

MATRADE in collaboration with MITI, MIDA, SMECorp and MDEC would like to invite your company to join the Malaysia Digital Economy Forum (#MyDEF2018). The Malaysia Digital Economy Forum with the theme of 'Transforming Businesses & Society through Digitization' projects the Government's efforts to reach out to the eCommerce players along the value chain on the importance of embracing digitalisation for their businesses to sustain themselves amid the challenging economic environment. MyDEF2018 will be held as follows:

Date : 8 February 2018 (Thursday)

Time : 8:30 AM – 5:15 PM

Venue : Perdana Hall, Level 1, MITI Tower ,Jalan Sultan Haji Ahmad Shah, Wilayah Persekutuan Kuala Lumpur, Malaysia 50480

Objectives of MyDEF2018:

a. Heighten excitement and spur interest among stakeholders in our journey towards Malaysia's future digital economy;

b. Reach out to stakeholders including SMEs along the value chain on the importance and opportunities of digitization for businesses;

c. Increase awareness on recent trends, Government initiatives and private sector driven programmes to encourage greater participation in the digital economy, including eCommerce; and

d. Encourage more SME participation in cross-border eCommerce with an emphasis on exports into global markets.

Components of the Forum:

a. Panel discussions on digital transformation, the Digital Free Trade Zone (DFTZ), cashless society and cross-border eCommerce involving YB MITI Minister, CEO of MDEC and other distinguished speakers;

b. Exhibition booths by at least 40 Ministries, agencies and industry players along the eCommerce value-chain.

For RSVP : Please register your participation through the online registration as per link herewith (MyDEF2018)

For any enquiries, you can contact Mr. Syahmi Amri (syahmi@miti.gov.my | 03-6200 0290).