



SME Taster Course

To motivate SMEs to improve their human resources quality on a continuous basis, the Employees Retraining Board (ERB) organises the "SME Taster Course" for SME employers and employees to obtain first-hand experience on feature Skills Upgrading Courses and Generic Skills Courses of the ERB.

Previous Activities

Date	Course Title (Link in Chinese only)	Co-organiser	Speaker	Content
24/02/2021	“Risk Management in Electronic Payment”	Support and Consultation Centre for SMEs of the Trade and Industry Department	Ms. Harriet LEE, registered trainer of the ERB	<ul style="list-style-type: none"> ● different kinds of electronic payment tools; ● different types of payment frauds and how to avoid these frauds; and ● rights and responsibilities of the frontline personnel.
02/11/2020	“Exploring E-Commerce opportunities in the Greater Bay Area”	Support and Consultation Centre for SMEs of the Trade and Industry Department	Dr. Kanny CHIU, registered trainer of the ERB	<ul style="list-style-type: none"> ● characteristics of E-Commerce; ● importance of E-Commerce for the growth of SMEs; and ● how SMEs can develop effective marketing strategies to promote their business in the Greater Bay Area with common online platforms in the Mainland.
23/09/2019	“The Power of O2O Marketing”	Support and Consultation Centre for SMEs of the Trade and Industry Department	Dr. Kanny CHIU, registered trainer of the ERB	<ul style="list-style-type: none"> ● rising popularity of O2O Marketing; ● changes and points to note when using this marketing tool; and ● how O2O Marketing generate revenue to a corporation with real life examples.



僱員再培訓局
Employees Retraining Board

Date	Course Title (Link in Chinese only)	Co-organiser	Speaker	Content
02/08/2019	“Shop Operation and Service Quality Enhancement”	HKTDC SME Centre	Ms. Shirley CHAU, registered trainer of the ERB,	<ul style="list-style-type: none"> ● development trend of retail industry; ● new standard of shop operation and ways to provide quality customer service; and ● sharing of experience in handling customer complaints.
15/05/2019	“Resolve the Enterprises Problems Efficiently”	HKTDC SME Centre	Dr. Michael TAI, registered trainer of the ERB	<ul style="list-style-type: none"> ● common problems in the operation of SME; and ● how to use the effective analytical tools to enhance problem solving skill for meeting future challenges.
07/03/2019	“Formula on Brand Building”	Support and Consultation Centre for SMEs of the Trade and Industry Department	Mr. Kenny WONG, registered trainer of the ERB	<ul style="list-style-type: none"> ● concepts and importance of brand building; ● brand management strategies and skills; and ● sharing of successful cases.
02/11/2018	“Effective Online Marketing Strategy”	SME One of Hong Kong Productivity Council	Dr. Kanny CHIU, registered trainer of the ERB	<ul style="list-style-type: none"> ● different marketing channels and functions of the existing social media platforms; ● online marketing strategy and skill enabling expansion of customer base and enhancing performance.
30/01/2018	“Enhancing Operation Efficiency and Customer Service of Shops”	Support and Consultation Centre for SMEs of the Trade and Industry Department	Ms. Shirley CHAU, registered trainer of the ERB	<ul style="list-style-type: none"> ● development trend of retail industry and methods on enhancing shop operation efficiency and service quality; and ● sharing of experiences in handling customer complaints.



僱員再培訓局
Employees Retraining Board

Date	Course Title (Link in Chinese only)	Co-organiser	Speaker	Content
13/10/2017	“Knowledge on Promotion in New Media for Retail Industry”	SME One of Hong Kong Productivity Council	Mr. Troy WONG, registered trainer of the ERB	<ul style="list-style-type: none">● features and application tips of different new media promotion tools; and● how to apply new media to assist brand building and to enhance promotion efficiency.