

創科界

Innovation and
technology
industry

以科技抗疫 助工商界轉危為機

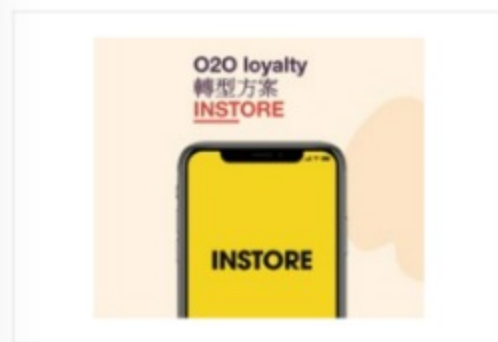
Combat the pandemic with I&T and help the industry turn crisis into opportunity



正當疫情衝擊各行業之際，創新科技產業卻逆流而上，電子商貿和流動營銷乘勢而起；本地科技企業創奇思，以開發 O2O 流動營銷平台和提供移動營銷解決方案業務為主，公司總經理及高級副總裁錢國強指，自疫情爆發以來，有意開拓電子商貿的中小企明顯增加，平均每月都會接到數十家中小企有關應用網上購物平台和會員管理系統方案的查詢；「發展電商業務除了滿足顧客在抗疫情期間在家消費的需求，亦有助企業進行顧客追蹤和推廣，提升顧客對品牌的忠誠度。」

錢國強認為，疫情顛覆了香港人的生活和消費模式：「居家抗疫情期間，市民利用科技遙距辦公和網上購物，學生亦成功實踐線上學習」，突顯了科技基建對維持社會可持續發展的重要性。他預期，將來疫情結束後，市民、尤其是年青人的網購習慣將持續下去，故企業有必要加緊發展電子商貿業務，以配合市場需求。

為協助港商應對疫情，港府早前提出優化「科技券」計劃，並推出遙距營商計劃，資助企業利用創科開拓遙距業務。錢國強表示，要建立一個度身訂造的網購平台，需要投入大量開發和營運資源，對中小企而言，難度較高。因此，他建議中小企在拓展電商業務初期，可先選用市場上較成熟的電商平台管理服務，先滿足疫情下的基礎業務需求，待熟悉電商運作後，再按業務特點，逐步進行調整。



自疫情爆發後，愈來愈多中小企有興趣發展電子商貿服務
The pandemic is motivating SMEs to move into the e-commerce world

While the epidemic wreaks havoc on various industries, the innovation and technology industry has proven resilient, with e-commerce and mobile marketing gaining momentum in the marketplace. Mr Kenny Chien, General Manager and Senior Vice President of Cherrypicks, a local technology company that focuses mainly on developing O2O mobile marketing platforms and providing mobile marketing solutions to businesses, noted that the number of SMEs interested in developing e-commerce businesses has increased significantly since the start of the pandemic outbreak. Every month, Cherrypicks receives dozens of inquiries about applying its online shopping platforms and membership management system solutions. "The development of e-commerce business not only in line with the new shopping habits of customers during the outbreak, but also helps companies to track the consumption history," said Kenny. "This allows the company to establish a relevant marketing campaign, thus enhancing brand loyalty."

Kenny believes that the pandemic has subverted the lives and consumption patterns of Hong Kong people. "During the pandemic, we are staying at home, shopping and working remotely with the use of technology, whereas students have successfully practised online learning." This has demonstrated the importance of technological infrastructure in upholding sustainable development. He expects that the online shopping habits of citizens, especially young people, will persist even after the pandemic. Enterprises must step up their development of e-commerce business to cope with huge market demand.

To assist Hong Kong businesses in responding to the pandemic, the Hong Kong government has enhanced its "Technology Voucher Programme" and launched a Distance Business Programme to subsidise companies in their adoption of IT solutions for developing distance business. Kenny believes that considerable development and operation resources are required to establish a tailor-made online shopping platform, which presents a significant challenge for SMEs. To meet basic business needs during the pandemic, he suggested that SMEs use the management services provided by mature e-commerce solution companies during the initial stages of e-commerce business expansion. As SMEs familiarise themselves with e-commerce business operations, they can then proceed to make adjustments based on individual business characteristics.

「疫情顛覆了香港人的消費習慣，尤其年青人已習慣在網上購物，企業發展電商業務已勢在必行。」

"The pandemic has subverted the consumption habits of the Hong Kong people, especially the young people who get used to shopping online. It is imperative for businesses to develop their own e-commerce business to meet the growing demand."



創奇思總經理及高級副總裁錢國強
Kenny Chien, General Manager and Senior Vice President of Cherrypicks