



US-ASEAN Business Alliance for Competitive SMEs

Driving Global Expansion via E-Commerce

Kuala Lumpur, Malaysia, June 03, 2014

Prince Hotel & Residence

PROGRAMME OF ACTIVITIES

- 09:00 – 09:15 **Welcome and introduction:**
- Dato' Hafsa Hashim, CEO of SME Corporation Malaysia
 - H.E. Joseph Y. Yun, U.S. Ambassador to Malaysia
 - Thitapha Wattanaputtipaisan, SME Lead, ASEAN Connectivity through Trade and Investment
- 09:15 – 10:15 **Dialogue Session: Trade in the Digital Age and Borderless World**
- Dato' Hafsa Hashim, CEO of SME Corporation Malaysia
 - H.E. Joseph Y. Yun, U.S. Ambassador to Malaysia (TBC)
 - Malaysian and U.S. Business Person
- 10:15 – 10:45 **Press Conference**
- 10:15 – 11:00 **Presentation 1: Leveraging E-Commerce Platform and Payment Tools**
Ebay and PayPal
- 11:00 – 11:15 **Tea Break**
- 11:15 – 12:00 **Presentation 2: International Shipping and Delivery Services**
UPS
- 12:00 – 12:45 **Presentations 3: Legal Aspects of Cross-Border E-Commerce**
Baker & McKenzie
- 12:45 – 14:00 **Networking lunch**
- 14:00 – 14:45 **Presentations 4: Strengthening Global Market Presence via Online Marketing**
Google
- 14:45 – 15:00 **Tea Break**
- 15:00 – 16:00 **Clinic sessions / Breakout tracks (10 – 15 min sessions)**
One-on-one consultation between speakers and SMEs
- 16:00 – 16:30 **Closing**
ACTI & all speakers