

## Seminar on "How to Disrupt the Market Through Business Innovation" Friday, 12 August 2016

Market competition can create a battleground and for all business the only goal is to win the war. When envisioning and establishing a business, companies should focus on creating a unique competitive edge which can help distinguish your business from your competitors. Learn from our three successful companies on their secrets to stand out from the crowd in the tough business environment of Hong Kong.



**Mr Francis Ngai**  
Founder & CEO



SVhk is a venture philanthropic organization focused on inventing, incubating and investing in social startups that address urban challenges in Hong Kong through sustainable and innovative business solutions. Some of the successful ventures include Dialogue in the Dark, DiamondCab, Green Monday, etc.



**Mr Alexander Roth**  
Managing Director



Operating in 40 countries across Asia, Europe, Latin America and Middle East, foodpanda is one of the best online food ordering platforms, where hungry customers can order food for home delivery from their favorite restaurants.



**Ms Grace Tse**  
Founder & CEO



Setting a new standard in the wellness and dance market, iDance has emerged as a market leader in just seven years' time with distinguished customer services and quality facilities.

### Group Discount:

Bring a group of two or more to enjoy a special price:

**HKMA Members: \$280**  
**Non-members: \$440**

Date:	Friday, 12 August 2016
Time:	3:00 pm - 5:00 pm
Venue:	Room 201, 2/F, Pico Tower, 66 Gloucester Road, Wanchai, Hong Kong
Language:	English & Cantonese
Fees:	HKMA Members - HK\$ 480 Non-members - HK\$ 680
Deadline:	Monday, 8 August 2016

\*SMEs Special Offer: A decision maker from each SME may enrol to the event Free of Charge! As spaces are limited, the above offer will be on a first-come-first served basis with priority to HKMA Members.

Additional SMEs Reservation: HKMA Members - HK\$ 240 / Non Members - HK\$ 340

\*SME refers to company with less than 100 Hong-Kong-based employees.

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**Fuji Xerox (HK) Ltd/HKMA Leadership and Management Seminar Series 2016**  
**Seminar on "Differentiating Your Business From the Competition"**

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This seminar is compatible to the Professional Manager Scheme

4 Hours

CPD Credit Points

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**Application Form**

(MMP-ADM-2016-7-P)

To : The Hong Kong Management Association

Enquiry:	Ada Leung	Tel:2826 0534	E-mail: adaleung@hkma.org.hk
	Ellis Yeung	Tel:2826 0532	E-mail: ellisyeung@hkma.org.hk
Reservation:	Grace Sit	Tel:2774 8583	E-mail: gracesit@hkma.org.hk
	Sindy Siu	Tel:2774 8515	E-mail: sindysiu@hkma.org.hk
	Fax : 2868 4387 / 2365 1000		

Spaces are limited, reservation will be on a first-come-first-served basis! Interested parties are requested to send the application form to the Secretariat together with the exact fees on or before 3 August 2016. Confirmation e-mail will be sent to successful applicant. Any cancellation made less than 48 hours prior to the event will not be accepted.

**(Please fill in the following in BLOCK LETTERS. If applicable please put a tick on ☐)**

☐ Our Company is an SME\*, we have \_\_\_\_\_ employees.

Name : \_\_\_\_\_ HKMA Membership No. : \_\_\_\_\_ (If applicable)

Company : \_\_\_\_\_

Company Address : \_\_\_\_\_

Current Position : \_\_\_\_\_ Tel. : \_\_\_\_\_

E-mail : \_\_\_\_\_ Fax : \_\_\_\_\_

Cheque No. : \_\_\_\_\_ Amount : HK\$ \_\_\_\_\_ (If applicable)

*(Please make crossed cheque payable to "The Hong Kong Management Association", and return it to 14/F Fairmont House, 8 Cotton Tree Drive, Central, HONG KONG)*

We/I authorize The Hong Kong Management Association (HKMA) to use the above data to keep us/me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

**Deadline: Monday, 8 August 2016**

- # Please photocopy for more registration forms if necessary.
- # No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the seminar.
- # We/I shall comply with HKMA Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. We/I declare that the data given in support of this registration are, to the best of my knowledge, true, accurate and complete. We/I understand that the data will be used in the registration process and that any misrepresentation, omission or misleading information given may disqualify my registration.
- # We/I understand that, upon our/my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to the academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- # We/I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.