



The Perfect Storm: Future-Proofing Your Fashion Business 「疫」市營商：屹立不倒的潮流王國

- Date 日期 : 18 / 3 / 2021 (Thursday 星期四)
- Time 時間 : 2pm – 3pm
- Speakers 講者 :
 - Mr Harvey Mok, Senior Vice President, Business Development, CASETiFY
 - Ms Mathilde Béquinas, APAC Business Development Manager, OnTheList
 - Mr Michael Ho, Marketing & Brand Partnerships Manager, ZALORA
- Moderator 主持 :
 - Mr Joseph Yuen, Chairman, Hong Kong Federation of E-Commerce
- Language 語言 : English (Simultaneous interpretation service will be provided)
英語 (設普通話即時傳譯)
- Remarks 備註 : Free of charge, pre-registration required 免費參加 · 需預先登記

Abstract 活動撮要

In light of the global lockdown, the fashion industry has been facing challenges in transforming their business operation and migrating their supply chain online. Industry leaders, each playing a key role in the fashion e-commerce ecosystem will gather to share their views on how the traditional marketplace will evolve digitally and what takes to future-proof your fashion business.

Time 時間	Tentative Rundown 擬定程序
2pm – 2:05pm	Opening and Speaker Introduction by Moderator
2:05pm – 2:15pm	Presentation Mr Harvey Mok, Senior Vice President, Business Development, CASETiFY
2:15pm – 2:25pm	Presentation Ms Mathilde Béquinas, APAC Business Development Manager, OnTheList
2:25pm – 2:35pm	Presentation Mr Michael Ho, Marketing & Brand Partnerships Manager, ZALORA
2:35pm – 2:50pm	Panel Discussion
2:50pm – 3pm	Q&A Session



INTERNATIONAL SOURCING SHOW / 2021

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About the Moderator 主持簡介



Mr Joseph Yuen
Chairman, Hong Kong Federation of E-Commerce
Head of Commerce, IPG Mediabrands Hong Kong & Taiwan

Mr. Joseph Yuen was appointed as the Chairman of Hong Kong Federation of E-Commerce (HKFEC) since 2015, and is currently the Head of Commerce for IPG Mediabrands, Hong Kong and Taiwan, leading the digital transformation for International brands and retailers over the region.

Mr. Yuen has intensive experience in digital industry from being the Founder and CEO of Ecommerce World Limited since 2016, and his role as Managing Director of China Post Trade Development Company Limited in 2008.

Mr. Yuen was graduated in Bachelor of Electronics Engineering (Communication) degree from the University of RMIT, Australia; and he is currently the Board Director of International Data Center Authority (IDCA) for Asia; the Board Advisor for Guangdong Province Electronics Commerce Association (GDECA), Ecommerce Foundation in European, Russian Association of Internet Trade Companies (AITC) and the Expert committee of APEC Ecommerce Business Group. Mr. Yuen also be appointed as the rotating chairman for World Trustmark Alliance (WTA) during 2018-2020.

About the Speakers 講者簡介



Mr Harvey Mok
Senior Vice President, Business Development
CASETiFY

Harvey is an experienced VP in Business Development and Marketing with over 10 years of internationally e-commerce exposure. He is also a data-driven and insightful marketer who is passionate about growing teams and reaching dreams.

From multiple start-ups, Harvey has grown skills in full-cycle marketing, strategic partnership, data analytics, and project management. His major job responsibility is about connecting the dots with different partners and launching campaigns/products that are never seen before.



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Ms Mathilde Bétinas
APAC Business Development Manager
OnTheList

Mathilde Bétinas is currently APAC Business Development Manager at OnTheList, a members-only omnichannel flash sales retailer supporting luxury and premium brands with their past-season inventory. She started her career in Paris on the Champs-Élysées in Retail with Quiksilver, then worked in Ecommerce for 3 years in Singapore and Hong Kong. With a strong desire to immerse herself in the luxury fragrance industry, she joined Cochine and managed Wholesale, Travel Retail, Spa and Hotel Amenities Business Development and Sales. Always on the hunt for new ways to expand business and keeping her finger on the pulse, she finds motivation and happiness in being a close partner of brands from all industries.



Mr Michael Ho
Marketing & Brand Partnerships Manager
ZALORA

Michael looks after overall Business Development and Marketing for ZALORA Hong Kong Marketplace; functions encompass Acquisitions, Marketing Partnerships, Public Relations and Social Media.