

SME Quarterly Update



Supported by the [SME & Start-up Committee](#)

Speakers:

Jayne Chan, Head of StartmeupHK, InvestHK

Karen Fung, General Manager, InnoPreneur and FutureSkills, Hong Kong Productivity Council

Yvonne So, Director of Corporate Communications and Marketing, Hong Kong Trade Development Council

Moderator:

Phil Aldridge, COO, FunctionEight Ltd

SME Quarterly Update

The SME community in Hong Kong makes up a significant part of the economy – constituting 98% of all businesses and employing 45% of the overall workforce - as well as a significant proportion of the Chamber membership.

However, most news focuses on major corporations and the impact that financial and political policy has on them.

The Chamber's SME Committee would like to fill this information gap, and provide an SME-focused update for the Chamber community. This quarter we will focus on the government programmes available to SME's. During this webinar, our speakers will provide details on the following:

- an introduction to the StartMeUp Festival from Jayne Chan, Head of StartmeupHK, Invest HK;
- an introduction to Go GBA and T-Box from Yvonne So, Corporate Communication and Marketing Director, HKTDC; and
- an introduction to InnoPreneur Programme from Karen Fung, General Manager, InnoPreneur and FutureSkills , HKPC.

This webinar is designed to be both an insightful update for the Chamber, as well as provide useful information for the wider SME community.

Details on how to join will be sent via email by 5pm the day before the webinar.

About the speakers



Jayne is Head of StartmeupHK at InvestHK, the government department responsible for attracting and retaining Foreign Direct Investment into Hong Kong. StartmeupHK is InvestHK's startup division established in 2014, aimed at attracting innovative startups, investors and other stakeholders to Hong Kong, provide a one-stop service platform to support these companies setting up in the city, promote Hong Kong as a premier startup destination and help build the ecosystem to transform the city into a global hub for innovation and entrepreneurship.

Prior to joining InvestHK, Jayne was Executive Director at TiE, a global non-profit network focused on fostering entrepreneurship, and management roles at advertising & digital agencies, startup investor & incubator, tech consulting and manufacturing companies.

The StartmeupHK Festival is one of the key platforms organised by the team to attract international startup communities to Hong Kong, to share and network with local innovators, corporates and showcase the city's success stories. The annual event in May 2021 attracted over over 38,000 attendees and 806 speakers from over 103 countries/territories.



Karen has dedicated her career in professional education, talent development and corporate services for over 20 years. As the General Manager, heading the HKPC Academy, Inno Space and SME One of the Hong Kong Productivity Council, she is keen at promoting a network of “InnoPreneurs” (i.e. “Innovative Entrepreneurs”) to support entrepreneurs of SMEs and Startups in achieving growth through innovation and technology applications. The SME Reachout team under her division carries the mission of promoting Government funding schemes and support.

Under Karen's leadership, the HKPC Academy promotes the learning of FutureSkills to develop technology talent from age 6 onwards and upskilling the local workforce to cope with the acceleration of digitalization. HKPC Academy offers a wide range of training to equip individuals with both hard and soft skills to become future-proof.

Karen is currently a member of the Innovation and Technology Training Board of the Vocational Training Council; the Small and Medium Enterprises Committee of the Trade and Industry Department; the Corporate Tech Academy Network; and the Young Executives Club of the Hong Kong General Chamber of Commerce.



Yvonne oversees strategic development in marketing and branding, public and media relations, corporate communications and customer service for the Hong Kong Trade Development Council (HKTDC). Her remit covers the organisation's local and global network.

She has over 30 years of experience in managing strategic marketing, corporate affairs and communications for leading global and Hong Kong organisations in the public and private sectors. Prior to joining the HKTDC, she was Director of Corporate

Communications for the global auction house Christie's, overseeing the house's expansion in the Chinese mainland and Asia Pacific. Before this, she oversaw marketing and communications for UK-based law firm Allen & Overy, responsible for the firm's communications in Asia Pacific and the Middle East. She also had extensive experience in media heading up marketing and public relations for CNN and Cartoon Network in the Asia Pacific, as well as in telecoms at Hong Kong Telecom, looking after the company's international telecom and network services. Yvonne began her career at the HKTDC as Market Officer supporting Hong Kong exporters in their promotions in Japan and Europe.

About the moderator



Phil Aldridge is COO of FunctionEight Ltd. Headquartered in Hong Kong and with regional offices in

Singapore and New Zealand, FunctionEight provides IT Managed Services and private cloud computing solutions to SME's and Regional Offices of MNC's across the APAC region. As COO Phil heads up the product, marketing and sales functions, as well as providing technical oversight.

Phil has been in Hong Kong since 1991 and having worked in various firms in positions of Regional IT manager or similar he joined FunctionEight in 2006.

Pricing

- Member: Free of Charge
- Non-Member: HK\$250

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be photographed, recorded, and/or filmed and give

permission to use your likeness in promotional and/or marketing materials.

- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.