

Digital Planning - How to Get Started for Micro, Small & Medium Businesses?

9 July 2020 | Thursday

11.00 am - 12.00 pm



Alwin Ng
Director & Founder



BUSINESS IN THE DIGITAL SPACE

KUALA LUMPUR (9 JULY 2020): To encourage the transformation of the Malaysian timber industry into the digital sphere, knowledge-sharing webinars on digitalisation was conducted with Alwin Ng as the first speaker.

Ng, who is the director and founder of SmartB Solutions Sdn Bhd, a multidisciplinary solution provider company that specialises in Digital Transformation, gave insights on how to revamp business operations, the digital way.

Ng's talk titled "Digital Planning – How to Get Started for Micro, Small and

Medium Businesses?" had 94 participants. Among the topics discussed were on how to get businesses onto e-platforms and how to use data to future-proof businesses.

During the Q&A session, many participants had asked about social media campaigns, examples of good content, digital business culture and the limitations of going digital. The speaker not only shared his opinion, but also his experience and expertise with participants while outlining areas where attention has to be given. But most importantly, mindset change is crucial.



**For the months of July and August, MTC is conducting a series of webinars on business digitization and digitalisation. Please stay tune to MTC, every Thursday at 11am.*

