

NATIONAL eCOMMERCE FORUM

26 JULY 2017 (WEDNESDAY) | 9.00 A.M. – 12.30 P.M | PERDANA HALL & SEMINAR ROOM 1, LEVEL 1, MITI TOWER



MINISTRY OF INTERNATIONAL TRADE
AND INDUSTRY



NATIONAL eCOMMERCE FORUM

“Embracing Digital Transformation”

Time : 9.00 am - 12.30 pm
Venue : Perdana Hall, Level 1, MITI Tower

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	: Remarks by YB Dato’ Sri Mustapa Mohamed, Minister of International Trade & Industry (MITI)
9.20 am	: (i) Launch of eCommerce Academy (ii) Presentation of eTRADE Accelerator Award (iii) Video on Success Stories
9.30 am	: Forum 1 : DFTZ : A Window to the World of Opportunities <u>Duration</u> : 45 minutes (including Q&A) <u>Moderator</u> : Y.Bhg. Dato’ Yasmin Mahmood, CEO MDEC <u>Speakers</u> : (i) Y.Bhg. Dato’ Hafsa Hashim, CEO, SME Corp. Malaysia (ii) Mr. Ganesh Kumar Bangah, Chairman, PIKOM (iii) Mr. Lee Eu Jin, CEO, PKT Logistics <i><u>Note</u> : YBM and NeCC Members will depart for the <u>Walkabout, Pitching Session, Press Conference & the NeCC Meeting</u> from <u>10.15 am onwards</u></i>

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Time	Programme
10.15 am	<p><u>Forum 2</u></p> <p><u>Theme</u> : eCommerce Agenda - Reaching Out to the <i>Rakyat</i></p> <p><u>Duration</u> : 45 minutes (including Q&A)</p> <p><u>Details</u> : This session will increase awareness on the various programmes/ initiatives which are already in place to increase SMEs participation in eCommerce</p> <p><u>Moderator</u> : Ms. Sharifah Najwa Syed Abu Bakar, Senior Director, Business Advisory & Support Division, SME Corp. Malaysia</p> <p><u>Speakers</u> :</p> <ul style="list-style-type: none">(i) Mr. Zaky Moh, Senior Director, Business Development & Entrepreneurship Division, SME Corp. Malaysia(ii) Ms. Sharimahton Mat Saleh Deputy Chief Executive Officer, MATRADE(iii) Mr. Khalid Tik, Head of Consumerism Section, Ministry of Domestic Trade, Co-operatives and Consumerism(iv) Ms. Sumitra Nair, Vice President, Talent & Digital Entrepreneurship, MDEC
11.00 am	<p><u>Forum 3</u></p> <p><u>Theme</u> : Cross-border eCommerce</p> <p><u>Duration</u> : 45 minutes (including Q&A)</p> <p><u>Details</u> : This session will educate the participants on how to venture into cross-border eCommere with emphasis on tapping into the China and ASEAN markets.</p> <p><u>Moderator</u> : YM Raja Badrulnizam Raja Kamalzaman, Director, ASEAN Unit, MATRADE</p> <p><u>Speakers</u> :</p> <ul style="list-style-type: none">(i) Ms. Ginny Lee, CEO, JinBaoMen Co. Ltd., Shanghai(ii) Mr. David Wong, Chairman, ASIAN-Oceanian Computing Industry Organisation (ASOCIO)(iii) Mr. Joachim Jegaraj, Managing Director, Creativize Sdn Bhd

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Time	Programme
11.45 am	<p>: <u>Forum 4</u></p> <p><u>Theme</u> : eFulfillment – Opportunities for eCommerce Players</p> <p><u>Duration</u> : 45 minutes (including Q&A)</p> <p><u>Details</u> :</p> <p>Speakers will share services provided based on areas of specialization, i.e. cargo shipping, door to door shipments, freight forwarding, inventory management etc.</p> <p><u>Moderator</u> : Ms. Lim Bee Vian, Executive Director, Strategic Planning - Services, MIDA</p> <p><u>Speakers</u> :</p> <ul style="list-style-type: none">(i) Mr. Kevin Lee Fong Siang, Chief Operating Officer, Lazada Malaysia/Country Manager Lazada E-Logistics(ii) Mr. Shamsul Izhan Abd. Majid, Head of eCommerce, Pos Malaysia(iii) Mr Chew Chong Keat, Group Managing Director, FM Global Logistics (M) Sdn Bhd.(iv) Mr. Christopher Ong, Managing Director, DHL Express Malaysia & Brunei
12.30 pm	: End

PARALLEL EVENTS

(i) Exhibition Booths : **10.15 am – 10.25 am**

No	Agency								
1.	<u>Government & Agencies</u>								
1.	MITI	6.	MIDA						
2.	MDEC	7.	MATRADE						
3.	KPDNKK	8.	SME Bank						
4.	SSM	9.	BNM						
5.	SME Corp								
2.	<u>eCommerce Players</u>								
	<u>A. Marketplace/Platform</u>	<u>B. Fulfilment</u>	<u>C. Payment</u>	<u>D. Association</u>					
1.	AgroBazaar	13.	Milkadeal	25.	POS Malaysia	31.	MPay	37.	MDCC
2.	Avana Asia	14.	ASEAN PanPages	26.	GDeX	32.	ARAMEX	38.	PIKOM
3.	Jimbaomen	15.	BuddiCart	27.	EasyParcel	33.	Payoneer		
4.	Lazada Malaysia	16.	28Mall	28.	Skynet	34.	iPay 88		
5.	Buy Malaysia	17.	Kumoten	29.	Line Clear	35.	MOLPay		
6.	Zilzar	18.	EasyStore	30.	SnTGlobal	36.	Maybank2U		
7.	Meeko	19.	Aladdinstreet.com						
8.	JOCOM	20.	eBay						
9.	Webshaper	21.	DagangHalal.com						
10.	Shopback Malaysia	22.	LocusT						
11.	Global Halal	23.	MyBazaar						
12.	Shopee	24.	Site Giant						

PARALLEL EVENTS

(ii) Pitching Session for Local eCommerce Technology Start-Ups and Scale-Ups

Time : 10.30 am – 11.30 am
Venue : Seminar Room 1,
Level 1, Menara MITI

Time	Programme
10.30 am	Arrival of YBM MITI & VVIPs
10.35 am	Welcoming Remark by YBM MITI
10.40 am	Panel Session with VC's (Moderated by Cradle Seed Ventures)
11.00 am	Pitching Session by Local eCommerce Start-ups & Scale-ups 1. Commerce.Asia 4. Goget 2. Avana 5. Servishero 3. Purelyb
11.30 am	End & Networking Session

(Note : YBM shall leave the function room for PC around 10.50 am)

(iii) Press Conference : 10.50 am to 11.00 am

PARALLEL EVENTS

(iv) NeCC Meeting (No. 2/2017)

Date : 26 July 2017 (Wednesday)
Time : 11.00 am – 1.00 pm
Venue : Bunga Raya Room, 31st Floor, MITI

11.00 am	:	Welcoming Remarks by YB. Dato' Sri Mustapa Mohamed Minister of International Trade and Industry (MITI)
11.10 am	:	1. Confirmation of Minutes of the First NeCC Meeting (No. 1/2017)
11.20 am	:	2. Matters Arising
11.45 am	:	3. Presentation: (i) <u>Paper 1</u> Updates on Digital Free Trade Zone (DFTZ) and Implementation of the National eCommerce Strategic Roadmap (NeSR) (Presentation by Y.Bhg. Dato' Yasmin Mahmood, CEO MDEC & 9 Programme Leads) (ii) <u>Paper 2</u> Current Development on eWallet in Malaysia (Presentation by Mr. Tan Nyat Chuan, Director, Payment Systems Policy Division, BNM) (iii) <u>Paper 3</u> Updates on International Development of eCommerce Initiatives (i.e. WTO, ASEAN, APEC) (Presentation by Mr. Mohd Rafizal Rahim, eCommerce Unit, MITI)
12.45 pm	:	4. Discussions 5. Other Matters
1.00 pm	:	End