

NATIONAL EXPORTERS SUMMIT 2024

*" Embracing Change:
Global Developments and the
Digital Transformation Journey "*

12 JUNE 2024 | TUE
BERJAYA HOTEL, KUALA LUMPUR

TENTATIVE PROGRAMME

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| 8.15am | : Registration of delegates |
| 9.00am | : Welcome Address |
| 9.15am | : Key Note Address on “ Transforming the Malaysian Export Industry ” Followed by visit to Mini Booths and a Press Conference |
| 9.45am | : Special Address on “ Navigating Global Turbulence: Opportunities and Challenges for Malaysian Exporters ” by Dr. Leroy Lowe, Certified International Professional (CITP) , Certified Global Business Professional (CGBP) Forum of International Trade Training, Canada |
| 10.45am | : Networking and Refreshments |
| 11.00am | : “ Opportunities for Malaysian Exporters through CPTPP AND RCEP ” by a representative from Ministry of Investment, Trade and Industry (MITI) |
| 12.00pm | : “ Artificial Intelligence for Export Development ” by Dr. Leroy Lowe, Certified International Professional (CITP) , Certified Global Business Professional (CGBP) Forum of International Trade Training, Canada |
| 1.00pm | : Lunch and Networking |
| 2.00pm | : “ Your Way into New Overseas Markets ” by a representative of Export-Import Bank of Malaysia (EXIM Bank) |
| 2.45pm | : “ Internet of Things (IoT) for Export Development ” |
| 3.30pm | : Panel Discussion - “ Export Growth Opportunities Through Digital Transformation and Facilities ” <ol style="list-style-type: none">1. Using E-Trade for Export Expansion and Entering New Markets.2. Success stories on Selling Overseas through Ecommerce.3. Export Marketing using Social Media Tools.4. How Malaysian Exporters Could Benefit from Alibaba’s International E-Hub in Malaysia? |
| 5.00pm | : Networking, Refreshments and End of Conference. |