



CS/08/2016

23 March 2016

DHL, eBay and PayPal
would like invite you to explore

“Cross Border Trade”

Join us to find out how your business can benefit from the current mobile and e-commerce trends and learn the practical way for you to join the digital economy and sell your goods and services to international markets.

EVENT DETAILS:

DATE: APRIL 28, 2016 (THURSDAY)

VENUE:

WISMA FMM, NO. 3 PERSIARAN DAGANG,
PJU 9, BANDAR SRI DAMANSARA,
52200 KUALA LUMPUR.

PROGRAMME:

REGISTRATION:	2:00PM – 2:30PM
PRESENTATIONS:	2:30PM – 3:30PM
Q&A:	3:30PM – 3:40PM
TEA TIME & NETWORKING:	3:40PM – 5:00PM

The organiser/sponsor reserve the right to alter the content and timing of the sessions in the best interest of the event.

SPEAKERS PROFILE:



Mr Alfred Pragasam
Head of eCommerce Malaysia
DHL

Alfred has an extensive experience of over 25 years in Logistic industry, which mainly cover sales, operation, customer service, field of general management and business development. He has a good understanding of the B2C & B2B eco system with direct experience in the evolving e-commerce value chain.



Mr Bryan Ong
Business Development Manager
eBay

Bryan has 8 years of experience in e-Commerce solution, strategic analysis, marketing planning and consultation. He has vast experience in assisting clients in adapting e-Commerce management that greatly enhances a company's performance, revenue and branding.



Mr Kelvin Phua
Head of SMB & Channel Partners
PayPal South East Asia

Kelvin drives the SMB strategic sales agenda through merchant adoption of PayPal's payment solutions. He has been active roles in structuring and executing operational and strategic initiatives for various industries including financial institutions, logistics and FMCG.

REGISTRATION

Limited seats. Cancellation and/or replacement is allowed and should be made in writing to the FMM Secretariat. Closing date for registration: **21 April 2016**

Full Name:

Designation:

Company:

Membership No:

Email:

Vegetarian Meals: Yes No

Or fax this form to: Mira (Membership and SMI Division **03-6274-7288**)

Please register the following participant (s) from

Company Name:

1. Name:

Designation:

E-mail:

Vegetarian Meals: Yes No

3. Name:

Designation:

E-mail:

Vegetarian Meals: Yes No

2. Name:

Designation:

E-mail:

Vegetarian Meals: Yes No

4. Name:

Designation:

E-mail:

Vegetarian Meals: Yes No

EVENT SPONSORS:



This event is organised by FMM and sponsored by DHL, eBay and PayPal under the FMM Business Promotion Package.

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