addressing weaknesses and threats. In conclusion, Prof. Ng's presentation serves as a valuable guide for academics seeking to navigate the demanding landscape of academic publishing.



SHORT QUIZ

Question 1:

Which of the following is NOT identified as a crucial factor when choosing the right journal for publication according to Prof. Ng's presentation?

A) The journal's research focus
B) The journal's preferred methodologies
C) The journal's color scheme

Question 2:

In Prof. Ng's presentation, what is the purpose of the Literature Review section in a paper?

A) Summarize previous works.
B) Critically evaluate previous research and establish the need for the current study.
C) Discuss the results of the current study.

Question 3:

What does Prof. Ng suggest as part of the effective writing strategy for the Conclusion section of a paper?

A) Reiterate the significance of the study and suggest future research directions.
B) Introduce new data or evidence.
C) Criticize other works in the field.

1.C 2.B 3.A

QUALITATIVE RESEARCH

Dr. Yui-yip Lau

In this presentation on qualitative research, Yui-yip Lau from the Division of Business and Hospitality Management, School of Professional Education and Executive Development, discusses the advantages and disadvantages of qualitative research methods. He underscores that qualitative research allows for a deeper, richer understanding of situations based on the distinct experiences and perspectives of the participants. Such research often provides insights into the meanings people attribute to events, actions, and relationships, and helps explore complex situations encountered by researchers and industry practitioners.

Moreover, well-executed and well-designed qualitative investigations can significantly contribute to methodological development, offering new conceptual ideas or theoretical frameworks for refining research objectives. However, the presentation also highlights a key drawback of qualitative research: it may be subject to personal biases as it heavily involves personal feelings, interpretations, statements, and actions.

SHORT QUIZ

Question 1:
What is a significant advantage of qualitative research?
A) It is free from personal biases
B) It provides a deeper understanding based on the experiences of the participants
C) It relies heavily on numerical data
D) It generally requires a larger sample size

Question 2:
What is a primary disadvantage of qualitative research?
A) It does not allow for a deeper understanding of a situation
B) It may be subject to personal biases
C) It does not help in exploring complex situations
D) It cannot provide insights into the meanings people attribute to events

Question 3:
Qualitative research often contributes to:
A) Refining research objectives
B) Developing new conceptual ideas or theoreticalg frameworks
C) Both a and b
D) Neither a nor b

1.B 2.B 3.C

Research centre

Arctic Shipping and Development in a World of Sustainability: A First Impression

Prof. Ng Adolf Koi Yu

The presentation provides an overview of the opportunities and challenges posed by the development of the Arctic region, particularly in relation to shipping and transportation. The speaker highlights the importance of sustainable development in the region and the need for a comprehensive approach that takes into account the social, economic, and environmental impacts of Arctic shipping.

The presentation also discusses the role of CCAPPTIA, an international forum that brings together experts and stakeholders to address the challenges and opportunities posed by climate change and the Arctic. The forum focuses on various topics related to Arctic shipping, including sustainable transportation planning and management, adaptation and resilience planning, socio-economic and environmental impact assessment, operational risk analysis, green/sustainability metrics development, decision-supporting system development, and policy, strategy, and action plan analysis.

Finally, this research emphasizes the need for a collaborative and sustainable approach to the development of the Arctic region, particularly in relation to shipping and transportation. The speaker highlights the importance of considering the social, economic, and environmental impacts of Arctic shipping and the need for a comprehensive approach that addresses these impacts.

SHORT QUIZ

Question 1:
What is the main theme of the presentation?
A) The impact of climate change on Arctic shipping
B) The opportunities and challenges of Arctic shipping
C) Sustainable transportation planning and management in the Arctic

Question 2:
What is CCAPPTIA?
A) A forum for addressing the challenges and opportunities posed by climate change and the Arctic
B) A consulting firm specializing in sustainable transportation planning
C) A non-profit organization focused on environmental impact assessment

Question 3:
What is one of the topics covered in the presentation related to Arctic shipping?
A) Adaptation and resilience planning
B) Socio-economic and environmental impact assessment
C) Operational risk analysis

1.B 2.A 3.B

Maritime Education and Training
T. L. Yip

The presentation discusses the importance of building and sustaining momentum in cross-border e-commerce for the Greater Bay Area. It focuses on maritime education and training. T.L. Yip, the speaker, emphasizes the need for a comprehensive approach to maritime education, combining theory and practical training.

The presentation covers various aspects of maritime education, including navigation, engineering, laws, finance, commerce, and safety. It highlights the significance of experiential learning, scenario-based training, and compliance with maritime regulations.

The speaker also explores the impact of technological advancements on maritime education and training, such as digital learning platforms, virtual reality, and technological pedagogical content knowledge (TPACK). The presentation underscores the potential of technology in enhancing the quality of maritime training and stresses the importance of lifelong learning and skill development.

Furthermore, the presentation delves into emerging shipping technologies, such as autonomous ships, electric and hybrid propulsion, alternative fuels, energy efficiency technologies, digitalization and IoT, blockchain technology, and 3D printing.

In conclusion, the speaker emphasizes the importance of ensuring safety at sea, protecting the marine environment, and effectively managing ships and crews. The presentation concludes with a call to action for continuous learning and skill development in the maritime industry.

SHORT QUIZ

Question 1:

What does the speaker emphasize as a key component of maritime education in the presentation?

A) The importance of digital learning platforms
B) The significance of compliance with maritime regulations
C) The impact of technological advancements on navigation
D) The exploration of emerging shipping technologies

Question 2:

Which of the following is NOT mentioned as an emerging shipping technology in the presentation?

A) Autonomous ships
B) Electric and hybrid propulsion
C) Technological pedagogical content knowledge (TPACK)
D) Blockchain technology

Question 3:

What is the main call to action in the conclusion of the presentation?

A) Emphasizing the potential of technology in enhancing maritime training
B) Highlighting the importance of experiential learning in maritime education
C) Encouraging continuous learning and skill development in the maritime industry
D) Discussing the impact of digitalization and IoT on maritime safety

1.B 2.C 3.C

Virtual Reality Centre: Innovative Teaching and Learning Pedagogies
Ir. Dr. Eugene Wong

It provides valuable insights into the concept and application of interdisciplinary research. It highlights the author's experience and various interdisciplinary projects they have undertaken. This summary aims to provide a concise overview of the presentation to guidebook readers.
The presentation begins by defining interdisciplinary research as the integration of knowledge, techniques, and perspectives from multiple disciplines. It emphasizes the importance of interdisciplinary approaches in addressing complex problems. Ir Dr Eugene Wong, an Associate Professor and Director of the Policy Research Institute for Global Supply Chain, shares their experience in interdisciplinary research.

The author introduces several interdisciplinary research projects they have worked on, showcasing the diverse range of fields involved. These projects include Optomechatronics, Green Plastics, Enterprise application systems in ship liner operations, Supply Chain Carbon Footprint on Beverage Products and Consumer Carbon Label, Virtual Reality on Logistics Education, Renewable Energy Hydrogen Production for Transport and Logistics, Suez Canal Blockage: Legal Analysis on Global Supply Chain Impact, and Digital Twin in Air Cargo Loading.

Virtual Reality Centre: Innovative Teaching and Learning Pedagogies

Ir. Dr. Eugene Wong

Each project combines knowledge and expertise from different areas, such as optics, mechanics, electronics, computing, environmental science, plastics, manufacturing, business analysis, industrial engineering, maritime transportation, consumer behavior, supply chain, virtual reality, computing, mechanical engineering, multimedia, logistics, chemical engineering, law, air transport, and operations research.

The presentation highlights the objectives and outcomes of these interdisciplinary research projects. It discusses the development of renewable energy for sustainable transport, analysis of the legal implications of the Suez Canal blockage, carbon footprint mapping in supply chains, virtual reality applications in logistics education, and the use of digital twin systems in air cargo loading.

The challenges and difficulties associated with interdisciplinary research are also acknowledged, including the need to understand different disciplines and gain support and recognition from academic institutions.

SHORT QUIZ

Question 1:

What is the main focus of the PowerPoint presentation on "Interdisciplinary Research" by Ir Dr Eugene Wong?

A) The challenges of interdisciplinary research
B) The importance of interdisciplinary research in addressing complex problems
C) The application of virtual reality in logistics education
D) The analysis of the legal implications of the Suez Canal blockage

Question 2:

Which discipline is NOT mentioned as part of the interdisciplinary research projects discussed in the presentation?

A) Environmental science
B) Chemical engineering
C) Mechanical engineering
D) Electrical engineering

Question 3:

What is one of the specific interdisciplinary research projects mentioned in the presentation?

A) Analysis of consumer behavior in supply chains
B) Development of renewable energy for sustainable transport
C) Exploration of virtual reality applications in healthcare
D) Investigation of legal implications in maritime transportation

1.B 2.D 3.B

Research Centre for Green Business (RCGB)
Dr. Wong Shun Mun

Dr. Wong Shun Mun's presentation focuses on the establishment and function of the Research Centre for Green Business (RCGB) at PolyU SPEED in supporting green business practices. The RCGB aims to promote a holistic view of the Green Business Value Chain, providing green business solutions and applications for academic and business communities. The Centre's mission is to encourage green business practices and build carbon-neutral communities through multidisciplinary research.

The RCGB's strategic plan includes developing a Multi-disciplinary Green Research Hub to serve Hong Kong, spanning different sectors such as Green Technology & Engineering, Sustainable Healthcare & Social Services, and Green Business. The Centre focuses on areas like Green Supply Chain Management, Green Accounting & Finance, Consumer & Organisational Behaviours, and Green Tourism.

The objectives of the RCGB are to enhance research capabilities, advance green business knowledge, provide insights through the 'Green Hub' e-platform, strengthen industrial engagement, and underpin high-quality teaching. The Centre organizes various activities, including public lectures, research seminars, company visit programs, visiting scholar programs, and consultancy projects. The Centre also aims to serve as a 'Green Hub' for sharing green business practices with different stakeholders.

SHORT QUIZ

Question 1:
What is the primary mission of the Research Centre for Green Business (RCGB)?
A) To focus solely on academic research
B)To build carbon-neutral communities through multidisciplinary research
C) To focus solely on business applications
D) To focus solely on green tourism

Question 2:
Which of the following is NOT a focus area of the Research Centre for Green Business (RCGB)?
A) Green Supply Chain Management
B) Green Accounting & Finance
C) Green Technology & Engineering
D) Green Tourism

Question 3:
What are the objectives of the RCGB?
A) To enhance research capabilities and advance green business knowledge
B) To provide insights through the 'Green Hub' e-platform and strengthen industrial engagement
C) To underpin high-quality teaching with the knowledge created through research activities
D) All of the above

1.B 2.B 3.C

Multi-agent Research Methodology Workshop-- An example of investigating electric taxi and drivers' behavior in Hong Kong

Dr. Andrew Wu

Dr. Andrew Wu's presentation discusses electric vehicles (EVs) and drivers' behaviors in Hong Kong, focusing on policy incentives and charging facilities. The talk begins with an overview of policy incentives promoting EV adoption in Hong Kong, noting an increase in EV registrations due to these incentives. The distribution of public charging facilities across various districts in Hong Kong is also highlighted, with emphasis on the need for more facilities.

Dr. Wu then presents a survey designed to understand drivers' charging behaviors and preferences. This includes variables such as charging frequency, daily driving mileage, preferred cruising range, time to reach charging stations, charging facility convenience, charging station locations, and potential financial subsidies.

The presentation also includes a pilot study at Ap Lei Chau Island, showcasing the implementation of EV charging facilities. Lastly, Dr. Wu outlines future work focusing on identifying new charging locations in Kowloon and calculating detouring time and distance for EV drivers.

SHORT QUIZ

Question 1:
What was the primary focus of Dr. Andrew Wu's presentation?
A) The policy incentives for EVs in Hong Kong
B) The increase of EV registrations in Hong Kong
C) Understanding drivers' charging behaviors and preferences
D) All of the above

Question 2:
What are some of the variables considered in the survey about drivers' charging behaviors and preferences?
A) Charging frequency and daily driving mileage
B) Preferred cruising range and time to reach charging stations
C) Convenience of charging facilities and potential financial subsidies
D) All of the above

Question 3:
What is the next step in Dr. Wu's research?
A) To stop the study due to lack of funding
B) To identify new charging locations in Kowloon
C) To promote the use of gas vehicles
D) To remove all charging stations in Hong Kong

1.D 2.D 3.B

Paper Sessions

How to promote Hong Kong to become the Asian hub for green cross-border e-commerce in coordination with the GBA

Mr. So Kai MAN

This presentation outlines strategies for promoting Hong Kong as the leader in green cross-border e-commerce in Asia through collaboration with the Greater Bay Area initiative. It begins by establishing Hong Kong's strong position as an international financial and trading hub. Green cross-border e-commerce is defined as sustainable e-commerce involving eco-friendly products. There is growing demand for such goods globally as countries strive for carbon neutrality.

Hong Kong possesses several advantages for cross-border e-commerce like its geographical location, transportation infrastructure, and role as a market tester. It also offers strong testing/certification services and a legally recognized framework without social media limits like mainland China. Leveraging the Greater Bay Area's resources can further boost Hong Kong's strengths through cooperation with neighboring cities.

Key strategies proposed include developing supportive policies, enhancing trade facilitation, strengthening logistics capabilities, fostering innovation adoption, and encouraging sustainable practices. Challenges around potential barriers, environmental impacts, and cybersecurity must also be addressed. Stakeholders are urged to collaborate and take action to realize Hong Kong's potential as a leader in this emerging sector. Doing so aligns with regional goals for a digital and green economic transformation under frameworks like the UN Sustainable Development Agenda.

SHORT QUIZ

Question 1:
According to the presentation, which of the following is NOT listed as one of Hong Kong's advantages for cross-border e-commerce?
A) Strong transportation infrastructure
B) Role as a product tester
C) Unlimited social media access
D) Legally recognized framework

Question 2:
Which organization's 2030 agenda is mentioned as an important goal for promoting green development?
A) World Trade Organization
B) Association of Southeast Asian Nations
C) United Nations
D) Asia-Pacific Economic Cooperation

Question 3:
What is one challenge that must be addressed for Hong Kong to become the Asian hub for green cross-border e-commerce?
A) Removing import restrictions
B) Developing trade partnerships
C) Mitigating environmental impacts
D) Securing additional funding

1.C 2.C 3.C

Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay

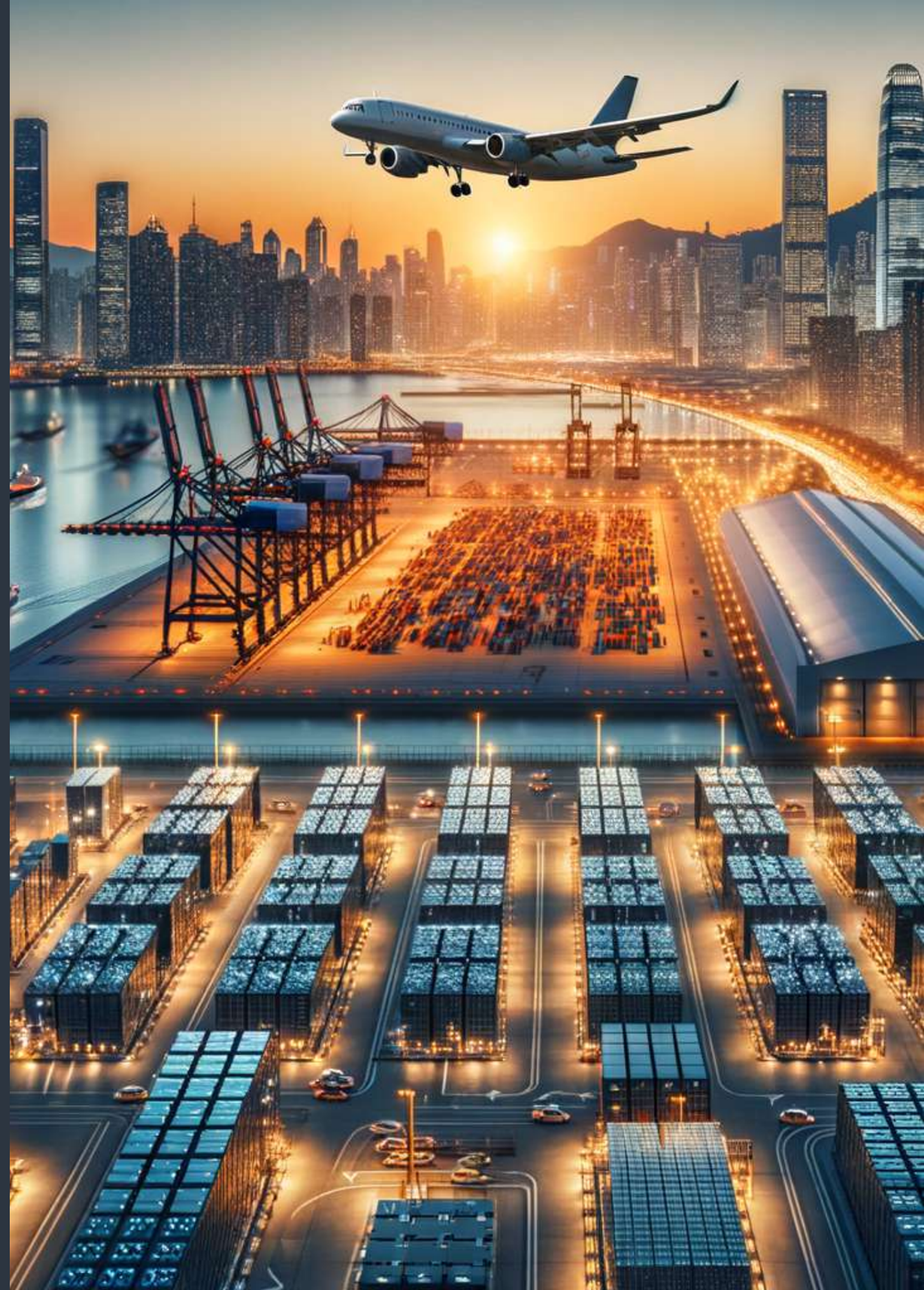
Dr. Sunny Ho

Hong Kong has a unique advantage in the e-commerce industry due to its strategic location and free port policy. The city's airport is the busiest cargo airport in the world, and it has a well-developed air cargo infrastructure. Hong Kong is also a major transshipment hub for batteries, with 25-30% of batteries shipped to the city. The city's advantage in transshipment is due to less complicated requirements, capacity and connectivity, and easier customs clearance.

However, there are some pain points in Hong Kong's e-commerce industry, such as the handling and treatment of strategic commodities, and the need for a more user-friendly regulatory environment, particularly customs requirements compliance.

To further enhance Hong Kong's e-commerce industry, the government can consider implementing the following measures:

1. Streamline customs clearance processes to reduce complexity and costs for e-commerce businesses.
2. Introduce a more comprehensive and user-friendly regulatory framework for e-commerce, including clear guidelines for the handling and treatment of strategic commodities.
3. Invest in emerging technologies such as automation, artificial intelligence, and blockchain to enhance the efficiency and security of e-commerce transactions.



SHORT QUIZ

Question 1:
What is the main advantage of Hong Kong's e-commerce industry?
A) Its strategic location and free port policy
B) Its well-developed air cargo infrastructure
C) Its ability to handle and treat strategic commodities

Question 2:
What is one of the pain points in Hong Kong's e-commerce industry?
A) Complex customs clearance processes
B) Lack of capacity and connectivity
C) Difficulty in handling and treating strategic commodities

Question 3:
What is one of the measures that the government can consider implementing to enhance Hong Kong's e-commerce industry?
A) Investing in emerging technologies such as automation, artificial intelligence, and blockchain
B) Streamlining customs clearance processes
C) Introducing a more comprehensive and user-friendly regulatory framework for e-commerce

1.A 2.A 3.B

Cross-border consumption of tourism industry in Guangdong-Hong Kong-Macao Greater Bay Area
Yang Jingjing

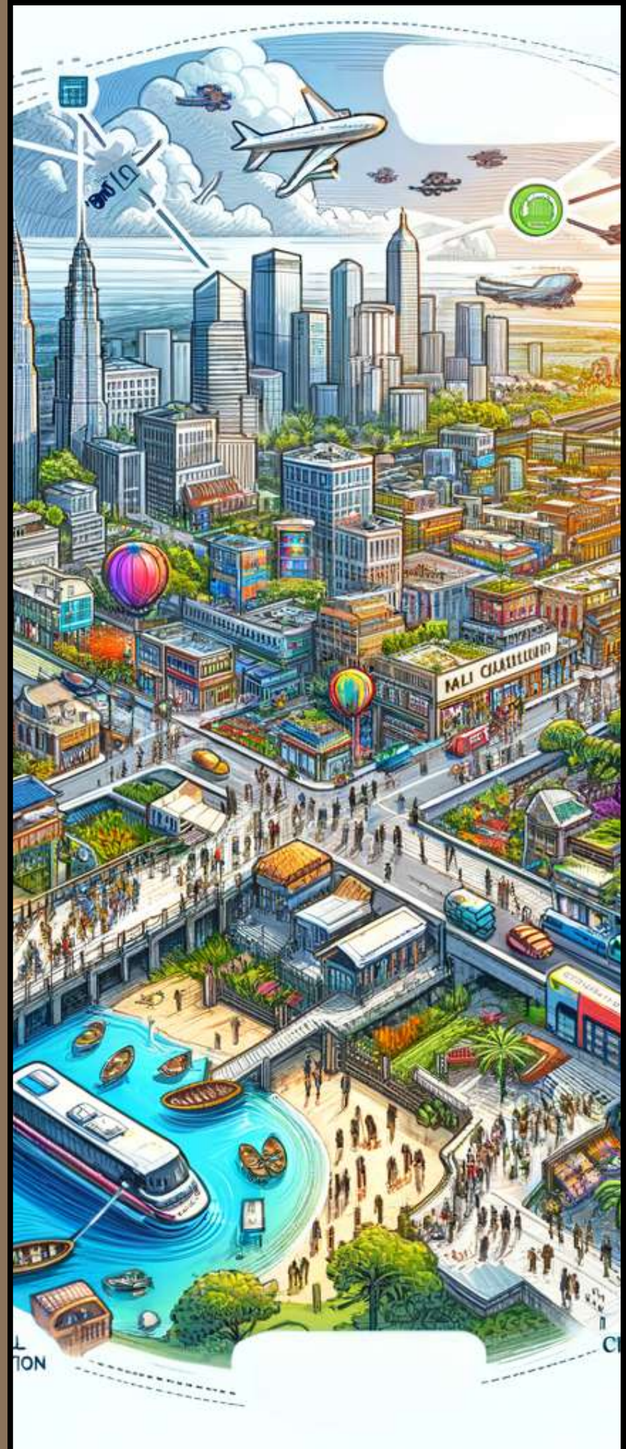
The PowerPoint presentation titled "Cross-border Consumption of Tourism Industry in Guangdong-Hong Kong-Macao Greater Bay Area" by Yang Jingjing explores the significance of cross-border tourism consumption within the Greater Bay Area (GBA). The presenter, Yang Jingjing from the Macao Institute for Tourism Studies, discusses the integration of tourism and culture, the advantages of GBA tourism development, and the impact of cross-border consumption on GBA's strategic positioning.

The presentation highlights the importance of the tourism industry in facilitating cross-border consumption within the GBA. It emphasizes the concept of "Mutual Love," which refers to travel between different cities within the GBA. The speaker also underscores the significance of regional collaboration within the GBA and how tourism and cross-border consumption contribute to the overall strategic development of the GBA.

Additionally, the presentation mentions the advantages of GBA tourism development, including support from the Chinese central government, attractive tourism destinations, cultural diversity, internationalization, convenient transportation, ecological diversity, and a wide range of tourism resources. The price differences in various cities within the GBA are also acknowledged.

The content further explores cross-border consumption patterns, focusing on Hong Kong residents' visits to Shenzhen and Macao residents' visits to Zhuhai. Motivations for cross-border consumption include lower prices, better quality, unavailable goods and services in the home region, better salesperson service, comfortable shopping environment, convenient opening hours, opportunities for bargain hunting, easy border crossing procedures, and following current trends.

The presentation concludes by emphasizing the role of tourism and cross-border consumption in contributing to the strategic positioning of the GBA. It highlights the GBA's vision as a vibrant city cluster, an international innovation and technology hub, a support pillar for the Belt and Road Initiative, a demonstration of deep cooperation between the Mainland and Hong Kong/Macao, and a quality living circle.



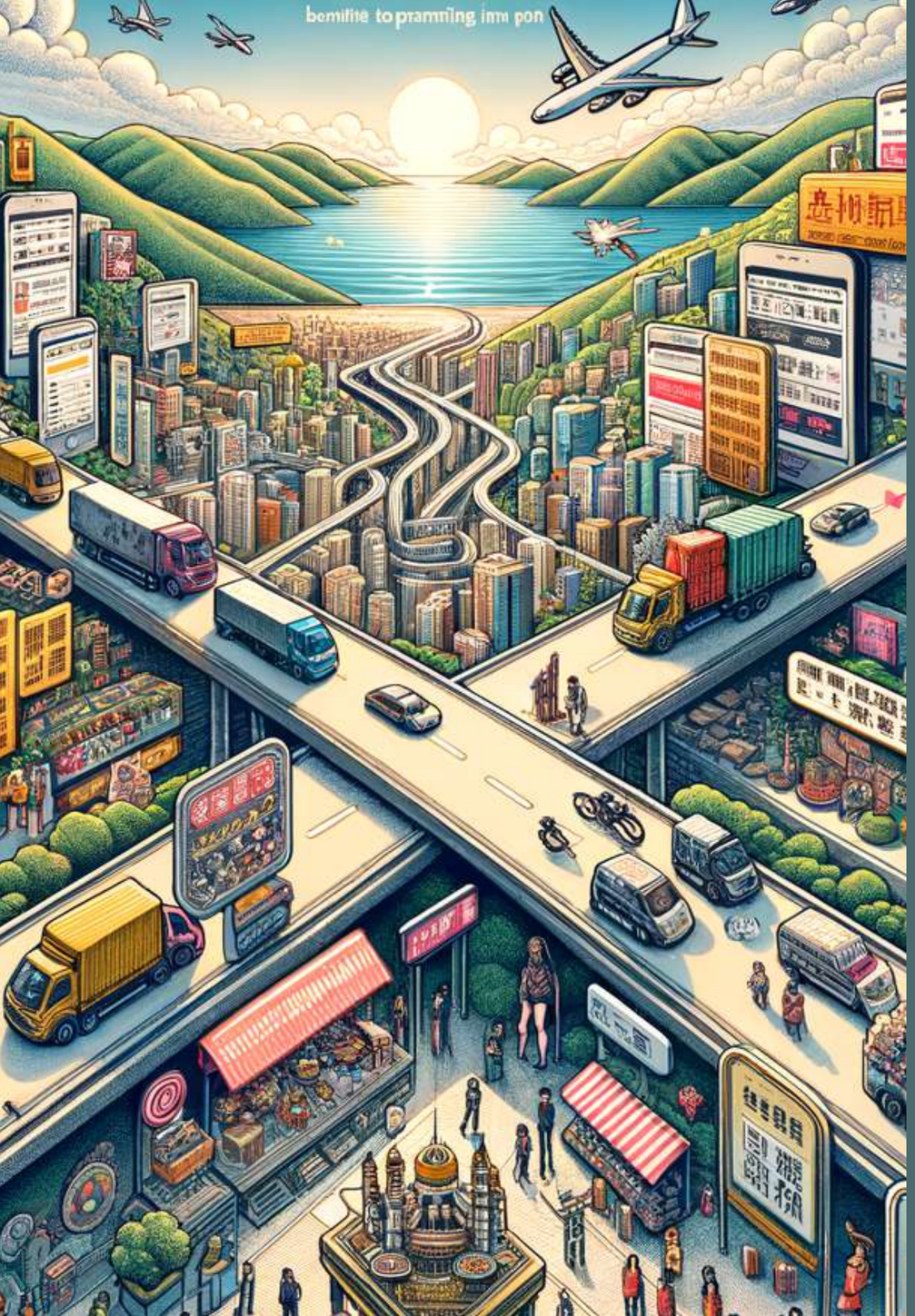
SHORT QUIZ

Question 1:
According to the presentation, what is the concept of "Mutual Love" in the context of the Greater Bay Area (GBA)?
A) Collaboration between government, industry, and universities
B) Integration of tourism and culture within the GBA
C) Price differences among cities within the GBA
D) Convenience of transportation within the GBA

Question 2:
What are some motivations for Hong Kong residents' cross-border consumption and shopping in Shenzhen, as mentioned in the presentation?
A) Higher prices and better quality
B) Availability of goods and services in Shenzhen not found in Hong Kong
C) Uncomfortable shopping environment and inconvenient opening hours
D) Limited opportunities for bargain hunting and complex border crossing procedures

Question 3:
According to the presentation, what are some advantages of GBA tourism development for cross-border consumption?
A) Cultural diversity and ecological diversity
B) Higher prices and limited transportation options
C) Unavailable goods and services in the GBA region
D) Lack of collaboration between the Mainland and Hong Kong/Macao

1.B 2.B 3.A



The Effectiveness of Omni channel for Cross-border E-commerce in the Greater Bay Area

Wong Ling

"The Effectiveness of Omni channel for Cross-border E-commerce in the Greater Bay Area" by Wet Marketing Ltd., explores the landscape of cross-border e-commerce in the Greater Bay Area. It highlights popular e-commerce platforms in China, discusses consumer experiences with cross-border online shopping, and emphasizes the importance of comprehensive logistics for the success of cross-border e-commerce.

The document suggests that the right channels are vital for the success of e-commerce operations. Furthermore, it refers to Elon Musk's ambition to transform Twitter into a "Super App," akin to WeChat, allowing users to perform multifunctional tasks without leaving the app. This includes video, audio, messaging, payments, banking, and social media services.

It also mentions the future trends of cross-border e-commerce and the increasing trend of Hong Kong people traveling north for consumption due to the high price-performance ratio in Mainland China, better service attitudes, and the presence of unique small shops. The document concludes by highlighting the growing numbers of Hong Kong people traveling to the Mainland and their reasons for doing so.

SHORT QUIZ

Question 1:
According to the document, which aspect is crucial for the success of cross-border e-commerce?
A) Comprehensive logistics
B) Extensive marketing campaigns
C) High-quality product images

Question 2:
What is Elon Musk's goal for Twitter as mentioned in the document?
A) To introduce more advertising options
B) To transform it into a "Super App" similar to WeChat
C) To add a shopping feature

Question 3:
What is one reason for the increasing trend of Hong Kong?
A) The high price-performance ratio in Mainland China
B) The cultural similarities between Hong Kong and Mainland China
C) The desire to learn Mandarin

1.A 2.B 3.A

Building and Sustaining the Momentum of Cross-border E-Commence for the Greater Bay Area

Dr Eve Nwaogu Chan Man Hin & Mr Joe Wong Tak Yun

"This presentation, by Dr. Eve Nwaogu Chan Man Hin and Mr. Joe Wong Tak Yun, discusses various aspects of research methodology. It begins by defining research as a creative and systematic process aimed at increasing knowledge. The term 'research methodology' is explained as a systematic and scientific approach to collect, analyze, and interpret data to answer research questions or test hypotheses.

The presentation further elaborates on different methodological approaches, including qualitative, quantitative, and mixed methodologies. Qualitative methodology focuses on words and 'softer' data, while quantitative methodology is number-oriented. Mixed methodology combines both qualitative and quantitative approaches and is often used in behavioral, health, and social sciences.

The document also introduces different data collection methods like interviews, surveys, observations, focus groups, etc., and discusses the importance of sampling in research. It further explains longitudinal and cross-sectional research and provides an example of a case study.

Finally, the presentation describes a research project called the "BRE Index Project", which uses longitudinal telephone surveys to demystify the role of expectations, explore changes in confidence levels over time, and produce an independent confidence index for residential property prices in Hong Kong.

SHORT QUIZ

Question 1:
What is the definition of research methodology?
A) A way to acquire knowledge
B) Systematic and scientific approach to collect, analyze, and interpret data
C) Method to increase the stock of knowledge
D) Process to inform action

Question 2:
Which research methodology focuses on the collection and analysis of words and 'softer' data?
A) Quantitative Methodology
B) Qualitative Methodology
C) Mixed Methodology
D) Longitudinal Research

Question 3:
What was the primary aim of the "BRE Index Project"?
A) To analyze changes in home owners' confidence levels over time
B) To produce an independent confidence index for residential property prices in Hong Kong
C) To demystify the role of expectations
D) All of the above

1.B 2.B 3.D

Smart Technology Supports the Development of Cross-border Consumption in the Catering Industry

By Dr. YANG Huijun, June

Dr. Yang Huijun's presentation delves into the role of smart technology, particularly robots, in advancing the development of cross-border consumption in the catering industry. The document explores how robots are used in e-commerce, from automating tasks in warehouses to delivering orders in restaurants, enhancing efficiency and customer experience. Several types of robots are described, including interactive host robots, serving robots, automated kitchen robots, and payment processing robots, each contributing to improved productivity, speed, accuracy, and cost reduction in the catering industry.

Dr. Yang also discusses how robots facilitate cross-border consumption through customization of food based on customer preferences, translation services for multilingual customers, and accessibility in various environments. Despite the benefits, the presentation also addresses concerns and challenges associated with robot implementation, such as high initial investment, maintenance difficulties, public acceptance, job displacement, and data security issues.

Looking forward, advanced automation, improved communication, virtual reality applications, and farm-to-table integration are projected as future possibilities for robot usage in restaurants. Robots are expected to integrate more into the catering industry, augment human labor, and personalize customer experiences.

SHORT QUIZ

Question 1:
What are some roles of robots in the catering industry according to Dr. Yang's presentation?
A) Automating warehouses
B) Serving food and processing payments
C) Facilitating cross-border consumption
D) All of the above

Question 2:
What are some challenges faced when implementing robots in restaurants?
A) High initial investment costs and difficulties in maintenance
B) Public acceptance and job displacement for human workers
C) Data security issues
D) All of the above

Question 3:
What are the future possibilities of using robots in restaurants as per Dr. Yang's presentation?
A) Advanced automation and better communication
B) Virtual waiters and farm-to-table integration
C) Increased robot integration and personalization
D) All of the above

1.D 2.D 3.D

The Role of GBA Cooperation in the China Biodiversity Strategy 2030 through the Lens of Cross-border Consumption

Dr. Scarlett Ruopiao Zhang

Dr. Scarlett Ruopiao Zhang's presentation discusses the role of the Greater Bay Area (GBA) cooperation in implementing the China Biodiversity Strategy 2030 through cross-border consumption. Biodiversity, with its importance in ecosystem health and human livelihood, is threatened by habitat loss, pollution, overexploitation, and climate change. The China Biodiversity Strategy 2030 aims to address these issues, focusing on species protection, habitat conservation, and genetic diversity preservation.

The GBA, encompassing Guangdong, Hong Kong, and Macao, is uniquely positioned to drive this strategy's implementation due to its biodiversity richness and dense urban population. The cooperation aims to focus on green development, environment protection, and ecosystem recovery. The role of cross-border consumption in biodiversity conservation is also highlighted. By implementing sustainable trade policies and holding corporations accountable for their ecological footprints, cross-border consumption can contribute significantly to biodiversity conservation. The presentation concludes with expectations for the future, including green supply chains, trade in eco-friendly products, shared investment in technology, strengthening regional cooperation, and promoting sustainable consumption.

SHORT QUIZ

Question 1:
What are the three main components of the China Biodiversity Strategy 2030?
A) Species protection, habitat conservation, and genetic diversity preservation
B) Ecosystem recovery, green development, and species protection
C) Habitat conservation, green development, and genetic diversity preservation
D) Ecosystem recovery, species protection, and genetic diversity preservation

Question 2:
How can cross-border consumption contribute to biodiversity conservation?
A) By increasing consumer demand for goods
B) By implementing sustainable trade policies and holding corporations accountable for their ecological footprints
C) By promoting the use of non-renewable resources
D) By encouraging overexploitation of natural resources

Question 3:
What are some expected future actions for biodiversity conservation in the Greater Bay Area?
A) Encouraging green supply chains, promoting trade in eco-friendly products, and shared investment in technology
B) Encouraging overfishing, promoting trade in non-renewable resources, and shared investment in polluting technologies
C) Encouraging habitat fragmentation, promoting trade in endangered species, and shared investment in harmful technologies
D) Encouraging green supply chains, promoting trade in endangered species, and shared investment in harmful technologies

1.A 2.B 3.A

Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area

Dr. Wong Shun Mun

The mission of the RCGB is to advance sustainability and green business practices in organizations by means of creative research, information exchange, and stakeholder involvement.

The first slide of the presentation defines green business as activities that prioritize social, economic, and environmental sustainability and have an influence on investors, consumers, workers, suppliers, and society as a whole. In order to offer academic and corporate communities green business applications and solutions, the RCGB takes a comprehensive approach.

The policy emphasis on carbon neutrality and the difficulties firms encounter in implementing green business practices are part of the justification for the creation of the RCGB. The RCGB's strategic plan, which emphasizes transdisciplinary research centers for innovative materials, design, and production; green technology and engineering; and sustainable healthcare and social services, is in line with PolyU SPEED's ambitions.

The RCGB's objectives are to carry out creative research, disseminate information on green business, and promote green practices to the business community, government agencies, and industry. Developing research skills, expanding understanding of green business, exchanging ideas through a range of events and venues, enhancing industry participation, and promoting top-notch instruction are among the goals of the RCGB.

To promote information sharing, collaborative research, and problem-solving in green business practices, the RCGB hosts events such research seminars, corporate visits, public lectures, visiting scholars programs, and consultancy projects. The lecture emphasizes the significance of sustainability, corporate social responsibility, and eco-consciousness by giving examples of study subjects and ideas from companies and scholars.

SHORT QUIZ

Question 1:
What is the main objective of the Research Centre for Green Business (RCGB)?
A) Promoting carbon neutrality in the Greater Bay Area.
B) Conducting innovative research on sustainable healthcare.
C) Developing research capabilities of PolyU SPEED staff.
D) Advocating for green business practices and sustainability.

Question 2:
Which of the following activities is NOT organized by the RCGB?
A) Public lectures and research seminars.
B) Visiting scholars program.
C) Consultancy projects.
D) Sports and recreational events.

Question 3:
What is the purpose of the 'Green Hub' offered by the RCGB?
A) To share green business practices with academics and industry practitioners.
B) To provide consultancy services and feasible solutions.
C) To promote research collaboration with renowned scholars.
D) To offer a foundation for academics to generate research ideas.

1.D 2.D 3.A

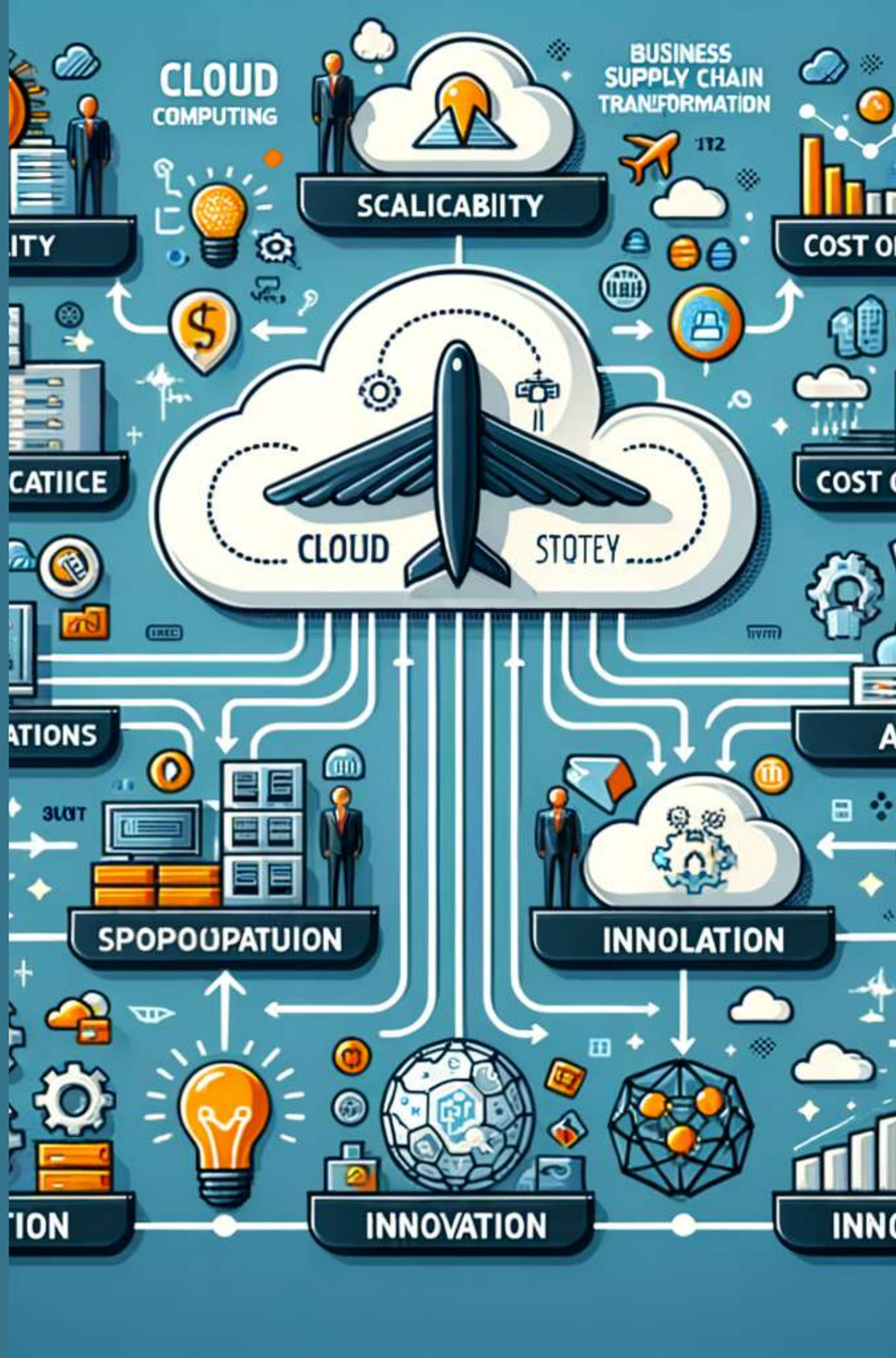
Twin Engine of Empowering Cross-Border E-commerce Platforms: The Applications of Cloud Computing and Artificial Intelligence (AI)

Dr. Yeung Kun Woon, John

It discusses the importance of cloud computing and artificial intelligence (AI) in the context of business and supply chain transformation. The speaker, John Yeung, highlights the benefits of cloud computing, including elasticity, scalability, cost optimization, agility, and innovation. He also discusses the evolution of cloud technologies, from virtual machines to serverless computing, and the importance of cloud strategy in driving business innovation.

John then discusses the role of AI in supply chain transformation, particularly in process mining and discovery. He explains how AI technologies can analyze existing processes and introduce process mining to improve efficiency. He also highlights the potential benefits and challenges of applying AI in process mining and discovery.

It also touches on the importance of data in decision-making, with data lakes being a valuable tool for organizations to capture and make accessible a diversity of data. John emphasizes the need for data to be discoverable and highlights the challenges of dealing with dark data.
Finally, the PPT discusses the extension of traditional business intelligence with data lakes and the use of machine learning in various fields, including supply chain management.



SHORT QUIZ

Question 1:
What is the main theme?
A) Cloud computing and artificial intelligence
B) Supply chain transformation
C) Data analytics and business intelligence
D) Process mining and discovery

Question 2:
What are the benefits of cloud computing, according to the speaker?
A) Elasticity, scalability, cost optimization, agility, and innovation
B) Cost savings, business agility, technology agility, and innovation at scale
C) Time to market, business agility, technology agility, and innovation at scale
D) All of the above

Question 3:
What is the importance of data in decision-making, according to the speaker?
A) Data drives better decision-making
B) Data lakes are a valuable tool for organizations
C) Data needs to be discoverable
D) All of the above

1.A 2.D 3.D

Post COVID Market Dynamics in Cross-border E-commerce

Mr. Yu Shing Chung John

It discusses the current state of cross-border e-commerce and logistics, particularly in the context of the COVID-19 pandemic. It highlights the growth of e-commerce and the importance of logistics in meeting customer demands. The presentation also discusses the role of technology in logistics, including the use of deep learning for capacity allocation and the importance of data analytics.

It also provides an overview of the different types of customers in the e-commerce industry, including brand owners, e-tailers, and marketplaces. It also discusses the various logistics service providers (LSPs), including tradelane-focused, technology-driven, integrator, seller + logistics, total solutions, post offices, and airline-initiated LSPs.

The presentation also provides some insight into the post-COVID e-commerce landscape, including the growth of e-commerce in Asia and the impact of the pandemic on e-commerce adoption. It also discusses the latest updates in e-commerce logistics, including the emergence of new e-commerce giants and the affordable shipping fee for e-commerce shippers and retailers.

SHORT QUIZ

Question 1:
What is the main theme of the PPT presentation?
A) The impact of COVID-19 on e-commerce and logistics
B) The growth of e-commerce in Asia
C) The role of technology in logistics
D) The different types of customers in the e-commerce industry

Question 2:
Which of the following is NOT a type of logistics service provider (LSP)?
A) Tradelane-focused
B) Technology-driven
C) Integrator
D) Post office

Question 3:
What is the name of the white paper mentioned in the PPT that discusses the significant growth of e-commerce and its impact on retailers and manufacturers' logistics needs?
A) "Air cargo and e-commerce enabling global trade"
B) "The highway of value for global logistics"
C) "E-commerce Logistics: The Next Frontier"
D) "The Future of Logistics: Impact of E-commerce"

1.A 2.D 3.A

Emerging Aviation Issues: Cross-border E-commerce Business for the Greater Bay Area

Ms. Cheung Michelle ShukYuen

This discusses the emerging aviation issues in the Greater Bay Area, particularly in the context of cross-border e-commerce business. The presentation highlights the challenges faced by airlines in the highly competitive market, such as security concerns, technology changes, cost, and regulation. However, it also emphasizes the opportunities that e-commerce provides, including personalization, cost savings, and increased revenue.

The presentation also discusses the importance of mobile-first strategies for airlines, including managing booking, check-in, and inflight shopping. Additionally, it mentions the agreement signed between the Airport Authority and the Zhuhai Municipal People's Government to develop transit services for both passengers and cargo.

SHORT QUIZ

Question 1:
What is the main theme of the PPT presentation?
A) The challenges faced by airlines in the Greater Bay Area
B) The opportunities provided by e-commerce for airlines
C) The importance of mobile-first strategies for airlines
D) The agreement signed between the Airport Authority and the Zhuhai Municipal People's Government

Question 2:
What are the challenges faced by airlines in the Greater Bay Area, according to the PPT?
A) Highly competitive market, security concerns, technology changes, cost, and regulation
B) Highly competitive market, security concerns, technology changes, and cost
C) Security concerns, technology changes, cost, and regulation
D) Highly competitive market, security concerns, and technology changes

Question 3:
What is the purpose of the agreement signed between the Airport Authority and the Zhuhai Municipal People's Government, according to the PPT?
A) To develop transit services for both passengers and cargo
B) To enhance connectivity provided by the Hong Kong-Zhuhai-Macao Bridge
C) To give full play to the complementary advantages of Hong Kong and Zhuhai
D) To synergize the networks of HKIA and Zhuhai Airport

1.B 2.A 3.A

Adoption of VR AR in E-Commerce of Greater Bay Area

Ms. Ivy Shum

The PPT presentation by Ivy Shum discusses the adoption of Virtual Reality (VR) and Augmented Reality (AR) technologies in the e-commerce industry, specifically in the Greater Bay Area. The presentation highlights the benefits of using VR/AR in e-commerce, such as enhancing customer experience, overcoming physical limitations, and providing new marketing and brand engagement opportunities.

The presentation also showcases various use cases of VR/AR in e-commerce, including virtual product demonstrations, virtual fitting rooms, and interactive online shopping campaigns. Additionally, it discusses the future of the internet, which is expected to be shaped by VR/AR technologies, and how these technologies will transform every aspect of business.

SHORT QUIZ

Question 1:
What is the main theme of the PPT presentation?
A) The benefits of using VR/AR in e-commerce
B) The future of the internet and its impact on business
C) The use cases of VR/AR in e-commerce
D) The challenges of adopting VR/AR in e-commerce

Question 2:
What are the benefits of using VR/AR in e-commerce, according to the PPT?
A) Enhancing customer experience, overcoming physical limitations, and providing new marketing and brand engagement opportunities
B) Reducing costs, increasing efficiency, and improving customer service
C) Providing personalized experiences, streamlining processes, and increasing customer engagement
D) All of the above

Question 3:
What is the expected size of the global virtual reality in retail market by 2030, according to the PPT?
A) USD 3.25 billion
B) USD 23.69 billion
C) USD 100 billion
D) USD 500 billion

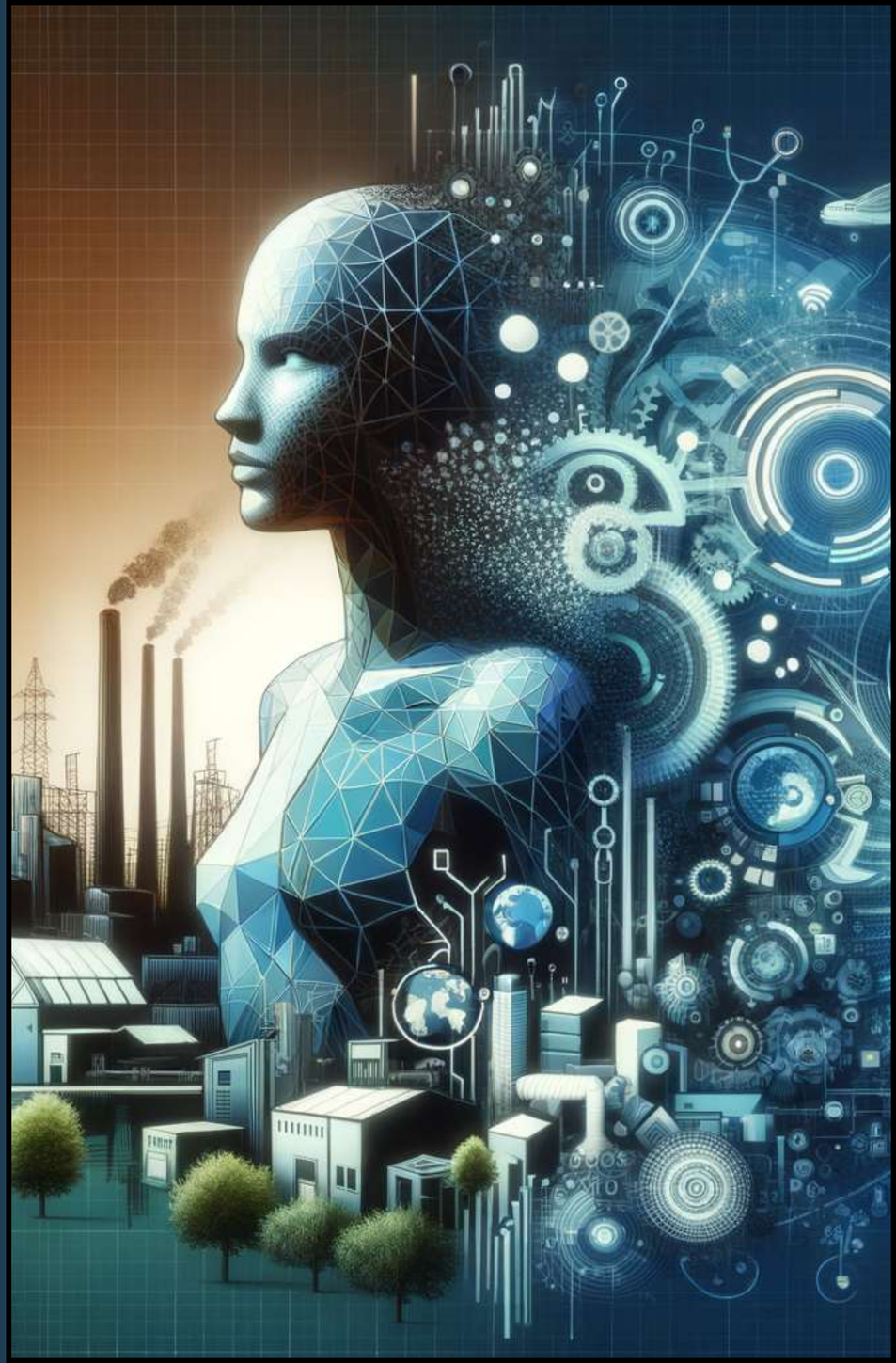
Sustainability and Diversification in Cross-border E-commerce for the Greater Bay Area (GBA)

Ms. Sio Sandy Hou In

It discusses the importance of sustainability and diversification in cross-border e-commerce for the Greater Bay Area (GBA). The GBA is a region with a high level of economic development and a complete industry system, and it has been approved as a comprehensive test area for cross-border e-commerce. The speaker, Sandy Hou In SIO, highlights the need for sustainable development in e-commerce for the GBA, especially in the context of the COVID-19 pandemic and the country's pursuit of dual carbon goals.

The presentation also introduces the Micro Connect Macao Financial Assets Exchange (MCEX), which is the world's first Daily Revenue Obligations (DRO) financial market. The MCEX aims to channel global capital to help China's economic development by empowering small and micro firms in the mainland. Additionally, the Macao International Environmental Co-operation Forum (MIECF) is mentioned, which is an annual forum that promotes innovative initiatives on environmental protection and sustainable development.

Also, it discusses the "Green Macao" carbon inclusion pilot program, which is an electronic application that tracks individual participants' carbon footprint, carbon emission estimates, carbon right trading, and carbon offset figures. The program aims to incentivize individuals to engage in carbon reduction and carbon trading in the scope of Macao and beyond.



SHORT QUIZ

Question 1:
What is the main theme of the presentation?
A) The importance of sustainability and diversification in cross-border e-commerce for the Greater Bay Area (GBA)
B) The impact of COVID-19 on e-commerce in the GBA
C) The role of the Micro Connect Macao Financial Assets Exchange (MCEX) in promoting sustainable development

Question 2:
What is the objective of the "Green Macao" carbon inclusion pilot program?
A) To encourage individuals to engage in carbon reduction and carbon trading in the scope of Macao and beyond
B) To promote the development of small and micro firms in the mainland
C) To support the country's pursuit of dual carbon goals

Question 3:
What is the name of the annual forum that promotes innovative initiatives on environmental protection and sustainable development in Macao?
A) Macao International Environmental Co-operation Forum (MIECF)
B) Micro Connect Macao Financial Assets Exchange (MCEX)
C) Macao Sustainable Development Forum

1.A 2.A 3.A

EXPLORING OPPORTUNITIES WITH CROSS-BORDER E-COMMERCE, ONLINE TO OFFLINE BUSINESS MODELS

Wilson Shum

This presentation explores opportunities for cross-border e-commerce and online-to-offline business models. It explains that a business model describes how a company will generate revenue through its product offerings and sales strategies.

Cross-border e-commerce refers to buying and selling goods/services over the internet across countries. Online-to-offline models draw potential customers from online channels to offline stores. China's major cross-border e-commerce platforms are analyzed, with Alibaba's Tmall and JD.com dominating sales volumes.

Trends seen in the industry include adopting more sophisticated strategies beyond transaction volumes. Personalization, branding, market segmenting and sales targeting are growing priorities. Social commerce combining social media and online shopping has proven successful in China, especially platforms like Xiaohongshu.

Key opinion consumers who test and review products organically are more credible than paid influencers. The concepts of "grass planting" and product demand cultivation are also examined. Cosmetics, baby products, food/beverages and luxury fashion are among the most sought-after foreign goods.

Case studies of Tai Hing, Hung Fuk Tong and Pristar demonstrate different cross-border models. Lastly, it's advised to work with multiple sales channels, understand cultural differences and refine value propositions for cross-border success.

SHORT QUIZ

Question 1:
Which of these is NOT a trend seen in cross-border e-commerce?
A) Personalization
B) Driving traffic volumes
C) Market segmenting
D) Branding

Question 2:
What percentage of Xiaohongshu users are located in first-tier and second-tier cities?
A) 50%
B) 25%
C) 75%
D) 35%

Question 3:
According to the conclusion, which of these is NOT a recommendation?
A) Work with different channels
B) Focus on low prices
C) Understand cultural dynamics
D) Fine-tune value propositions

1.B 2.A 3.B

The Regional Comprehensive Economic Partnership (RCEP) and China Import/Export Trade Facilitation

Harman Ng

The presentation discusses the potential impact of the Regional Comprehensive Economic Partnership (RCEP) on China's import/export trade facilitation initiatives. RCEP is a free trade agreement between 15 countries in the Asia-Pacific region, including China, Japan, South Korea, Australia, and New Zealand. The agreement aims to reduce tariffs, simplify customs procedures, and promote investment and economic cooperation among its member countries.

The RCEP is expected to have a significant impact on China's import/export trade facilitation initiatives in several ways. Firstly, it will increase trade and investment flows among RCEP member countries, providing more opportunities for Chinese companies to invest and expand their exports. Secondly, the RCEP includes provisions to harmonize technical standards and regulations, which could reduce non-tariff barriers to trade and improve the efficiency of customs procedures. Thirdly, the RCEP will improve market access for Chinese companies in other RCEP member countries by reducing tariffs and non-tariff barriers to trade.

However, the RCEP may also increase competition from other RCEP member countries, potentially putting pressure on China's import/export trade facilitation initiatives to become more efficient and competitive. Additionally, the RCEP is seen as complementary to China's Belt and Road Initiative, which aims to promote infrastructure development and economic cooperation across Asia, Europe, and Africa. The RCEP could help facilitate trade and investment flows between China and other Belt and Road countries, further promoting China's import/export trade facilitation initiatives.

Overall, the RCEP is expected to have a significant impact on China's import/export trade facilitation initiatives by increasing trade and investment flows, harmonizing technical standards and regulations, improving market access, and potentially increasing competition from other RCEP member countries. As a result, China may need to continue to refine and improve its import/export trade facilitation initiatives in order to remain competitive in the global marketplace.

SHORT QUIZ

Question 1:
What is the main theme of the presentation?
A) The impact of RCEP on China's import/export trade facilitation initiatives
B) The benefits of RCEP for Chinese companies
C) The potential challenges of RCEP for China's trade facilitation initiatives

Question 2:
How will RCEP improve market access for Chinese companies in other RCEP member countries?
A) By reducing tariffs and non-tariff barriers to trade
B) By harmonizing technical standards and regulations
C) By increasing competition from other RCEP member countries

Question 3:
How does the RCEP complement China's Belt and Road Initiative?
A) By promoting infrastructure development and economic cooperation across Asia, Europe, and Africa
B) By facilitating trade and investment flows between China and other Belt and Road countries
C) By potentially increasing competition from other RCEP member countries

1.A 2.A 3.B

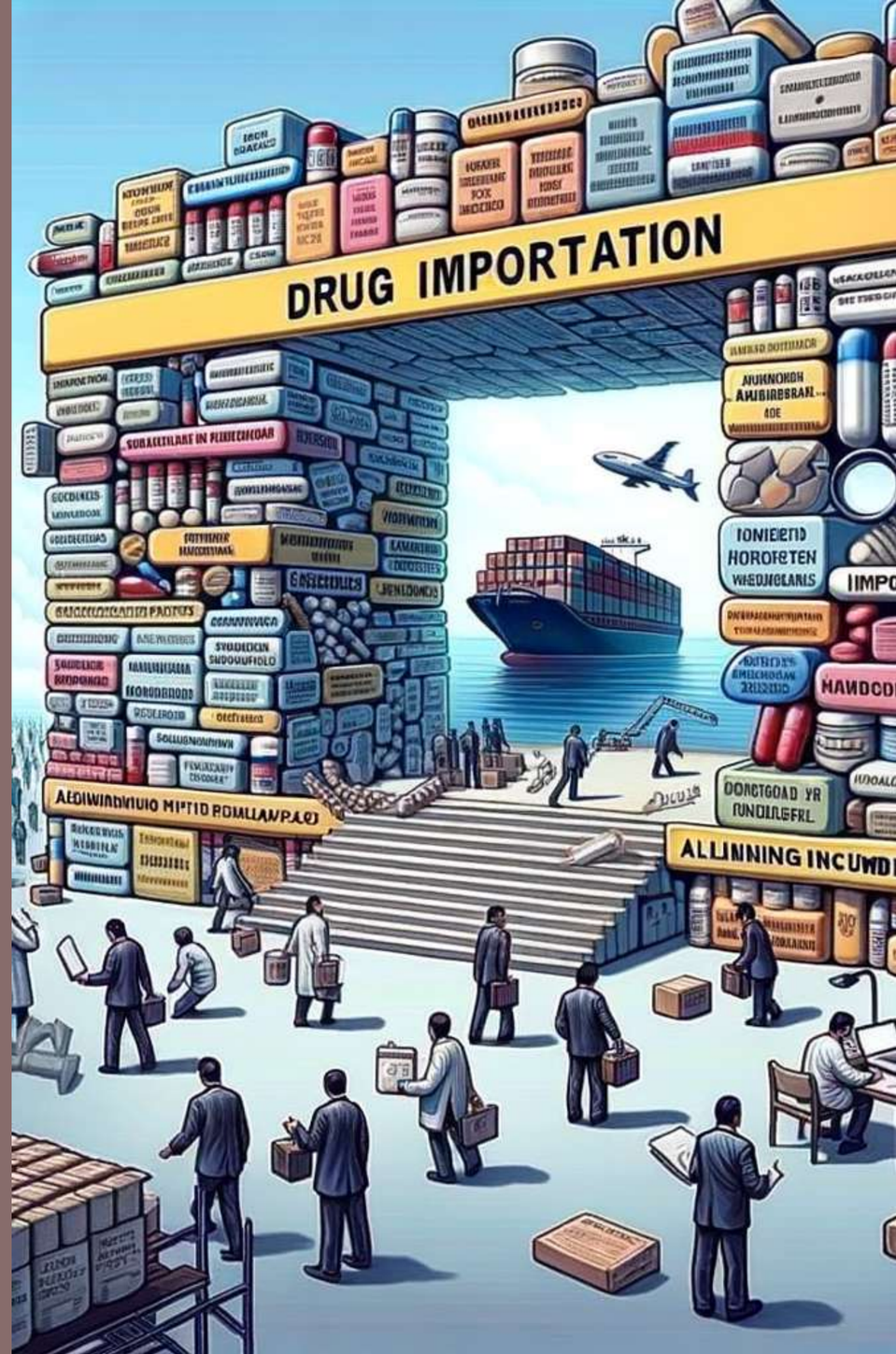
Transland Shipping (1971) Group Import Drugs into the Greater Bay Area:
Cases on Cross-border E-commerce
Paul Li

The presentation provides an overview of drug importation into the Greater Bay Area, with a focus on cross-border e-commerce. Paul Li, President of Transland Shipping (1971) Group, presents the document covering policies, implementation tools, operators, and limitations of drug importation.

The presentation's policies section details the pertinent regulations and laws that oversee drug importation in China, including customs regulations and the Drug Administration Law. The section on implementation tools explains the different ways to import drugs, like positive import lists, customs after-tax value lists, and customs different flow lists. The operators section identifies various operator categories involved in importing drugs, such as couriers, post offices, platforms, end-users, and trading companies.

The presentation also underscores the challenges and limitations of drug importation, such as obtaining a valid import license, complying with relevant regulations, and finding a qualified importer. The reference section offers various resources for further reading, such as government websites, industry reports, and news articles.

The presentation provides an all-encompassing overview of importing drugs into the Greater Bay Area, focusing particularly on cross-border e-commerce. It explores different aspects of drug importation, such as policies, implementation tools, operators, and limitations. This document proves valuable for individuals and companies engaged in importing drugs into the region.



SHORT QUIZ

Question 1:
What is the primary focus of the presentation?
A) Importing drugs into the Greater Bay Area
B) Cross-border e-commerce regulations
C) Customs procedures for drug importation

Question 2:
Which of the following is not an implementation tool for drug importation discussed in the document?
A) Positive import lists
B) Customs after-tax value lists
C) Customs different flow lists
D) End-user declarations

Question 3:
Which of the following operators is not involved in drug importation, according to the document?
A) Courier
B) Post office
C) Platform
D) Trading company

1.A 2.D 3.D

Cross-border E-Commerce Payment Security and Fraud Prevention

Mr. KwokMan Ki Philip Kino

This presentation addressed important issues around cross-border e-commerce payments, security, and fraud prevention. It began with an introduction to Kino Kwok's extensive experience in fintech and e-commerce. Payment fraud was established as a significant challenge, costing billions globally each year. Industries like travel and electronics see the highest rates of fraudulent transactions.

Online payment methods like credit cards are more vulnerable to fraud than in-person payments. Factors like identity theft, friendly fraud, and account takeovers pose major risks. The talk outlined the different perspectives of parties in an online transaction like consumers, merchants and banks. Key stages in an online payment flow and common types of fraud were then explained.

Potential security measures to help mitigate risk were presented, such as multifactor authentication, encryption, geolocation data and blacklists. Fraud detection and prevention solutions work by analyzing transactions, assigning risk scores and making accept/decline decisions. A five-phase fraud strategy covering prescreening, payments, postscreening, review and accounting was described. Leading fraud detection providers were compared to help merchants select partners.

In summary, the presentation highlighted that successful e-commerce requires securing payments from growing fraud threats, and introduced strategies and technologies that can help achieve this.

SHORT QUIZ

Question 1:
Which of the following industries sees the highest rates of fraudulent e-commerce transactions?
A) Retail
B) Travel
C) Electronics
D) Gaming

Question 2:
Which stage of an online fraud strategy involves manually reviewing suspicious transactions?
A) Prescreening
B) Payments
C) Postscreening
D) Review

Question 3:
What type of fraud poses a risk of criminals accessing a victim's financial accounts?
A) Phishing
B) Friendly fraud
C) Identity theft
D) Geolocation fraud

1.B 2.D 3.C

The Promotional Strategies of Cross Border E-Commerce in the Greater Bay Area

Mr. Jones Ng

This presentation focused on successful promotional strategies for cross-border e-commerce businesses looking to sell in the Greater Bay Area of China, which includes Hong Kong, Macau and nine cities in Guangdong Province.

The speaker, Jones Ng, is involved in the e-commerce industry. He explained that while competition is intense globally, China represents a massive opportunity due to its large population and growing middle class. However, companies must understand the local market dynamics and be prepared to invest heavily in marketing.

The three main promotional components recommended were social media, e-commerce platform official ads, and livestreaming. For social media, the popular Xiaohongshu app was highlighted as key for reaching female consumers. The strategy advised allocating 70% of budget to this initially. Taobao's paid search program was also described, noting its complexity requires dedicated professionals costing around 200k RMB annually. Livestreaming allows integrating marketing fees with commissions of 20-30% and should get 20% of initial budget.

Additional costs like technical, service and deposit fees from platforms can range from 30k-200k RMB. Developing a local marketing strategy tailored to each sales channel and audience was stressed as crucial before investing large sums. In conclusion, leveraging multi-channel promotion effectively in China offers ample rewards for cross-border sellers willing to invest properly in local expertise and requirements.

SHORT QUIZ

Question 1:
What percentage of budget did the speaker recommend initially allocating to social media promotion?
A) 50%
B) 70%
C) 80%
D) 90%

Question 2:
What type of professional is needed to manage ads on Taobao's paid search program?
A) Marketing manager
B) Livestream host
C) Professional driver
D) Social media influencer

Question 3:
Approximately how much does it cost annually to hire a dedicated livestreaming salesperson on Taobao?
A) 100k RMB
B) 150k RMB
C) 200k RMB
D) 250k RMB

1.B 2.C 3.C

Contemporary Legal Issues of E-Commerce in the Greater Bay Area

Mr. Andy Tse

This presentation provided an overview of contemporary legal issues relating to e-commerce activities within the Greater Bay Area of China. It began with defining e-commerce and outlining its key features that present legal risks, such as virtual transactions and lack of identity verification. Three common business models of B2C, B2B and platform-based were introduced.

The presentation emphasized that the GBA consists of three separate yet intersecting legal systems - common law in Hong Kong, civil/socialist law in mainland China, and civil/Portuguese law in Macau. Common legal issues faced included contractual disputes over parties, risk, jurisdiction and product liability. Intellectual property infringement and fraud/cybersecurity risks were also examined.

Additional topics covered were governing law considerations, methods of dispute resolution and challenges enforcing judgments across jurisdictions. Mainland China's E-Commerce Law and specialized courts like the Guangzhou Internet Court were highlighted as important to understand. A case example illustrated jurisdiction issues.

In summary, the presentation equipped viewers with essential knowledge on e-commerce's legal frameworks and compliance matters within the multi-jurisdictional GBA region.

SHORT QUIZ

Question 1:
Which three legal systems operate simultaneously within the GBA?
A) Common law, civil law, sharia law
B) Common law, civil law, socialist law
C) Common law, civil law, customary law
D) Common law, civil law, canon law

Question 2:
What type of intellectual property infringements commonly occur in e-commerce?
A) Copyright, trademark, patent
B) Copyright, design, trademark
C) Patent, trademark, design
D) Copyright, patent, trade secret

Question 3:
What is one function of Guangzhou's specialized Internet Court?
A) Handles copyright disputes
B) Handles cross-border cases
C) Handles internet-related cases like online shopping disputes
D) Handles cybercrime cases

1.B 2.A 3.C

Information Technology of E-commerce in hospitality and tourism industry: development and trends

Dr. Jose Weng-Chou Wong

This presentation discussed the development, trends and applications of information technology, particularly e-commerce, in the hospitality and tourism industry. It began by introducing the qualifications and expertise of the presenter, Dr. Jose Wong from the Faculty of Hospitality and Tourism Management at the University of Macau.

The development history of e-commerce was examined, noting its critical role in boosting the global economic contribution of tourism. Bibliometric analyses of academic literature revealed increasing research focus on artificial intelligence applications. Statistics showed e-commerce's large GDP impact. Current trends like the metaverse and contactless services using robotics were emerging from COVID-19 impacts on customer preferences.

Blind box marketing innovations harnessed e-commerce to stimulate travel demand. Hotels adopted technologies like intelligent check-ins, self-driving trolleys and robot butlers. The growth of technologies in managing information asymmetry and dynamic pricing was also outlined.

In summary, the presentation equipped attendees with knowledge on how information technologies and e-commerce have evolved historically and continue shaping strategic operations and customer experiences within hospitality and tourism.

SHORT QUIZ

Question 1:
What was one technology trend emerging from COVID-19 impacts on customer preferences?
A) Metaverse
B) Blind box marketing
C) Robot cleaners
D) Self-check in kiosks

Question 2:
According to the statistics shown, what was e-commerce's estimated global economic contribution in 2019?
A) Over US$5 billion
B) Over US$9 billion
C) Over US$12 billion
D) Over US$15 billion

Question 3:
Which of the following was NOT discussed as an application of technology in the hotel industry?
A) Intelligent check-ins
B) Self-driving luggage trolleys
C) Augmented reality tours
D) Robot butlers

1.A 2.B 3.C

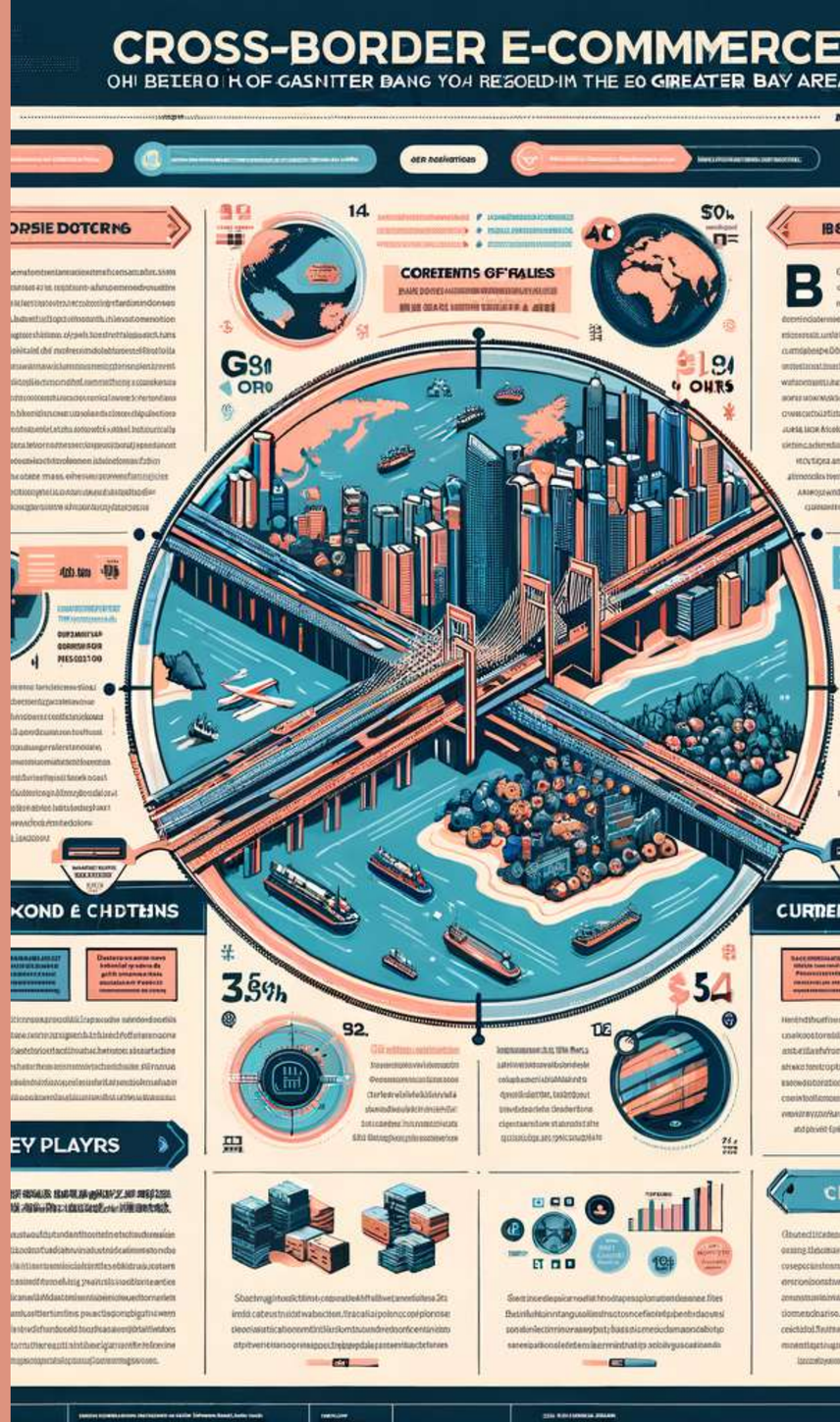
Cross-border E-commerce in the Greater Bay Area
Mr. Alex Hung, MH

The presentation discusses Cross-border E-commerce in the Greater Bay Area (GBA), presented by Alex Hung, MH, CEO of Crossover International Co. Ltd. Updated on August 4, 2023, it outlines the concept of cross-border e-commerce, the potential of the GBA region, current market trends, key players, and challenges faced by the industry.

Cross-border e-commerce in the GBA refers to online trade between the area and external markets, involving B2B and B2C transactions, and necessitates customs and logistics for international shipping. The GBA, comprising Hong Kong, Macau, and nine Guangdong cities, is a significant economic zone with a combined GDP exceeding $1.6 trillion. It offers a vast consumer base, advanced logistics, a robust e-commerce ecosystem, supportive government policies, and technological innovation, making it ripe for cross-border e-commerce growth.

The market has seen remarkable growth, with Guangdong's import and export volume increasing from 14.8 billion RMB in 2015 to 645.4 billion RMB in 2022. Key players include Alibaba Group, JD.com, and Amazon, with Amazon's VP Jin Yanzhen highlighting the growth potential for Chinese sellers in global branding, product innovation, and diversified business strategies.

However, challenges such as customs compliance, language and cultural barriers, logistics, payment processing, and cybersecurity pose obstacles to the sector's development.



SHORT QUIZ

Question 1:
What is the GBA's significance in cross-border e-commerce?
A) It is a small economic region with limited potential.
B) It is a major economic hub with a GDP over $1.6 trillion.
C) It has a declining consumer market.
D) It lacks technological innovation.

Question 2:
Which of the following is NOT listed as a challenge for cross-border e-commerce in the GBA?
A) Cybersecurity and fraud
B) Advanced logistics infrastructure
C) Customs and regulatory compliance

Question 3:
What is the significance of the Greater Bay Area (GBA) in the context of cross-border e-commerce?
A) It is a small economic region with limited e-commerce activity.
B) It is an economic hub with a combined GDP of over $1.6 trillion, offering significant e-commerce potential.
C) It is only relevant for local trade within China.

1.B 2.B 3.B

Photo Gallery

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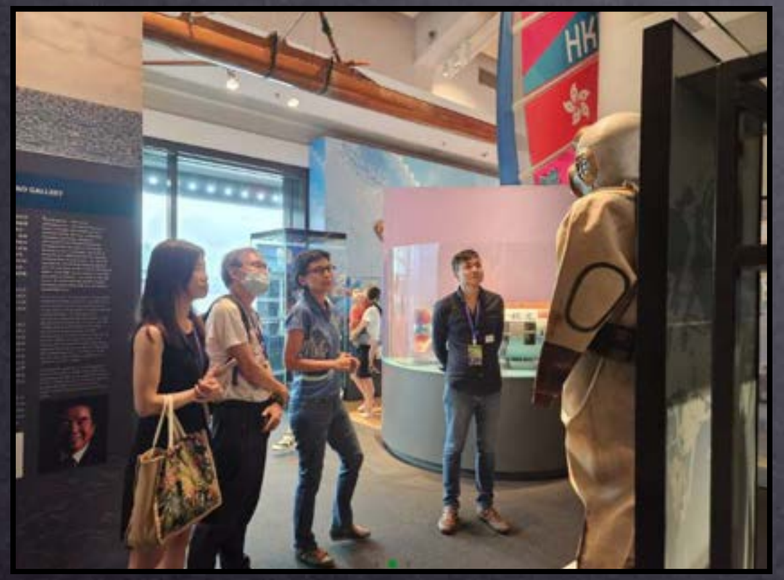
Photo Gallery



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- Beijing Normal University - Hong Kong Baptist University United International College, China
- Climate Change Adaptation Planning for Port, Transportation Infrastructure, and the Arctic, Canada
- Hong Kong Sea Transport and Logistics Association, Hong Kong
- Institute of Seatransport, Hong Kong
- Macao Institute for Tourism Studies, Macao
- Shenzhen University, China
- Technological and Higher Education Institute of Hong Kong, Hong Kong
- The Hang Seng University of Hong Kong, Hong Kong
- The Hong Kong Polytechnic University, Hong Kong

SUPPORTING ORGANIZATIONS

Hong Kong Sea Transport and Logistics Association	Institute of Seatransport	Climate Change Adaptation Planning for Port, Transportation Infrastructure, and the Arctic	Hong Kong Cross-Border E-commerce Association
The Federation of Greater Bay International Logistics and Supply Chain Indstry	The Hong Kong Institution of Engineers (Logistics & Transportation Division)	Hong Kong Maritime Museum	CY Tung International Centre for Maritime Studies
China Maritime Institute	Research Centre for Green Business	Policy Research Institute of Global Supply Chain (The Hang Seng University of Hong Kong)	Hong Kong Association for VR AR