Organiser

HKRMA

Implementation Agent

hkpc 生產力局 Digital Transformation

Funded by Trade and Industrial Organisation Support Fund, Trade and Industry Department

TSF 工商機構支援基金 Trade and Industrial Organisation Support Fund




# Power up retail with AI & big data Strategy for 2026 & beyond Seminar

**Free Seminar**

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| 26th Nov 2026<br>14:00 - 17:30 | Chamber 3, G/F,<br>InnoCentre,<br>72 Tat Chee Avenue,<br>Kowloon Tong | Cantonese | SME owners, middle to senior management of retail industryare welcome to join |

As the digital economy accelerates, artificial intelligence (AI) and big data are reshaping the retail landscape at an unprecedented pace. From precision marketing and enhanced customer experiences to intelligent operations, supply chain collaboration and cross-border e-commerce, AI and data have become key drivers of efficiency, innovation and business growth.In today's fast-changing market, how can retailers harness AI and data to uncover new opportunities, strengthen competitiveness and unlock new growth? On 26 November, the Hong Kong Retail Management Association and the Hong Kong Productivity Council will jointly organise the seminar "Empowering the Future of Retail: AI-Driven Retail Transformation – Driving Growth and Transformation through Data." Bringing together industry experts, business leaders and corporate representatives, the seminar will share the latest trends, successful case studies and practical insights, exploring how AI and big data can empower retail businesses, enhance customer experiences and drive digital transformation.

## Enrolment Method

Please scan the QR code or register online on or before 25th Nov 2026. Successful registrants will receive a confirmation email before the event.

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Vetting Committee of the Trade and Industrial Organisation Support Fund.

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# Power up retail with AI & big data
# Strategy for 2026 & beyond

| Time | Details |
|---|---|
| 14:00 – 14:30 | Registration |
| 14:30 – 15:30 | "Power up retail with AI and big data in digital economy" Project Review<br>Representative of HKRMA<br><br>**Keynote sharing**<br>• Exploring New Retail Trends: Innovative Applications and Future Opportunities with AI & Big Data<br>Mr. Victor Chow, Vice Chairman of HKFEC<br><br>• Stay ahead of the game - AI & big data governance<br>Mr. Henry Yeung, Trainer, AI Governance & Cybersecurity, OpenCertHub<br><br>• The next wave: Transformative power of Gen AI to retailers<br>Mr. Joe Lo, Chief Commercial Officer COD group |
| 15:30 – 15:45 | Break |
| 15:45 – 16:45 | Panel Discussion: Power up retail with AI & big data – Strategy for 2026 & beyond<br><br>Panellists:<br>• Mr. Victor Chow, Head of Sales, 91APP<br>• Mr. Henry Yeung, Trainer, AI Governance & Cybersecurity, OpenCertHub<br>• Mr. Rico Yiu Head of Hong Kong, Macau, and Taiwan for Marketplace Development, eBay<br>• Mr. Thomas Li, Deputy General Manager, COD Group<br>• Mr. Gilbert Ling, Senior Solution Architect, Smart Industry, Tencent Cloud<br>• Industry representatives |
| 16:45 – 17:30 | Q&A and Networking Session |

**Collaborating Organizations**
**(in no particular order)**

Data & AI Literacy Association
HKOEF
WTIA 香港無線科技商會
香港中小型企業聯合會 HONG KONG SMALL AND MEDIUM ENTERPRISES ASSOCIATION

**Sharing Organizations**
**(in no particular order)**

91APP
COD GROUP
ebay
香港直播電商聯會 HKFLC HONG KONG FEDERATION OF LIVE COMMERCE
OpenCertHub Academy
Tencent Cloud

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