

CIMB BEST PROGRAMME
CIMB Best Entrepreneur Skill Transformation Programme

Seminar Series: How to succeed in e-business venture

FORWARD  Your Business

NO CHARGES APPLY



- **Date** : 26 May 2017 (Friday)
- **Time** : 9.00 a.m. to 12.30 p.m.
- **Venue** : Dewan Srivijaya, Menara Bumiputra-Commerce,
Jalan Raja Laut, Kuala Lumpur

An introduction to e-business

- E-business and its market prospects – global and local landscape



Yong Kai Ping
CEO, Selangor Information Technology &
E-Commerce Council (SITEC)



Bernard Lee
Senior Manager, Seller Management &
Advertising, 11street Malaysia



Top 5 essentials of effective e-business start-up

- Product Management
- Content Management
- Data Analysis
- Customer Relationship Management
& Customer Experience
- Digital/Social/Media Marketing



Sunny Ooi
Co-Founder & Managing Director,
ClickAsia Malaysia & Singapore



Adrian Oh
Director, Business Development
webShaper



Getting started

- Key considerations in adopting e-business



Stephanie Looi
Co-founder & COO, PurelyB



Nurul Syafriza
Managing Director, Laundry On The Go



Shirlee Foo
Director, Merchant Partner Solution GCPF
Group Consumer Banking



Louis Mathew Morais
Associate Director, Cash Management
Group Transaction Banking

