



APEC Cross Border e-Commerce Conference

22-23 May 2017

Seminar Hall, Ministry of International Trade and Industry

Kuala Lumpur, Malaysia

Day 1 – APEC Cross Border e-Commerce Conference	
08:30am - 09:15am	Registration, Morning Refreshments
09:30am – 09:40am	Arrival of YB Dato’ Seri Ong Ka Chuan, Minister of International Trade and Industry II
09:40am – 10:20am	Welcome Remarks: <ul style="list-style-type: none">• Y.Bhg Datuk (Dr.) Hafsa Hashim, CEO, SME Corp. Malaysia• Ms. Mei-Hsueh Lin, Deputy Director General, SME Administration Ministry of Economic Affairs (SMEA) Keynote Address: <ul style="list-style-type: none">• YB Dato’ Sri Mustapa Mohamed, Minister of International Trade and Industry
10:20am – 10:40am	Presentation on Digital Free Trade Zone (DFTZ) by Y.Bhg. Dato’ Yasmin Mahmood, CEO of Malaysia Digital Economy Corporation
10:40am – 11:00 am	Coffee Break
Session 1	Driving Economic Growth through Cross-Border e-Commerce and Online to Offline (O2O) Business Model in APEC: Empowering MSMEs and Eliminating Barriers In this session, Marshall School of University of Southern California will share the findings of the ABAC-USC Marshall School study on MSME adoption of e-commerce which presented the issues and challenges by MSMEs to engage in cross border e-commerce. The participants will also be exposed in the various incentives and

	assistance in adopting e-commerce from Government and private sectors
11:00am – 12:00pm	<p>Moderator: Mr. Rizal Nainy Deputy CEO SME Corp. Malaysia</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Adam Stout, Marshall School of University Southern California • Ir Dr Mohd Shareen Zainooreen Madros, CEO, MATRADE • Mr. Volker Heistermann, Co-Founder, Yushan Ventures
Session 2	<p>Cross-Border Payments and Financing for e-Commerce</p> <p>This session will share the advantage of a payment gateway set up as a part of a website e-commerce platform to enable customers and other businesses to complete transactions on various websites using e-wallet or credit cards as well as financial assistance provided for SMEs to adopt e-commerce.</p>
12:00pm – 12:30pm	<p>Moderator: Mr. Tan Nyat Chuan Director, Payment System Policy, Bank Negara Malaysia</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Joachim Sebastian, Payoneer Ambassador, Payoneer • Mr. Aliman Ali, Assistant Vice President, Programme Financing, SME Bank
Session 3	<p>CBET Capacity Building Session</p> <p>During this session, the speaker will present on the Cross Border E-commerce Training (CBET) capacity building program for APEC SMEs and cross-border business opportunities in the global value chain including access to international networking and collaboration across APEC economies.</p>
12:30pm – 1:00pm	<p>Cross Border e-Commerce Ecosystem and How to Start</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Mr. Tony Tao, Vice President of DHgate
13:00pm – 14:00pm	Lunch Break

Session 4	Managing Your Online Store & Customer Service, Trust and Safety Service The session will share some basic security practices that all e-commerce retailers should employ to make sure that their websites are secure and become successful online destinations for e-commerce clients.
14:00pm – 14:40pm	Moderator: Ms. Eliza Noordin, Founder of Nashata.com Speakers: <ul style="list-style-type: none"> • Dato’ Dr. Haji Amirudin Abd Wahab, CEO, Cybersecurity Malaysia • Prof. Dr. Chong Wey Lin, Founder & President, OurCityLove Social Enterprise
Session 5	International Logistics The session will share on the services and value add provided by logistic companies based on their specialization.
14:40pm – 15:40pm	Moderator: Mr. Sunny Ooi, ClickAsia.my Speakers: <ul style="list-style-type: none"> • Mr. Jason Kong, Managing Director, DHL e-Commerce • Mr. Shamsul Izhan, Head of e-Commerce, Pos Malaysia • Mr. Kayel Lee, Founder, MooCommerce
15:40pm – 16:00pm	Tea Break
	Special Presentation
16:00pm – 17:00pm	Tricks of the Trade : Social Media Marketing Speakers: <ul style="list-style-type: none"> • Ms. Heidi Nazaruddin Blogger & Founder, THEAMBITIONISTA.com
17:00pm	End of Session for Day 1

Day 2 – APEC Cross Border e-Commerce Conference	
8:00am – 8:30am	Registration

<p align="center">Session 6</p>	<p>Online Brand Building and Digital Marketing Strategies / Social Media Marketing & Mobile Application</p> <p>This session will highlight the effectiveness of digital marketing or social media marketing. The presenters will also share their experiences success stories in adopting e-commerce in their businesses.</p>
<p>8:30am – 10:30am</p>	<p>Success Stories / Case Studies</p> <p><u>Moderator:</u> Ms. Heidi Nazaruddin</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Mr. Ruijia Zhang, Founder & CEO Shenzen ETMAXER Electronics Technologies • Mr. Leow Wee Jonn, CEO, Photobook • Prof. Dr. Lin Chong-Wey, Founder and President, OurCityLove Social Enterprise
<p>10:30am – 10:45am</p>	<p>Coffee Break</p>
<p>10:45am – 12:00pm</p>	<p>Online-to-Offline (O2O) Business Model in Cross Border e-commerce</p> <p>The session will highlight how various platforms assists SMEs in going online to offline in their respective economies.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Mr. Yong-Ma, CEO Assistant of DHgate • Mr. Shaun Yap, Manager, Seller Management, Seller & Seller Strategic Business Division, 11th Street • Mr. Luqman, CEO, Avana Asia
<p>12:00pm – 13:00pm</p>	<p>Lunch Break</p>
<p>13:00pm – 16:00pm</p>	<p>Site Visit</p> <ul style="list-style-type: none"> • Lazada • GDEX
<p>16:00pm</p>	<p align="center">End of Session for Day 2</p>