

MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI)

Cordially invites you to the

NATIONAL eCOMMERCE FORUM

26 July 2017 (Wednesday) | 9.00 a.m. – 12.00 noon

Perdana Hall, Level 1, Menara MITI

ORGANISED BY



**MINISTRY OF INTERNATIONAL TRADE
AND INDUSTRY**

IN ASSOCIATION WITH



REPLY SLIP

☐

Yes, I will attend.

☐

Regretfully, I am unable to attend.

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Regretfully, I am unable to attend. My representative is

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Kindly confirm your attendance by 20 July 2017 to:

Afni Azhar (email: afni.psh@miti.gov.my)

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TENTATIVE PROGRAMME

Time	Programme
8.30 am	: Registration Morning Refreshments Networking Session
9.00 am	: Arrival of YB Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry (MITI)
9.10 am	: Keynote Address by YB Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry (MITI)
9.20 am	: 1. Launch of the eCommerce Academy 2. Presentation of the eTRADE Accelerator Award
9.30 am	: Forum 1 : Digital Economy Agenda & the Digital Free Trade Zone (DFTZ) Moderator : CEO MDEC Speakers : (i) YB Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry (MITI) (ii) Mr. Ganesh Kumar Bangah, (iii) Founder of MOL Global (iv) LAZADA
9.50 am	: Tea Break
10.00 am	: Forum 2 Theme : eCommerce Agenda - Reaching Out to the <i>Rakyat</i> Details : This session will increase awareness on the various programmes/ initiatives which are already in place to increase SMEs participation in eCommerce. Moderator : SME CORP. Malaysia Speakers : (i) eCommerce Adoption (SME Corp) (ii) Cross-border eCommerce (MATRADE) (iii) Consumer Rights (KPDNKK) (iv) eUsahawan & eRezeki (MDEC)
10.40 am	: Forum 3 Theme : Cross-border eCommerce Details : This session will educate the participants on how to venture into cross-border eCommerce with emphasis on tapping into the China and ASEAN markets. Moderator : MATRADE Speakers : (i) Ms. Ginny Lee, CEO, JinBaoMen Co. Ltd., Shanghai (ii) Mr. David Wong, Chairman of ASIAN-Oceanian Computing Industry Organisation (ASOCIO)
11.15 am	: Forum 4 Theme : eFulfillment Details : Speakers will share services provided based on areas of specialization, i.e. cargo shipping, door to door shipments, freight forwarding, inventory management etc. Moderator : MIDA Speakers : (i) Lazada Express (ii) Pos Malaysia (iii) FM Logistics
12.00 noon	: End