

# E-Commerce Adoption Campaign

Phase 1:

*“Try It  
On-Line”*

Dec '01

Phase 2:

B2B

1H2002

# Organised by



Hong Kong General Chamber of Commerce  
香港總商會 (HKGCC)



HKSARG Information Technology &  
Broadcasting Bureau



Internet Professionals Association



HKSARG Information Technology  
Services Department



Hong Kong Internet Service  
Provider Association



Hong Kong Wireless Technology  
Industry Association



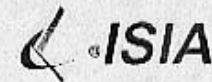
Hong Kong Trade  
Development Council

香港貿易發展局  
Hong Kong Trade Development Council

Hong Kong Society of Accountants



Information and Software  
Industry Association



Hong Kong Productivity Council





# Objectives

- Immediate
  - To promote the use of the Internet by Hong Kong businesses and consumers for e-commerce purposes.
- Long Term
  - The ultimate aim is to improve Hong Kong's competitiveness in the region through increasing e-Commerce adoption.

## **“Try it On-line!” 2001**

- Key Target Sectors include (but not limited to):
  - e-Banking
  - e-Government
  - e-Shopping (baby products, clothing, e-merchants, PC, stationery & books, toys and games)
  - e-Travel
  - e-Entertainment
  - e-Brokerage
  - e-Property



## **“Try it On-line!” 2001**

- **Objectives:**
  - To educate the *consumers the advantages of e-commerce* and provide opportunities for them to try conduct transactions
  - To implement promotional offers on *sponsors’ websites* to encourage the maximum number of visitors.
  - To secure *maximum publicity* in all press media thereby increasing awareness of, and participation in, e-Commerce activities.
  - **The aim is to sustain the momentum created by the “Try it On-line!” for the period up to Christmas by regular mini-events and other PR programmes.**

## Example of Programs:

- “Try it On-line!” Mega-site:
- Christmas online shopping festival
- A on-line directory of 200+ e-merchants with leading up Christmas
- Special discounts and incentives are offered to attract more awareness and purchases
- All events and promotions of the “Try it On-line!” campaign will be directing internet users in Hong Kong to visit and purchase to their own sites



**Thank You**