

FMM ICT CONFERENCE 2010 Electronic Transaction: The Key to Successful E-commerce

We are pleased to inform that the Federation of Malaysian Manufacturers (FMM) will be organising the **FMM ICT Conference on June 2, 2010 (Wednesday) at Corus hotel Kuala Lumpur**. The theme for the Conference is “**Electronic Transaction: The Key to Successful E-commerce**”.

The Conference has been designed to benefit the business community, particularly the SMEs in the following ways:

- Gain an understanding of e-commerce and its benefits
- Learn how to leverage on web-based communication
- Understand the building blocks for a successful e-business
- Learn from best practices and success stories of companies who have implemented e-commerce in their business operations

The key topics to be presented and discussed at the Conference are as follows:

- Optimising everyone’s B2B potential through SME-OSDP
- Maximising Your Business Opportunity Through e-Commerce
- Next Generation Multichannel e-Commerce
- Payment Solutions for E-Business
- Where Size Does Not Matter: How Leveraging on E-Business Can Help SMEs
- Success in E-Business: Practical Advice from Success Stories

Invited speakers include senior representatives from Multimedia Development Corporation (MDEC), IBM ASEAN, Malayan Banking Berhad, Telekom Malaysia and Barterfli Holdings Sdn Bhd.

Companies namely, Alibaba.com, Holographic Label Sdn Bhd, Royal Selangor International Sdn Bhd and T-Melmax Sdn Bhd would share on their success stories and challenges in implementing e-commerce in their business operations.

The conference programme is attached.

The Conference is Free for FMM members. For further enquiries, please contact **Roslin / Angelina of the FMM Secretariat at 03-62867200, fax: 03-62741266 / 7288 or e-mail roslin@fmm.org.my**.



FMM ICT CONFERENCE 2010

Electronic Transaction: The Key to Successful E-commerce
June 2, 2010 | 8:30am – 4:30pm | Ballroom 1, Corus Hotel Kuala Lumpur

Programme

8.30am Registration & Networking Coffee

9.00am **Welcome Address**

by YBhg Dato' OK Lee, Chairman, FMM ICT & Multimedia Committee

Session 1 : Building Blocks for a Successful E-Business

Chairman: Dr Goh Kim Huat, Managing Director, Niche Frontier Sdn Bhd

9.10am **Optimising everyone's B2B potential through SME-OSDP**

by Multimedia Development Corporation

9.40am **Maximising Your Business Opportunity Through e-Commerce**

by Mr Azahar Bin Mohamad, Assistant General Manager, Application & Consultancy, TM SME, Telekom Malaysia

10.10am Networking Coffee Break

10.30am **Next Generation Multichannel e-Commerce**

by Mr Peter Pang - Sales Leader, eCommerce Solutions, IBM Asean

11.00am **Payment Solutions for E-Business**

by Mr Surinder Singh, Head of Enterprise Banking Solutions, Maybank

11.30am **Where Size Does Not Matter: How Leveraging on E-Business Can Help SMEs**

by Ms Rita King, Director, Barterfli Holdings Sdn Bhd

12.00pm Question & Answer Session

12.30pm Lunch

Session 2 : Success in E-Business: Practical Advice from Success Stories

**Chairman: En Yong Yoon Kit, Group IT Manager,
Royal Selangor International Sdn Bhd**

1:30pm **Sharing of Success Stories and Practical Advice**

- *Alibaba.com*
- *Holographic Label Sdn Bhd*
- *Royal Selangor International*
- *T-Melmax Sdn Bhd*

3:30pm Question & Answer Session

4:00pm Networking Coffee Break / End of Programme

Programme as at May 24, 2010