

2017 亞太數位貿易研討會

Asia-Pacific Digital Trade Symposium, APDITS 2017

亞太數位貿易研討會 (Asia-Pacific Digital Trade Symposium, APDITS 2017) 是首個以亞太為範圍、聚焦數位貿易的國際研討會，本次會議受馬來西亞政府與亞太服務業聯盟 (Asia-Pacific Services Coalition, APSC) 的全力支持，將邀集全球數位貿易巨頭如：Google、Facebook、WeChat、Huawei 等分享全球數位貿易現況與展望，並邀請到馬來西亞首相擔任專題演講貴賓，APEC 與東協成員國之官員與大使亦將與會。

本研討會將完全聚焦於數位貿易，同時也將關注亞太服務業競爭力路徑圖 (Asia-Pacific Services Competitive Road Map)、亞太服務業聯盟等對服務業未來產生之影響。本研討會的討論主題包括：社群媒體行銷 (Social Media Marketing)、跨境數位貿易 (Digital Cross Border Trade)、數位智慧科技 (Digital Smart Technology)、成功新創企業經驗分享等，同時現場亦提供商貿配對服務。

建議行程：

2017 年 10 月 1 日 (星期日)	
時間	行程
全日	從台灣啟程前往吉隆坡
大會建議住宿飯店：吉隆坡中環廣場雅樂軒酒店 (Aloft Kuala Lumpur Sentral) 地址：No. 5 Jalan Stesen Sentral, Kuala Lumpur, 50470, Malaysia	
2017 年 10 月 2 日 (星期一)	
全日	亞太數位貿易研討會 第一天 (詳細議程請參見附件) 地點：吉隆坡中環廣場雅樂軒酒店 Perdana Hall (10 樓)
2017 年 10 月 3 日 (星期二)	
全日	亞太數位貿易研討會 第二天 (詳細議程請參見附件) 地點：吉隆坡中環廣場雅樂軒酒店 Perdana Hall (10 樓)
2017 年 10 月 4 日 (星期三)	
全日	從吉隆坡返回台灣

[2017 亞太數位貿易研討會報名表]

公司名稱		聯絡電話	
姓名		職稱	
旅館代訂	☐ 是 (入住日期：月 日、退房日期：月 日) ☐ 否	E - m a i l	

*會議費用原價 600 美元/人，早鳥價 500 美元/人，委由本會代報免報名費 (機票與住宿自費)，報名後將由專人聯繫後續作業程序，名額有限請盡速報名。

*機票請自理，若需要代訂大會建議旅館，煩請告知。

*請於 2017 年 8 月 31 日(四)前填妥報名表，傳真至 02-2735-0069 或 email 至 nadialin@twcsi.org.tw。聯絡方式：02-2735-0056 分機 668 林小姐。

2017 Asia Pacific Services Symposium Agenda



MSPC

Malaysian Service
Providers Confederation

Date : Monday 2 and Tuesday 3 October 2017

Venue : Aloft Kuala Lumpur Sentral Hotel, Perdana Hall, Level 10 (No. 5 Jalan Stesen Sentral, Kuala Lumpur, 50470, Malaysia)

Day 1 (Monday 2 October 2017)	
Opening Ceremony	
8:00	Registration
8:30	Arrival of Guest of Honour <i>(Prime Minister of Malaysia)</i>
8:45	Welcome Remarks <i>Ingr Choo Kok Beng, President, Malaysian Service Providers Confederation (MSPC)</i>
8:50	Introductory Remarks <i>Jane Drake-Brockman Vice President Australian Services Roundtable; Co-Convenor APSC</i>
9:00	High Level Address and Official Opening <i>Keynote Address by Prime Minister of Malaysia</i>
9:20	Press Conference
Keynote Speech & Address	
9:50	APSC proposed Keynote Speech 1 Mr Ho Meng Kit <i>Chief Executive Officer, Singapore Business Federation (ABAC)</i>
10:05	APSC proposed Keynote Speech 2 <i>Chair of Vietnam PECC (TBC)</i>
10:20	MSPC proposed Keynote Address 1 YBhg Dato' Yasmin Mahmood <i>(TBC)</i> <i>CEO, Malaysian Digital Economy Corporation (MDEC)</i>
10:35	MSPC proposed Keynote Address 2 Jack Ma <i>Executive Chairman, Alibaba Group</i>
11:00-13:00	Town Hall Meeting with the APEC Group on Services: The APEC Services Competitiveness Road Map – “From Cross Border E-Commerce in Services to Digital Trade” Moderator: <i>Chair of the APEC Group on Services (TBC)</i>
Lunch (13:00-14:00)	

14:00-17:00	Business Pitching Slots and Business Matching
18:00-19:00	Cocktail Reception <i>(Hosted by MSPC)</i> Venue: Level 2, Aloft KL Sentral
19:00-22:00	Malaysia Services Providers Confederation Award Night <i>(Hosted by MSPC)</i> Venue: Level 2, Aloft KL Sentral
Day 2 (Tuesday 3 October 2017)	
Full Day Symposium	
9:00-10:45	Session One – Social Media Marketing Chair: <u>Ms Vivianne Reynolds</u> , Director, Australian Services Roundtable 09:00 Paper 1: Googling for Profit - Google 09:30 Paper 2: Reaching Out to Consumers – Facebook 10:00 Paper 3: The Wonders of WeChat – WeChat 10:30 Q&A Session
11:00-12:45	Session Two – Cross Border Digital Trade Chair: <u>Ms Christine Bliss</u> , President, Coalition of Services Industries (US) <i>(TBC)</i> 11:00 Paper 4: Crossing Borders with Alibaba – Alibaba 11:30 Paper 5: Borderless Travel and Beyond – AirAsia 12:00 Paper 6: Financing in Borderless Domain - FAOM 12:30 Q&A Session and Discussion
Lunch Break (13:00-14:00)	
14:00-15:45	Session Three – Digital Smart Technology Chair: <u>Ms Sulnya Abdullah</u> , Chair APEC Ad Hoc Steering Group on the Internet Economy <i>(TBC)</i> 14:00 Paper 7: The Smart Partnership in Business – Huawei 14:30 Paper 8: The Days Without Doctors – MMA 15:00 Paper 9: Education in the Cyber Space – Prestariang 15:30 Q&A Session
15:45-17:30	Session Four – Learning from Successful Start-Ups Chair: Cradle Fund <i>(TBC)</i> 15:45 Paper 10: Logistics Made Easy – easyParcel 16:15 Paper 11: Hassle-Free Technology in Construction – BMDAM 16:45 Paper 12: Grab the Opportunities in Shared Economy – Grab 17:15 Q&A Session
17:30-18:00	Closing Remarks by President, MSPC, Ir Choo Kok Beng

**Note: Running Refreshment. The agenda is subject to change*