

DIGITAL ECONOMY

FORUM 2019 | TRANSFORMING ENTERPRISES
BY DIGITAL TECHNOLOGIES



Organizers:



Co-organizers:



Introduction

Digital Economy Forum 2019

Transforming Enterprises by Digital Technologies

Introduction:

The global economy is undergoing a digital transformation and it's happening at breakneck speed. The digital economy is taking shape and undermining conventional notions about how business models are transforming and how customers obtain services, information and product. As a result, it has become the top issue in boardrooms across industries around the world.

Objective:

- Promote a better understanding of the role of the digital economy, particularly how digital technologies impact business practices and transformation.
- Examine how enterprises can be transformed to keep up with the quickening pace of digital technologies.
- Exchange views on the current state of the digital economy, including issues related to e-commerce, cloud technology, financial technology, mobility, the role of management and future trends in the digital economy.

Event Information

Organizer:

- Kingdee Asia Pacific

Sub-organizers:

- Capital Magazine
- Capital CEO X Entrepreneur
- South China Financial Holdings Limited (Stock Code: 00619)

Date: 4 April 2019 (Thursday)

Time: 2:00p.m. to 5:00p.m.

Venue: The Mira Hong Kong, the Ballroom

Address: 18/F., 118-130 Nathan Road, Tsim Sha Tsui, Hong Kong

Expected No. of Participants: **Approx. 500**

Who will you meet?

Decision makers and leaders at the Forum:

- CIO
- CTO
- CDO
- CFO
- IT Director
- HR Director
- Head of Digital Transformation
- Top Management

Aggressive Promotion

To reach the target audience, Kingdee Asia Pacific, Capital Magazine, Capital CEO X Entrepreneur and South China Financial Holdings Limited will aggressively promote this Forum through the following channels:

Print Advertising

- Capital Magazine
- BULLETIN (HKGCC)

Social Media

Kingdee Asia Pacific Platforms:

- Website - Kingdee Asia Pacific
- Facebook Page
- LinkedIn Page

South China Media and

South China Financial Holdings Limited Platforms:

- Capital Website
- South China Financial Holdings Limited Website
- Facebook Fans Page
- LinkedIn
- Google Display Network

Email Marketing

Kingdee Asia Pacific

- Over **50,000** E-mails will be blasted out for Promotion

South China Media and

South China Financial Holdings Limited

- Over **50,000** E-mails will be blasted out for promotion