

11:00 – 12:00	<p style="text-align: center;">『網站與電子商貿的關係』 Relation between Website and E-commerce 主辦機構： 利達通黃頁有限公司 Organizer: Directel Macau Ltd</p>	<p style="text-align: center;">簽約中心 (展覽館) Protocol Signing Center (Exhibition Hall)</p>
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內容：

- 1) 什麼是電子商務?
- 2) 什麼是近距離的機遇?
- 3) 如何準備開展你的電子商務?
- 4) 電子商務可從小做起嗎?

Mr. George Shew 蕭永康先生為電子商務專業人士，曾於本地、地區性以至國際單位任職營銷、市場推廣、產品開發、創意行銷服務以及業務拓展部門的管理層。

George 在MGSM獲得資訊科技管理博士學位以及在USW 獲得工商管理博士學位。

George 擁有超過15年專業經驗，主要集中於電子及網上媒體如：Star TV, Cable & Wireless HKT, PCCW 及Press Mark Media Limited.....等等。

George 曾協助Star TV超越其他台灣傳媒，以8小時報道1995年舉行之康城影展，獲得大量媒體曝光率。此外，於1996年George 被委派到LA Fox studio 3個月，以增強其創意企業的管理技巧。

於 Cable & Wireless HKT 工作期間, George 主要負責產品開發、推廣以及互動電視平台操作，此外 George 還協助參與香港大學發展之iMBA 平台、iZene.com (Microsoft合作企劃), Commercial Radio Limited之自選電台服務和Now TV之企業模式重新發展計劃。

- 1) What is E-Commerce?
- 2) 2) What opportunity is near us?
- 3) 3) How to prepare my E-Commerce initiatives?
- 4) 4) Can we start the E-Commerce small?

Mr. George Shew is an all rounded E-commerce professional who has taken different management roles in Sales, Marketing, Product Development, Creative Marketing Service and Business Development for local, regional and international entities.

George is educated internationally and received Master of Management Degree specialized in Information Technology from MGSM and Master of Business Administration specialized in Marketing from USW.

George has over 15 years professional experience mainly focused on electronic media and online media like Star TV, Cable & Wireless HKT, PCCW and Press Mark Media Limited...etc.

George has achieved 8 hours lead time against other Taiwan operators on reporting Cannes' Festival in 1995, as a result Star TV gained wide media exposure. In 1996, George was sent to LA Fox studio for a period of 3 months in order to strengthen the business management skill in creative business.

In Cable & Wireless HKT, George was mainly responsible for the Product Development, Product Marketing and Content Operation for the world first online Interactive TV platform. In addition, he assisted and participated in the development of iMBA platform for the University of Hong Kong, iZene.com(Joint Project with Microsoft), the Radio on Demand service of Commercial Radio Limited and the business model redevelopment of Now TV.