

SME Summit



Enabling SMEs in the Digital Age

Date: 6th June 2018

Venue: Leo Ballroom, Resorts World Sentosa

Ticket Fee: S\$25

Small and Medium Enterprises (SMEs) are the backbone of most Asian economies and have become the main economic driver in Asia. Despite being the main employers of the labor force, SME's contribution to GDP in Asia is still in the lower range, implying the potential of smaller firms have yet to be unlocked and fulfilled.

Digital trade is the key tool for SMEs to explore and reach its full potential. However, many SMEs are not fully aware of the benefits and opportunities that digital trade can offer. Being able to utilize digital trade, SMEs will become more competitive and better prepared for new opportunities.

This summit aims to provide SMEs with better understanding about digital trade and the tools they can use to become more digitally competitive.

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SME Summit Agenda

8.45 -9.00	Registration
9.00 -9.10	Opening Remarks SPEECH: Meng Kit Ho (Asia Business Trade Association), Steve Okun (Asia Business Trade Association)
9.10 -9.20	Opening Keynote SPEECH: Dr Tan Wu Meng, Senior Parliamentary Secretary, Ministry of Foreign Affairs & Ministry of Trade and Industry
9.20 -9.55	Understanding Digital Trade and E-commerce: the Challenges and the Opportunities PRESENTATION: Shiumei Lin (UPS), Jeff Paine (Asia Internet Coalition)
9.55 -10.30	Understanding International Trade and Trade Landscape in Asia (ASEAN, APEC, CPTPP, RCEP) PRESENTATION: Dr Deborah Elms (Asia Business Trade Association)

10.30 -10.45 **Break**

10.45 -11.30 **SMEs Going Global: Sharing Stories of Success and Failure**
PANEL SESSION
Moderator: Ross Wakeham (Facebook)
Panelists: Miriam Feiler (bizzi), Zach Wilson (Alfa Tech), Kah Soon Au (Get GO Global)

11.30 -12.15 **Data Privacy, Data Protection, Free Movement of Data and IP: Important Policy Trends and Why These Policies Matter to SMEs**
PANEL SESSION
Moderator: Charmian Aw (Drew & Napier LLC)
Panelists: Hosuk Lee-Makiyama (ECIPE), Harnish Patel (Riverview Mobile Solutions), Stephanie Caragos (Syntactics, Inc.)

12.15 -13.30 **Lunch**

	SERVICES TRACK	GOODS TRACK
13.30 -14.00	How to Bring Your Brand to Potential Customers? PRESENTATION: Ross Wakeham (Facebook)	Moving Goods Across Borders PANEL SESSION Moderator: Dr Raymon Krishnan (Asia Business Trade Association) Panelists: Mariam Al-Foudery (Agility), Kah Soon Au (Get GO Global), Nilushika Silva (Nilu Tea)
14.00 -14.30	How to Run an Efficient Business in the Digital Age? PRESENTATION: Olivia Leong (Verra Asia)	How to Bring Your Brand to Potential Customers? PRESENTATION: Ross Wakeham (Facebook)
14.30 -15.00	Break	Break
15.00 -15.30	Protecting Your Ideas PANEL SESSION Moderator: Marc Mealy (US-ASEAN Business Council) Panelists: Yi-Ling Teo (IP academy), Seth Hays (International Trademark Association), Johan Tandanu (3DUPlay Smart Playmats)	How to Onboard onto a Marketplace? PRESENTATION: Gijae Seong (Amazon)
15.30 -16.00	E-payment for Companies PRESENTATION: Matt Baker (Visa)	Trade Facilitation in ASEAN: ASEAN Single Window (ASW) PRESENTATION: Ardhilla Parama Arta (ASEAN Secretariat)
16.00 -16.45	Roundtable Discussion on the Challenges SMEs are Facing DISCUSSION: All Goods Participants	Roundtable Discussion on the Challenges SMEs are Facing DISCUSSION: All Goods Participants
16.45 -17.30	Policy Issues for SMEs from the Perspective of Policy Makers PANEL SESSION: All services participants and government officials Moderator: Dr Deborah Elms (Asia Business Trade Association) Aris Kurniawan (Ministry of Communication and Informatics, Indonesia) N M P Jeyesh (Confederation Of Indian Industry, India) Ekapong Rimcharone (Office of National Digital Economy and Society Commission, Thailand)	Policy Issues for SMEs from the Perspective of Policy Makers PANEL SESSION: All goods participants and government officials Moderator: Dr Raymon Krishnan (Asia Business Trade Association) Panelists: Pham Thi Thu Hang (Vietnam Chamber of Commerce and Industry (VCCI), Vietnam), Jhanvi Tripathi (Confederation of Indian Industry, India) Ardhilla Parama Arta (ASEAN), Danaiwit Charnsamor (Office of National Digital Economy and Society Commission, Thailand)
17.30 -17.55	Key Takeaway and Closing Remarks Dr Deborah Elms (Asia Business Trade Association), Steve Okun (Asia Business Trade Association)	Key Takeaway and Closing Remarks Dr Raymon Krishnan (Asia Business Trade Association), Dustin Watson (Asia Business Trade Association)

Please, note that the programme is subject to change, and will be updated continuously up to the conference and after additional stakeholder input. If you have any comments or questions directly to the programme, please contact the ABTA Secretariat : info@asiabusiness.trade