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DIGITAL SME DAY

Big Presence, Global Reach

Panpages Digital SME Day 2014, held on the 10th of September, was attended by about 1500 SMEs, with the convention aimed towards sharing how to harness the power of the internet in online marketing and cloud computing to Malaysian SMEs.

Through presentations and panel discussions, online presence and global reach along with online strategies and solutions were presented to entrepreneurs.

"(The) internet is a powerful yet disruptive force. It is like a storm chaser and in order to stand out in this competitive market, we need to borrow the power of the internet," said Fong Wei Leong, chief executive officer of PanPages, at the opening of the convention.

The convention featured speakers from various technological backgrounds like Matthew Heller, Google's head of channel sales for Southeast Asia, Timothy Leung, Alibaba.com's head of global development, Reginald Singh, Asia NetSuite's vice-president, Business Media International's chief operating officer Tan Sai Hup, and chairman and co-founder of Skali, Aimi Aizal Nasharuddin, among others.

The convention's panel discussions touched on the topics of cloud computing and internet marketing tools as solutions, and invited SME representatives to share their stories on how these aspects had aided their businesses.

There were also exhibitor booths with live demonstrations at the convention, with one booth featuring a demonstration on how to implement Google's Street View concept into businesses.

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