#MYCYBER·SALE
Malaysia's BIGGEST Online Sale!

Briefing to
SME Association of Malaysia

Date: 22 August 2017, Tuesday
Time: 2.00pm - 6.00pm
Venue: PIKOM Training Centre, Ground Floor

In collaboration with:
SME MALAYSIA

Organized by:
PIKOM

Supported by:
MDEC

#MYCYBERSALE is here again for the fourth time and will kick off from **9th to 13th October 2017**! This year, PIKOM is collaborating with MDEC to organise the biggest online sale event **#MYCYBERSALE 2017** which aims to achieve RM 300 Million sales with heavy marketing campaign to boost the revenue for our online entrepreneurs.

#MYCYBERSALE also aim to boost e-Commerce industry in Malaysia through these objectives:
a. To generate online shopping demand from consumers;
b. To encourage SMEs to adopt eCommerce in their businesses; and
c. To increase domestic revenue of eCommerce

Participating to #MYCYBERSALE is totally FREE! Grab your opportunity to sign up NOW before 31st August 2017 at www.mycybersale.my

Come join us for the briefing and get to know more about **#MYCYBERSALE!**

Masa	Details
2.00pm – 2.30pm	Registration
2.30pm – 2.40pm	Opening address by SME Association of Malaysia
2.40pm – 2.50pm	Speech by **SME Association of Malaysia representative**
2.50pm - 3.00pm	Speech by E-Commerce Malaysia, Chairman- **Ganesh Bangah**
3.00pm - 3.10pm	GoeCommerce portal, by MDEC - **Nurzuhairah Binti Abd Wahid**
3.10pm – 3.20pm	#MYCYBERSALE presentation by PIKOM – **Justin J Anthony**
3.20pm – 4.00pm	Presentation by **#MYCYBERSALE Partners**
4.00pm – 4.20pm	Q&A
4.20pm – 5.30pm	Refreshment & Networking session with Partners