

Subject matter experts (SME) roundtable:

New trends in digital marketing A global & local perspective

Over the last 10 years digital marketing radically changed the way companies interact and engage with their customers. The proliferation of devices able to access digital media has led to great growth of digital advertising.

Knowing that this is a topic of interest for many companies, the Swiss Chamber of Commerce in Hong Kong is very pleased to propose a presentation & discussion by the company Wild At Heart, a Hong Kong based digital marketing agency. The objective of this event is to learn and discuss about the best practices of online marketing. More specifically the following topics will be discussed:

- Consumers' habits on the internet, new markets, new trends.
- How to develop a search engine optimized website?
- How to rank your business on Google?
- What is an efficient content marketing strategy?
- How to setup and manage your business facebook page?
- Which social media platform for your business (Facebook, Linkedin, Instagram, Twitter, Wechat, ...)?
- How to manage advertising campaigns on Google and Facebook?
- The importance of monitoring and reporting.

Address: UBS AG Hong Kong
52/F Two International Finance Centre (IFC 2)
8 Finance Street, Central, Hong Kong
(a pass will be waiting for you at the reception)

Date: 27th of September 2016

Time: 8-10am

Participation fee: \$100 for members / \$150 for non-members
Please make cheque payable to "The Swiss Chamber of Commerce in Hong Kong Limited" and send it to Secretariat Address:
c/o Abacare 17/F Greenwich Centre, 260 King's Road, Hong Kong
Registration confirmation will be emailed to you upon receipt of your cheque.

Registration: RSVP by Tuesday, 20th Sept 2015
Email: Ms Joyce Yan admin@swisschamhk.org
Tel: 2524 0590

Special Thanks to UBS who will be sponsoring the refreshments

Panel Members:

Lug Giroud is the co-founder of Wild at Heart, digital business making solution providers based in Hong Kong. Lug first got into digital marketing in France, and started off launching his own internet based projects back in 2006. His early projects have reached tens of millions of monthly visits in over 15 languages. Those projects cover many industries: Financial Services, Real Estate, Sport Coaching, Dating, Luxury Goods, Multidisciplinary postgraduate research, F&B, International events, etc.

Erik Hohmann is a pioneer in online marketing. He brings over 15 years of marketing experience. Erik has deep knowledge in online marketing across different platforms, e-commerce strategy and data analytics. The last five years he managed a successful European online business generating several thousand transactions per day. In previous roles he also worked on consulting projects for SME's in various industries.

Matthieu Eigenmann is a board member of the Swiss Chamber of Commerce. He is working for UBS as Head Swiss Corporate APAC and has been involved for more than 15 years with Corporate & Institutional clients.