



Digital Champions Workshop

18 - 19 OCTOBER 2018

Seminar Room, 160 Robinson Road, Singapore

Champions for International Trade in a Digital Age

DAY 1 - OCTOBER 18

8:45 – 9:00	Registration
9:00 – 9:20	Opening Remarks Objectives of The Digital Champions Programme and Overview of the AMTC <i>Annie Fong, Director, AMTC</i>
9:20 – 10:00	Overview of International Trade in the Asia Pacific Region <i>Dr. Deborah Elms, Founder, Asian Trade Centre</i>
10:00 – 10:30	Why FTA's matter to SMEs <i>Dr. Deborah Elms, Founder, Asian Trade Centre</i>
10:30 – 10:45	Tea Break
10:45 – 11:15	Trade Policy Language and How To Identifying Your Barriers To Trade (Activity/Poll) <i>Minh Hue Ngyuen, Trade Policy Analyst, Asian Trade Centre</i>
11:15 – 11:45	Non Tariff Barriers to Trade <i>ATC</i>
11:45 – 12:15	Travel to Google Singapore
12:30 – 13:00	Google HQ Tour
13:00 – 14:00	Lunch
14:00 – 14:30	Identifying new international markets using Google Market Finder <i>Google</i>
14:00 – 15:15	Travel back to SBF
15:15 – 15:45	Tools to Grow Your Business Online: Optimising your Digital Presence for International Trade
15:45 – 16:15	New Technologies for a More Efficient Supply Chain <i>Agility</i>

16:15 – 16:30	Tea Break
16:30 – 17:00	
17:00 – 18:00	Media Training and Practice: Craft, Edit, and Deliver your message
18:00 – 18:30	Travel to Lime House (1K walk - 10 min walk)
18:00 – 21:00	Networking Pre-Dinner Drinks and Dinner

DAY 2 - OCTOBER 19

8:45	Arrive at SBF
9:00 – 9:15	Recap of Day 1 Annie Fong, Director, AMTC
9:15 – 09:45	SMEs, The New Stakeholders of International Trade
09:45 – 10:30	Practice Delivering Your Message To Champion International Trade in The Digital Age (participants to gather in groups with similar message) Dr. Deborah Elms, Founder, Asian Trade Centre
10:30 – 10:45	Tea Break
10:45 – 11:30	Digital Trade Dialogue with Policy Makers (Round Table)
11:30 – 12:00	Closing Remarks and Workshop Certificate presentation Dr. Deborah Elms, Founder, Asian Trade Centre
12:00 – 13:00	Lunch
	End of Workshop



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