



中小企业电子商务与创新工作坊

SME E-COMMERCE & INNOVATION WORKSHOP

DATE: 6-7th August, 2016
 TIME: 9.00am - 4.00pm
 VENUE: Bukit Jalil Golf & Country Resort

运用电子商务和(ICT)拓展商机

Jump on the Bandwagon of E-commerce & ICT

The two-day workshop is specially designed for SMEs who are interested in embarking on E-commerce and ICT. The workshop will impart essential knowledge, know-how and skills on running (cross-border) e-commerce, the application of ICT in business, and examines the success cases of SMEs in adopting e-commerce for business expansion.



DAY01 电子商务服务应用

Going Online: Adopting E-Commerce in Business

- E-Commerce operational models
- Cross-border E-commerce logistics and innovation
- Trends of mobile E-Commerce and integration of online-offline
- Introducing major E-commerce marketplaces & payment gateway providers in Malaysia

DAY02 资讯通讯 (ICT) 服务应用

Increasing Productivity: Applying ICT in Business

- Application of ICT in business - the experience of Taiwan SMEs
- SMEs energy management, e-commerce marketing, mobile apps, and cloud computing
- Introducing SME ICT Service Solution

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