

SME Summit

Enabling SMEs in the Digital Age

Date: 6th June 2018

Venue: 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
9.00-9.20	Opening Keynote PRESENTATION: Ho Meng Kit (SBF), Steve Okun (Asia Business Trade Association), Minister (TBC)
9.20-9.55	Understanding Digital Trade and E-commerce: the Challenges and the Opportunities PRESENTATION: Shiumei Lin (UPS), Steve Okun (Asia Business Trade Association)
9.55-10.30	Understanding International Trade and Trade Landscape in Asia (ASEAN, APEC, CTPP, RCEP) PRESENTATION: 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: Clair Deevy (Facebook) Panelists: Miriam Feiler (bizzil), Zach Wilson (Alfatech), 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 Panelists: Andrew Ure (Google), Hosuk Lee-Makiyama (ECIPE), Quint Simon (Amazon), Harnish Patel (Riverview Mobile Solutions)
12.15-13.30	Lunch

	SERVICES TRACK	GOODS TRACK
13.30-14.00	How to Bring Your Brand to Potential Customers? PRESENTATION: Clair Deevy (Facebook)	Moving Goods Across Borders PRESENTATION: Raymon Krishnan (Asian Trade Centre)
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: Clair Deevy (Facebook)
14.30-15.00	Break	Break
15.00-15.30	Protecting Your Ideas PANEL SESSION: Yi-Ling Teo (IP academy), Seth Hays (International Trademark Association), Lizum (LEGO)	How to Onboard onto a Marketplace? PRESENTATION: Gijae Seong (Amazon)
15.30-16.00	E-payment for Companies PRESENTATION: Penny Burt (Visa)	Trade Facilitation in ASEAN: ASEAN Single Window (ASW) PRESENTATION: Timothy S. Buehrer (ASEAN Connectivity through Trade and Investment (US-ACTI))
16.00-17.30	Policy Dialogues All services participants and government officials	Policy Dialogues All goods participants and government officials
17.30-17.55	Key Takeaway and Closing Remarks Deborah Elms (Asia Business Trade Association), Steve Okun (Asia Business Trade Association)	Key Takeaway and Closing Remarks Raymon Krishnan (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