

主辦機構



7.1 O2O 香港購物節

7.1 O2O HK SHOPPING FESTIVAL



前言

電子商務衝擊着傳統的零售業務，亦為商家帶來新的契機及升級轉型的發展方向。



陳嘉賢，JP
香港 O2O 電子商務總會 創會會長
Karen CHAN Ka Yin, JP
Founder and Chairlady of HKOEF

2017年，本會承蒙得到各企業商戶、友好商會及業界組織的支持，利用線上線下的多元平台，舉辦首屆「7.1 O2O 香港購物節」，吸引了近三百家商戶及品牌響應參與。購物節為香港的傳統企業及商戶帶來線上線下的互動營銷平台，推動業界利用數碼世界升級轉型。

為延續這為升級轉型的精神，本會正積極籌備舉辦第二屆「7.1 O2O 香港購物節」，並冀望邀請各業界機構或企業商戶參與，使購物節更受業界認同，協助傳統企業利用數碼世界增值提升，共

同推動香港電子商貿的發展。

此小冊子總括上一屆購物節的成果，並介紹新一屆購物節的概念，讓大家對「7.1 O2O 香港購物節」有更深入的了解。

Foreword

E-commerce impacts the business models of traditional retail industry. Not only it brings the new opportunities to the industry, but also provides a direction for upgrading and restructuring.

With the support from different corporates and merchants, as well as industrial associations and organizations, HKOEF organized The 1st 「7.1 O2O Hong Kong Shopping Festival」 in 2017. The Festival attracted nearly 300 merchants and brands to participate. The Festival expedited interactive selling and shopping experiences between online and offline. It helped the traditional corporates and merchants to upgrade to a digital world.

HKOEF is devotedly organizing the 2nd 「7.1 O2O Hong Kong Shopping Festival」. We hope to invite different organizations, corporates and merchants to join hands together in this Festival to boost the development of e-commerce in Hong Kong.

This pamphlet summarizes the result of last Festival and introduce the idea of the next one. I hope you find this helpful in knowing more about the Festival.

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香港 O2O 電子商務總會簡介

為響應升級轉型及結合新型經濟體系的理念，香港各本地知名品牌及中小企業，聯合各電子商務、數據、支付及相關行業，經香港特別行政區政府核准登記，共同創立自願性業界團體 - 香港 O2O 電子商務總會 (HKOEF)。

香港作為國際大都會，在全球採購、物流及中轉方面已有豐富的經驗和優勢。本會為配合當前中國內地電子商務和「一帶一路」等國策，在香港這個國際中轉站建立基地，積極幫助香港眾多具龐大發展潛力的平台和消費文化轉型，使電商業界更專業、更規範，發展更具規模。香港 O2O 電子商務總會在 2017 年正式運作，以服務香港眾多企業為首要宗旨。

Francis, James, Benedict, Nick, Sophia, Roger, Raymond, Ben
Gary, Tommy, Anthony, Karen, Eric, Cherish, Calvin



Introduction of Hong Kong O2O E-Commerce Federation

In response to the concept of upgrading and combining with the new economic ecosystem, Hong Kong's renowned brands and SMEs joint the e-commerce, data, payment and related industries to co-found a voluntary industrial association named Hong Kong O2O E-Commerce Federation under the corporate registration of HKSAR.

As an international metropolis, Hong Kong has a wealth of experience and advantages in global procurement, logistics and transit. This Federation aims at assisting the upgrading of potential platforms and consumer culture in line with the e-commerce and “one belt one road” policy of the Mainland, so as to professionalize, modelize and scale up the e-commerce ecosystem of Hong Kong. HKOEF established in 2017 to serve many enterprises in Hong Kong as the primary purpose.

第一屆「7.1 O2O 香港購物節」活動總結

香港電子商務總會主辦首屆「7.1 O2O 香港購物節」。這個屬於香港人的購物節宗旨為推廣香港的電子商貿，促進線上線下 (O2O) 的互動營銷，從而實現零售、旅遊及服務業等傳統企業利用數碼世界升級轉型。

購物節得到近三百家商戶及品牌的響應參與，利用多元化的銷售及推廣平台，包括線上如 HKOEF 手機程式、HKOEF 網站、Yahoo!購物、Facebook、報章雜誌等等，以及線下如 Mega Box 限定店、香港品牌薈萃展示廳、香港航空機上免稅店、各商戶零售店舖等等，實踐真正線上線下的銷售購物體驗。

同時，本會得到友好商會及業界企業的支持，特別請到多位影視紅人及名設計師乘聯不同範疇的產品製造商，推出具 7.1 元素的设计產品，除了推動本地設計外，亦為整個活動增添獨有色彩。部分產品的出售收益，捐獻到香港政府註冊慈善機構「顯能創作」，為慈善出一分力。



Review of the 1st 「7.1 O2O Hong Kong Shopping Festival」

「7.1 O2O Hong Kong Shopping Festival」 is tailor-made for Hong Kong aiming at promoting e-commerce in Hong Kong as well as expediting interactive selling and shopping experiences between online and offline so as to upgrade traditional habits of retail, travel and service businesses to a digital world.

There were nearly 300 merchants and brands participated in the Festival. With the wide variety of sales and promotion platforms, such as HKOEF mobile app, HKOEF website, Yahoo!Store, Facebook, newspaper and magazines etc. for online, and pop up store at Mega Box, HKQBA showroom, on-flight shop of Hong Kong Airlines, shops of participating merchants etc. for offline, it was to achieved online and offline selling and shopping experiences.

Furthermore, with the support from industrial associations and corporations, HKOEF invited several celebrities and renowned designers to crossover with product manufacturers of Hong Kong to produce limited edition products with 7.1 design elements. Not only it helped to promote Hong Kong design, but also make whole Festival shined. Revenue of some designed products were donated to KeenAble, a charitable organization of Hong Kong to make the project more meaningful.

第一屆「7.1 O2O 香港購物節」參與商戶及品牌

Participating merchants and brands of the 1st 「7.1 O2O Hong Kong Shopping Festival.





第一屆 7.1 O2O 香港購物節, 啟動儀式 – 由香港前商務及經濟發展局局長蘇錦樑, GBS, JP, 擔任主禮嘉賓

Kick off ceremony of the 1st 7.1 O2O Hong Kong Shopping Festival, officiated by Mr. Gregory So Kam-leung is the former Secretary for Commerce and Economic Development of Hong Kong.



多位名人紅星支持 7.1 O2O 香港購物節,

7.1 O2O Hong Kong Shopping Festival, was supported by various famous artists and celebrities.



友好企業、商會及業界組織支持 7.1 O2O 香港購物節, 使活動更具業界認受。

7.1 O2O Hong Kong Shopping Festival, was highly recognized by different corporates, industrial associations or organizations.

成果

Deliverables

首屆「7.1 O2O 香港購物節」，吸引了近逾 280 家商戶，共超過 2800 商店響應參與。

The 1st 「7.1 O2O Hong Kong Shopping Festival」 was participated by more than 280 merchants and brands with over 2800 outlets.

香港小姐陳凱琳擔任首屆「7.1 O2O 香港購物節」宣傳短片女主角。宣傳短片於香港電視廣播有限公司 J2 及 J5 頻道、You Tube 及 Facebook 平台播放，覆蓋不同層面觀眾。

Grace Chan, Miss HK, acted in the promotional video of the 「7.1 O2O Hong Kong Shopping Festival」. The video was broadcasted in J2 and J5 of TVB, and also broadcasted on Youtube and Facebook platforms.

購物節動儀式於 2017 年 5 月假九龍灣 Mega Box 舉行，吸引過百人參與。

The kick off ceremony was held at Mega Box in May 2015 attended by more than 100 participants

購物節透過多方面途徑於進行宣傳，包括店舖的廣告牌及櫥窗貼、網上及電視頻道影片播放、報章及雜誌廣告、網上及手機平台電子廣告、獨動傳媒車箱廣告、跨境巴士電視及雜誌、HKOEF 官方網頁、Facebook 平台等等。

Wide coverage of promotion medias including : tent card and glass stickers, advertising video on online media and TV channels, newspapers and magazines, advertising banners on websites and mobile platforms, Touch Media on-board advertisement, TV and magazines on HK-Shenzhen buses, HKOEF official website, Facebook platforms etc..

恒生銀行作為首屆「7.1 O2O 香港購物節」的全力支持機構。恒生銀行信用卡客戶專享商戶獨家優惠。

Hang Seng Bank was the fully supporting organization in the 1st 「7.1 O2O Hong Kong Shopping Festival」. Card holder of Hang Seng Bank enjoyed exclusive offers from selected merchants.

第二屆「7.1 O2O 香港購物節」內容

Content of the 2nd 「7.1 O2O Hong Kong Shopping Festival」

(以下為暫定內容 Content below is subject to change)

TBC

支持及贊助機構/院校/公司/個人

Supporting and Sponsoring Organization

- ✓ 機構/公司/個人名稱/或標誌印刷於購物節的所有宣傳刊物上
The name and/or logo of the organization/ company/individual will be printed on the promotion materials of the competition
- ✓ 邀請出席舉辦之活動，如啟動儀式、簡介會、影片製作、及培訓交流等等
Invite to the activities of the Festival, such as the kick off ceremony, briefing session, video production, training and networking etc..
- ✓ 機構/公司/個人以冠名形式贊助，歡迎聯絡 HKOEF 有關詳細內容。
Please contact HOEF for grooming sponsorship of the Festival.

有關「7.1 O2O 香港購物節」的更多資訊，可瀏覽：

For more details of 「7.1 O2O Hong Kong Shopping Festival」, please visit our website:

www.hkoef.org

如有任何查詢，請聯絡香港 O2O 電子商務總會

For any enquiry, please contact HKOEF

電話 Phone : (852) 6933 8178

電郵 Email : info@hkoef.org

網站 Website : www.hkoef.org