

MTC MARKET DEVELOPMENT TALK

Date:
13 October 2017

Venue:
Malaysian Timber Council,
Foyer, 20th Floor, Tower 1,
Menara PGRM, No. 8, Jalan Pudu Ulu,
Cheras, 56100 Kuala Lumpur

Getting Onboard the eCommerce Train

On 22 March 2017, the Prime Minister of Malaysia together with Jack Ma, the founder and Executive Chairman of Alibaba Group, launched the world's first Digital Free Trade Zone (DFTZ). DFTZ is an initiative by the government of Malaysia to capitalise on the confluence and exponential growth of the internet economy and cross-border e-commerce activities as well as to facilitate seamless cross-border trade and enable local businesses to export their goods.

DFTZ has the potential to double the growth rate of Malaysian SMEs' goods export by 2025. It is also estimated to support US\$65 billion worth of goods moving through DFTZ. Additionally, DFTZ is expected to create 60,000 direct and indirect jobs by 2025. The Malaysian timber products and furniture industry especially the small and medium enterprises (SMEs) are expected to benefit from the increased market access to China and other markets that use e-commerce as a business platform.

The Malaysian Digital Economy Corporation (MDEC) and Alibaba.com local partners will provide detailed information on eCommerce and DFTZ initiative and benefits with regards to DTFZ and eCommerce embarkation programme to the timber industry members.



PROGRAMME

- 9.30 am Registration & Refreshment
- 9.50 am Welcoming Remarks by CEO of MTC
- 10.00 am **"DFTZ for SME Export by MDEC"**
By Ms. Premaloshini A/P V. Supramaniam,
Manager, Seller Adoption Malaysia Digital
Economy Corporation (MDEC)
- 10.45 am Q & A Session
- 11.00 am Networking & Consultation Session with
Alibaba Local Partner
& Lunch
- 12.00 pm End of Talk

REGISTRATION FORM

MTC MARKET DEVELOPMENT TALK

Admission is free but seats are limited. To secure your seat, please complete the form below and fax it to 03-92828999 before **9 October 2017**.



Name : _____ Designation : _____

Member of: MWIA MPMA MWMJC MFC PEKA TEAM (please tick as appropriate)

University Others (please specify) _____

Company : _____ Contact Person : _____

Address : _____

Tel : _____ Fax : _____ Email : _____ Mobile : _____

For further enquiries, please contact **03-9281 1999** for:

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