

Digital Strategies for Business Leaders

Certificate Course



Introduction

This course aims to help you and your company navigate digital transformation. In this course, we delve into the dynamic landscape of digital evolution in business, explore the fusion of technology, business strategy and innovation to drive digital transformation. From understanding IoT and IIoT to unlocking hidden benefits, this course equips you with practical insights for successful implementation digital transformation initiatives. Whether you're a business professional or an aspiring entrepreneur, join us on this transformative journey!

Who Should Attend

- ✧ Business Managers/Leaders who want to improve efficiency
- ✧ Business Owners who want to adopt digitalization in their business/operation model
- ✧ Members of Innovation Team/Transformation Team/Performance Improvement Team
- ✧ Business Practitioners in Supply Chain / Logistics / Operations / Sourcing / Procurement, etc.

Contents Highlights

In this course, you will learn about:

- ✓ What is Digital Transformation?
- ✓ Overview, Market Trends, and Challenges
- ✓ Role of IoT & IIoT
- ✓ Leveraging New Technologies (AI, Automation, Robotics, Blockchain, Drones, etc.)
- ✓ Step-by-step Guide to Business Digital Transformation
- ✓ Business Considerations & Critical Success Factors
- ✓ Unlocking the "Hidden" Benefits
- ✓ IoT Infrastructure for Smart Business Operations
- ✓ Best practices & Successful Cases (eg. Automated Production, Automated Warehouse, Smart Sourcing & Procurement, Predictive Shipping, etc.)

Class Details

Duration : 1 Day

Time : 09:30 – 17:00

Language : Cantonese (with Learning Materials in English)

Venue : GS1 Hong Kong, 22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

Certificate Awarded

A **Course Completion Certificate** will be awarded by GS1 Hong Kong.

Course Fee

Course Fee : **HKD2,400** per person

For Group Enrolment (with TWO persons or above) : **HKD1,900** per person

Trainer Profile

Mr. KK Suen

- Chief Architect and Principal Consultant, GS1 Hong Kong
- Seasoned trainer with over 35 years of experience in System Development and Design
- Advisor of XML CG (XML Coordination Group) of the HKSAR Government
- Former Vice Chairman of HK Retail Technology Industry Association (2003)
- Visiting lecturer of HK Polytechnic University in Innovation & IT for Supply Chain Management



Enrolment & Enquiries

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