

## Women Consumers & the Potential Market

*Celebrating the needs and interests of women consumers*

Women account for 85% of all consumer purchases including everything from autos to health care.

Online businesses that cater successfully to the interests and tastes of women consumers are generally more profitable. However, there is still a big dearth of appealing websites or applications that appeal to women consumers in the Greater China market.

Here is your chance to design a mobile app on a smart device or wearable device, or a web site that specifically addresses women's needs and/or interests at this year's Hackathon@HKUST.

Join us on the information session to know more about the potential market for Women Consumers and get ideas from people with real experience in the field.

Our speakers for the session consists of:

Prof Pascale Fung (<http://www.ee.ust.hk/~pascale/>)

Terence Ling from TBWA (<http://www.tbwa.com.hk/terence-ling-head-of-planning>)

Prof Po Chi

Wu ([http://www.seng.ust.hk/web/eng/people\\_detail.php?id=213](http://www.seng.ust.hk/web/eng/people_detail.php?id=213))

**Date: 5th March (Thursday) at 6pm**

**Venue : Room 2303**

[Please click here to register now](#)