

For release
8 March 2000

HKUST LAUNCHES E-COMMERCE WEBSITE FOR SMALL AND MEDIUM ENTERPRISES

The Internet Business Consortium (IBC) led by the Hong Kong University of Science and Technology (HKUST) has developed a website (<http://www.ibc-ecom.com>) to help Small and Medium Enterprises (SME) start their own virtual shopfronts and engage in business-to-consumer electronic commerce. The website was launched today.

Prof Samuel Chanson, Chairman of IBC and Director of HKUST's Cyberspace Center, noted that the website, which was developed at HKUST, contains practical information on what SMEs need to know to get started, including different approaches to web hosting, website content design, related software (with many freeware available) applications, website advertising and the latest e-commerce news and technologies, as well as current prices.

"Other features of the website include a discussion forum for viewers to share their experience, examples of virtual shopfronts sorted by business sectors and online advice for SMEs planning to get into e-commerce provided by experts from IBC," added Prof Chanson.

The website is free to the public and contains no advertising. While it is English-based, some of the information appears also in Chinese.

Note to Editors:

The above release can be downloaded at:
http://www.ust.hk/~webopa/news/2000_News/news0308.html. For enquiries, please contact Mr King Cheng of the Office of University Development and Public Affairs on 2358-6305 or email pamedia@ust.hk.