



Strategic Understanding Blockchain for Business Executives

課程編號:TDCHK1106h

6 November 2017 (Monday)

3:00pm - 5:00pm

Hong Kong

In this course, you will learn how to tackle blockchain and bitcoins successfully for your personal and business investment, especially in Asia.

- Basics of blockchain technology
- Investing successfully in Bitcoins, Etheruem, altcoins and other cryptocurrencies
- Strategic business implications for blockchain
- How fintech companies and governments are changing
- Actual business applications that are secretly in development
- How your business and customers will be affected and what you need to do now
- How blockchain and bitcoins are changing investors or funding principles
- Traps and pitfalls of adding blockchain tech to your business, or a pure blockchain business
- How a real investor evaluate and vet blockchain projects
- How can your business make money with blockchain?
- To mine or not to mine? What is mining and should we do it?
- Initial Coin Offering (ICO): should I issue my own altcoin? Should I get funded using ICO?
- Blockchain and China and other Asian countries: Where is it heading and how should I position my business?
- What are your competitors doing? Strategic areas where new competition arises which you have never thought about
- Insider info on what governments and companies are conducting

Audience:

Middle to high level business executives and investment / financial industry people

Course Information :

Date : 6 November 2017 (Monday)

Time : 3:00pm – 5:00pm

Venue : Unit 415, Hankow Centre, 5-15 Hankow Road, Tsimshatsui, Kowloon

Language : English (supported by Chinese)

Fees : **Member HK\$880 ; Non-member HK\$980**

(Can be used FHKI Training Centre HK\$100 coupon)

Speaker : Desmond Marshall - With over 22 years of strategic experience, Desmond Marshall is the founder and MD of Rouge Ventures, an investment and strategic consulting firm in Asia, that serves numerous Fortune 500, governments, and new age companies from around the world, reinventing, repackaging, and bringing them back to new life. Mr Marshall and Rouge are both one of the very first individuals and Asian companies to be a member of the global Enterprise Ethereum Alliance, joining fellow ranks like Accenture, BP British Petroleum, Credit Suisse, JP Morgan, Microsoft, UBS, and many other Fortune 500 companies, in defining new development roadmaps to blockchain technology and its application in the real world. Mr Marshall has numerous experiences in reviewing and vetting blockchain related investment projects long before it became popular, and has an in-depth understanding of how investors and companies should conduct business and handle competition with such a new trend. Mr Marshall is an accomplished public speaker in latest business and investment trends, a celebrity spokesperson for various financial TV programs, and often guest speaking at numerous private and public seminars.



Reply Slip

For registration, please go to the link of online forms:

<http://www.industryhk.org/tc/training.php>

or fax to: (852)2721 3494 or email to: christy.lam@fhki.org.hk

⌋ To facilitate computer processing, please fill in block letters. ⌋

Course Name : Strategic Understanding Blockchain for Business Executives
Course Code : TDCHK1106h
Course Date : 6 November 2017 (Monday)

Participants Information :

Name:		Title:		e-mail:	
Name:		Title:		e-mail:	
Name:		Title:		e-mail:	

Contact Person :

Name:		Title:		e-mail:	
Tel:		Emergency Tel:		Fax:	
Company Name:				Membership Number:	
Address					
Where did you learn?	<input type="checkbox"/> 1.Website <input type="checkbox"/> 2.Email <input type="checkbox"/> 3.Course Booklet <input type="checkbox"/> 4.Other(Please specify):				

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Note:

- Please complete the registration form and return the printed form together with the cheque (payable to "Federation of Hong Kong Industries") to Training Centre, 31/F, Billion Plaza, 8 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong.
- Paid fees are not refundable unless FHKI receive the application's notification of withdrawal before five working days to programme commencement.
- Participants can arrange to have their places substituted should they be unable to attend the programme by notifying the FHKI at least 5 days prior to programme commencement
- FHKI reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.

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- If the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force, no classes will be held. All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am.
- Afternoon day classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 p.m.
- Two days or above classes will be cancelled if first day class cancelled due to Typhoon Signal No.8 or above/Black Rainstorm Warning.