

CROSS BORDER ECOMMERCE:

THE INTERNATIONAL EXPANSION PLAYBOOK

Modules

- Module 1: Embracing Cross-border e-Commerce
- Module 2: The Tipping Point of B2B Cross-border e-Commerce: Belt and Road Initiative (BRI)
- Module 3: Going Global: The Challenges and Opportunities of International Exporting
- Module 4: Organizational Excellence for SMEs: The Innovative Change

Course Fee

- **Non HRDF Registered Company:** FOC (T&C apply, subject to HRDF approval)
KLSCCCI will collect an administrative fee of RM30 per person (Member), RM50 per person (Non-member).
- **HRDF Registered Company:** RM 700/person (HRDF-SBL Claimable)

Constituent Chambers	Schedule	Venue	Contact No.
Malacca CCCI	27.07.2018 (Fri) 9am - 5pm	The Pines Melaka	06-2844720
KLSCCCI Klang CCCI	28.07.2018 (Sat) 9am - 5pm	Vistana Kuala Lumpur Titiwangsa	03-42532135 03-33439289
Perak CCCI	29.07.2018 (Sun) 9am - 5pm	Symphony Suites Hotel Perak	05-2421366

Deadline of Registration : 13th July 2018

Please Contact Constituent Chambers for Registration Details

ORGANIZED BY



SUPPORTED BY



CONTACT INFO

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COORDINATED BY

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Course Content

Module 1: Embracing Cross-border e-Commerce

- The Origin of Cross-border e-Commerce
- Internet & Cross-border e-Commerce
- The connection between Cross-border e-Commerce & Traditional Exhibition
- Analysis of the Current Situation: The Economic Crisis and International Trade
- Traditional Market vs Emerging Market
- Key Characteristics of Cross-border e-Commerce
- Cross-border e-Commerce Marketplaces & Digital Marketing

Module 2: The Tipping Point of B2B Cross-border e-Commerce: Belt and Road Initiative (BRI)

- Overview of the Belt and Road Initiative (BRI)
- Global Economic Outlook & Analysis
- Belt and Road Initiative (BRI)
- Why does Alibaba choose Malaysia as its first e-hub outside China
- How does eWTP facilitate SMEs going global via BRI

Module 3: Going Global: The Challenges and Opportunities of International Exporting

- The Business Model of Cross-border e-Commerce
- The Changes of Industries and Products in the Context of the Internet
- The Changes of Buyer-Seller Linkage
- SMEs to Prepare for a Digital Business Transformation

Module 4: Organizational Excellence for SMEs: The Innovative Change

- The Management Revolution That's Already Happening
- The concept of Site Traffic and Distribution
- Building Blocks of a Successful Cross-border e-Commerce Team
- Design of People Management & Reward System
- Mobile Based Enterprise Management Model

Speaker Profile



Steven Zheng

Background

- Certified Global Gold Star Lecturer by GGS unit of Alibaba.com
- Founder & CEO of Hangzhou SOR Business Consulting Co., Ltd
- General Manager of Hangzhou Kefan Import and Export Co., Ltd
- Founder of DS Internet Business Information Studio
- Partner of Liaocheng Honggang Import and Export Co., Ltd
- President of Changchun Tianfang Enterprise Management and Consulting Co., Ltd
- Representative work "Cross-border Theory And Operating" & "Cross-Border Case Study"

Experiences

- Equipped with rich training experiences in e-Commerce & covered more than 100,000 audience in China.
- More than 17 years rich experience of global trade. Rich experiences on building the sales team and analysis the market in overseas business.
- Achieved average annual sales above 20 Million USD.