

13-16 / 4 / 2017

Crowdfunding - Towards a New Generation of Fundraising 眾籌——邁向集資新時代

- Date 日期 : 15 / 4 / 2017 (Saturday 星期六)
- Time 時間 : 3pm – 3:45pm
- Venue 地點 : Innovation Hub, Hall3FG Concourse, 3/F, HKCEC
香港會議展覽中心 3/F 展覽廳 3FG 大堂創新匯點
- Language 語言 : English 英語
- Organisers 主辦機構 : Hong Kong Trade Development Council 香港貿易發展局
- Co-organiser 協辦機構 : FringeBacker
- Remarks 備註 : Free of charge 免費入場

PROGRAMME 程序表

Time 時間	Programme 程序
2:45pm-3pm	Registration 登記
3pm-3:30pm	Speaker 演講嘉賓: Ms Maryann Hwee, Executive Director, FringeBacker FringeBacker 執行董事許婷婷女士
3:30pm-3:45pm	Q&A Session 問答環節

Remarks 備註:

Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限。先到先得。

Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

ABOUT THE SPEAKER 演講嘉賓簡介

Ms Maryann Hwee, Executive Director, FringeBacker
FringeBacker 執行董事許婷婷女士

Maryann Hwee has over 20 years' experience in direct investment, marketing and business development in IT businesses in Hong Kong, the PRC, and Southeast Asia. She is the Executive Director at FringeBacker.

FringeBacker operates the first global online fundraising platform that showcases entirely bilingually, in both English and Chinese. It is by far the largest and most technologically advanced crowdfunding platform in Hong Kong. FringeBacker provides a range of options that make it effortless and fun to raise funds through online or mobile channels – from crowdfunding for creative projects, to donations for non-profit organisations and charitable events, to a proprietary portfolio of easy-to-use tools that empower anyone to start his or her own peer-to-peer fundraiser. Through actively engaging people to participate in fundraising and donating, FringeBacker is proud to have helped people, companies and non-profits to exceed their fundraising goals and to garner funds from networks they would only have access to through FringeBacker, in a way that is more efficient, more open and more transparent.

Established in 2012, the FringeBacker Group operates several business divisions at the forefront of financial technology, fundraising and event registration including FringeBacker Crowdfunding and FringeBacker Events.

FringeBacker has crowdfunded the biggest campaigns in Hong Kong, and supported leading organisations and initiatives, including 2017 Hong Kong Chief Executive Election Campaign Candidate John Tsang, Standard Chartered Hong Kong Marathon, Po Leung Kuk, National Geographic, Hong Kong Trade and Development Council, FactWire News Agency, Hong Kong Free Press, SCMP/RTHK's Operation Santa Claus, film director/producer Tim Burton, recording artist Khalil Fong, City University's Antarctica Expedition, Hong Kong Martial Arts Living Archives, and international equestrian Jacqueline Lai, amongst others.

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許婷婷在香港、中國內地和東南亞的資訊科技行業的直接投資、市場營銷和業務發展方面，有逾二十年的經驗。她目前是 FringeBacker 的執行董事。

FringeBacker 是全球首個以全中英雙語運作的網上集資平台，亦是香港迄今最大規模、技術最先進的網上集資平台。FringeBacker 致力提供多元化的集資選項，不論是創意、個人集資、非牟利組織或慈善活動籌款，或利用 FringeBacker 專有的籌款大使功能迅速啟動個人籌款專頁，均可輕鬆地通過網上或手機成功籌得資金。FringeBacker 已成功協助了無數項目、知名人士、機構及慈善團體，讓它們利用 FringeBacker 的網絡，成功令更多人積極參與集資及捐款活動，以更有效、開放、透明的方式籌得比籌款目標更多的資金。

FringeBacker 集團在 2012 年成立，經營的業務涵蓋領先的金融科技、網上集資平台、大型活動及賽事的網上報名、活動管理等，其中包括 FringeBacker Crowdfunding 及 FringeBacker Events。

香港最大型的眾籌項目均在 FringeBacker 進行籌款及成功集資。FringeBacker 成功協助的各大機構、組織及知名人士，包括有 2017 香港特別行政區行政長官選舉候選人曾俊華、渣打香港馬拉松、保良局、國家地理 (National Geographic)、香港貿易發展局、傳真社 (FactWire)、Hong Kong Free Press、南華早報與香港電台合辦的 Operation Santa Claus、美國導演添布頓 (Tim Burton)、音樂人方大同、城市大學南極洲極地環境考察之旅、中華國術總會的香港武術活態資料庫、以及香港國際馬術運動員賴貞敏等等。