

### 「大灣區電子商務的前景與機遇」研討會

### Seminar on "The Outlook and Opportunities of e-Commerce in Greater Bay Area (GBA)"



香港海關於今年7月31日聯同香港貿易發展局(貿發局)、香港出口信用保險局(信保局)及eBay在香港貿發局中小企服務中心舉行「大灣區電子商務的前景與機遇」研討會。

研討會中，香港海關人員介紹了香港AEO計劃的最新發展及優惠，讓參加者了解計劃如何協助本地貿易商開拓大灣區商機；貿發局及信保局則分析了大灣區電子商務的前景與展望，以及詳述企業如何應對出口貿易的市場及國家風險；eBay代表亦向業界介紹如何利用網上交易平台開拓跨境貿易機遇。

香港海關會繼續支援中小企，協助企業開拓更多商機，把握大灣區機遇。

▶ 海關人員在研討會向場人士介紹「香港認可經濟營運商計劃」。  
Hong Kong Customs Officer introduced the HKAEO Programme during the seminar.

In cooperation with the Hong Kong Trade Development Council (HKTDC), the Hong Kong Export Credit Insurance Corporation (HKECIC) and eBay, Hong Kong Customs organized the "The Outlook and Opportunities of e-Commerce in Greater Bay Area (GBA)" seminar on 31 July 2023 at the HKTDC SME Centre.

Officers from the Hong Kong Customs introduced the latest development and benefits of the HKAEO Programme, providing attendees with an understanding of how the programme can help local traders in exploring business opportunities in the Greater Bay Area; speakers from the HKTDC and the HKECIC shared their analysis of the prospects and outlook of e-commerce in the Greater Bay Area and how exporters shall manage the market and country risks in their business respectively; representative from eBay also introduced how online trading platforms can bring about cross-border trade opportunities to the industry.

Hong Kong Customs will continue the support to SMEs, so as to assist SMEs to explore more business opportunities in the GBA.



▶ 海關人員與貿發局、信保局及eBay代表合照。  
Group photo with representatives of HKTDC, HKECIC and eBay.



**聯絡我們**  
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香港海關貿易關係及公共傳訊科

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