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Opening Keynote Address
YB Datuk Dr Ewon Ebin
Minister of Science, Technology and Innovation

E-COMMERCE CONFERENCE 2014

Expanding Horizons and
Unleashing Opportunities

14 AUGUST 2014 | HOTEL ISTANA, KUALA LUMPUR

Supporting Organisations



Media Partners



Asian Strategy & Leadership Institute

Dedicated To Creating A Better Society

Electronic Commerce or e-Commerce is loosely defined as the selling and buying of goods and services, be it conventional or digital, through the internet. The flexible framework of e-Commerce encompasses digital marketing, mobile commerce, social commerce, automated data collection, electronic data interchange and electronic funds transfer amongst others.

Malaysia's enabling regulatory environment, strong banking sector and high internet and mobile penetration rates are highly conducive to e-Commerce. Furthermore, ICT infrastructure has been earmarked for an investment boost next year with the government pushing towards a digital economy via the Digital Transformation Programme (Digital Malaysia) spearheaded by the Multimedia Development Corporation, which has identified e-Commerce as a sub-sector for further growth. Euromonitor International expects the Malaysian e-commerce market to grow to RM1.9billion by 2016.

Given its flexible framework, e-Commerce has vast application possibilities across businesses and industries such as retail, tourism, healthcare and financial services. Furthermore, e-Commerce encompasses a large ecosystem of supporting activities such as payment gateways, information and communication technology, and security and fraud prevention solutions.

Key issues that will be addressed at this conference include the outlook for Malaysia's e-Commerce space, the need to increase the involvement of SMEs in e-Commerce, the exciting opportunities opened up by m-Commerce, the growing emphasis on data integrity and security and also the sharing of experiences by pioneers who have succeeded.

This conference is intended as a timely platform to provide industry updates, expert insights and practical knowledge, and also as a conduit for networking, sharing and forming strategic partnerships amongst e-Commerce pioneers and thought leaders as well as business owners and senior executives of public and private enterprises involved in e-Commerce and its supporting activities.

Who Should Attend?

- Business Owners
- Chairmen, Presidents, CEOs and MDs
- CIOs, CTOs, COOs, Directors and Senior Managers in e-Commerce, ICT, Legal, Finance, e-Payment or m-Payment, Security and Fraud Prevention, Sales and Marketing, Supply Chain and other related areas
- Professionals and Solution Providers from Banks and Financial Institutions, Telecoms Networks, ICT Services, Legal Services, e-Payment or m-Payment Gateways, Risk Management, Security and Fraud Prevention Services and other related areas
 - Senior Government Officials
 - Analysts, Auditors and Consultants

Why Attend?

- Gain fresh insights on the latest trends, technologies and strategies from the perspectives of regulators and key players to understand how Malaysia is moving forward in the e-Commerce space to better position your business for success
- Understand about the challenges and opportunities available in the e-Commerce space and how these will impact your business
- Learn from the experts to address your concerns on e-commerce and prepare your business for adoption to reach out to new markets and capture new revenue streams
- Recognise the potential and possibilities opened up by m-commerce for your business as it is the fastest growing segment of e-commerce
- Get tips from successful netpreneurs to expand your horizons and unleash greater possibilities for your business
- Take advantage of opportunities to broaden your network, form partnerships and collaborate with other e-Commerce businesses as well as supporting businesses

PROGRAMME (14 AUGUST 2014)

08:30 Arrival and Registration of Participants

09:00 Arrival of VIPs

09:15 **WELCOMING REMARKS**

Tan Sri Dato' Dr Michael Yeoh

Chief Executive Officer / Director, Asian Strategy & Leadership Institute

09:20 **OPENING KEYNOTE ADDRESS**

YB Datuk Dr Ewon Ebin

Minister of Science, Technology and Innovation

09:40 Morning Refreshments

10:00 **SESSION 1**

Government and Industry Roundtable: The Outlook for Malaysia's E-Commerce Space

Strengthening the digital economy is another step towards making Malaysia a high-income developed nation by 2020. Towards this end, the government is pushing forward a Digital Transformation Programme with ambitious targets: 17% contribution to the Gross National Income and creation of 160,000 high value jobs. Adding a strong banking sector and high internet and mobile penetration rates to this supportive government, we have a very conducive environment for the growth of e-commerce. This session seeks to share insights from regulators and key industry players on the future outlook for e-commerce and its supporting ecosystem. Areas of interest include regulatory development and oversight, strategic government investment, technological developments, latest strategies as well as key trends, opportunities and challenges.

11:30 **SESSION 2**

A Necessary Progression: E-Commerce for SMEs

SMEs account for more than 97% of total business establishments in Malaysia but their contribution to the country's GDP is only around 33%. This clearly highlights a problem. Delving deeper, 70% of them do not even have a website hence are not able to explore and capture new markets and revenue streams online. The main obstacles cited by SMEs are low internet bandwidth, expensive costs to venture into e-commerce and payment security concerns. This session seeks to change SMEs perception of e-commerce and increase their readiness and adoption by addressing the obstacles and highlighting the support and assistance available for them.

13:00 Networking Lunch

14:00 **SESSION 3**

The Next Frontier: M-Commerce

Mobile technology has gained much traction over the past few years. In Malaysia, the penetration rate of mobile devices usage exceeds 60%, and about 70% of all online spend was conducted on mobile websites. The stellar growth trajectory of m-commerce has it touted as the replacement of e-commerce, which is based on the internet or mouse and click model. Technology start-ups are flourishing in this space and impacting lifestyles and social habits by creating mobile applications that make various goods and services much more accessible to the masses. This session seeks to explore the exciting possibilities made possible by m-commerce.

14:50 **SESSION 4**

Data is Everything! Ensuring Data Integrity and Security

A good predictor of e-commerce adoption is past experience. In other words, those who have engaged in e-commerce with positive experience are much likelier to continue doing so. However, before getting started, trust must be in place. Both businesses and consumers must have confidence in the integrity and security of data collection, processing and storage methods. This session seeks to examine how stakeholders can play a role to improve on the handling of sensitive data related to personal and financial information in order to prevent possible abuse or fraud.

15:40 **SESSION 5**

Netpreneur Roundtable: The Journey toward Success

Stepping out of your comfort zone and going into uncharted waters can be exciting yet terrifying at the same time! From the conceptualisation stage of a business idea until achieving success, the path is definitely not smooth sailing. This session seeks to tap on the experiences and expertise of pioneers who have been there and done that to share their success factors or the tried and true strategies, as well as the common mistakes and pitfalls to avoid thereby making the journey toward success a little easier and smoother for aspiring netpreneurs, as well as encourage and inspire those who have tasted success to dream bigger dreams.

17:15 End of Summit & Afternoon Refreshments

Notes:

- HRDF claimable under SBL Scheme (subject to HRDF approval)
- The Organiser reserves the right to alter the content and timing of the programme in the best interest of the Conference and is not responsible for cancellations due to unforeseen circumstances
- The Organiser accepts no responsibility for statements made orally or in written material distributed by any role-player at the Conference. In addition, the Organiser is not responsible for any copying, republication or redistribution of such statements
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- Programme as of 23 May 2014

ABOUT ASLI

The Asian Strategy & Leadership Institute (ASLI) is Malaysia's leading independent private Think Tank which is committed to the development of Asian leadership and strategic thinking. ASLI's vision is to create a better society. ASLI's mission is to help organizations enhance competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, business councils and CEO peer groups. ASLI provides trusted insights to governments, businesses and the diplomatic community. It also acts as a knowledge channel through interaction and dialogues with thought leaders. ASLI's value propositions are its valuable insights, high-level interaction, thought-leadership and in-depth research studies. ASLI provides insights, ideas, implications and interactions. ASLI's Centre for Public Policy Studies (CPPS) was ranked 7th best Think Tank in Asia and 9th best in the world among smaller Think Tanks in a Global Report on Think Tanks carried out by the University of Pennsylvania and announced in the United Nations and World Bank in January 2013. ASLI's events have been addressed by Heads of State, Prime Ministers, Senior Cabinet Ministers, Captains of Industry and prominent Strategic Thinkers to discuss issues of strategic importance to governments and businesses. ASLI has, over the years organised high-level programmes focusing on bilateral business partnerships in Singapore, Indonesia, Philippines, Australia, Japan, USA, Canada, Britain, Germany, China and South Africa. ASLI is also the Malaysian Secretariat of various bilateral Business Councils.

E-COMMERCE CONFERENCE 2014

REGISTRATION FORM

Asian Strategy & Leadership Institute (ASLI) recognises the importance of protecting your personal information and is committed to the compliance of the Personal Data Protection Act 2010. Visit <http://www.asli.com.my/?p=personal-data-protection> to view our Personal Data Protection Notice, which sets out, among others, the types of personal information we collect, how we process your personal information and our contact details if you have any queries.

1st Delegate

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Approving Manager's Name _____
Position _____
E-mail _____

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Bank _____ Amount _____

Please indicate the nature of your business

- | | | |
|--|---|---|
| <input type="checkbox"/> Natural Resources | <input type="checkbox"/> Construction/Engineering | <input type="checkbox"/> Insurance/Healthcare |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Communications & IT | <input type="checkbox"/> Properties |
| <input type="checkbox"/> Service & Retail | <input type="checkbox"/> Consultancy | <input type="checkbox"/> Education |

Others, Please specify _____

No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

- | | | | |
|------------------------------------|--|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Service | <input type="checkbox"/> Management |
| <input type="checkbox"/> IT | <input type="checkbox"/> Finance | <input type="checkbox"/> Personnel | |

Others, Please specify _____

14 AUGUST 2014 | Hotel Istana Kuala Lumpur

REGISTRATION INFORMATION

REGISTRATION FEES

Normal Registration Fee	RM1800.00
Special Group Discount (minimum 3 participants)	RM1600.00
Government/NGO	RM1500.00

PAYMENT METHOD

PAYMENT

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on 'space available' basis. Cheques or bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd**.

- BANK TRANSFER CASH CHEQUE

Payee name : **Asian Strategy & Leadership Incorporated Sdn Bhd**
Bank account : 3089034201
Bank : Public Bank Bhd
Branch : Bandar Sunway
Bank address : 48 & 50, Jln PJS 11/28A, Bandar Sunway, 46150 Petaling Jaya, Selangor
Swift Code : PBBEMYKL

FOR PRIVATE SECTOR

The organiser reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have NOT paid the registration fees prior to the event date.

FOR GOVERNMENT SECTOR

A Local Order (LO) or letter of approval to participate must be presented before the event.

SUBSTITUTION/CANCELLATION

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellation, a **refund minus 10%** service charge will be sent to the said delegates if cancellation is received in **WRITING** by **7th August 2014**. No refund will be made for cancellation received after **7th August 2014**.

Send/fax this entire form (or a photocopy) to:

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