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PanPages Expects Online SME Customer Base To Grow By 20 Per Cent

KUALA LUMPUR, Sept 2 (Bernama) -- PanPages Bhd expects its small and medium enterprise (SMEs) online customer base to grow by 20 per cent, year-on-year.

Group Chief Executive Officer Fong Wai Leong said online marketing would be the key growth strategy for SMEs to push their products and services to reach their customers.

"This is because while there is a 67 per cent internet penetration rate in Malaysia currently, only 15 per cent of the 700,000 SMEs in the country were online," said Fong.

He said in order for Malaysian SMEs to grow global, they needed to optimise and refine online marketing strategies.

"Currently, only 15 per cent of SMEs had online web pages. We need to have seminars to educate them on marketing their products online," he told a press conference on Digital SME Day.

Meanwhile, Fong said PanPages, with the support of Google and Alibaba.com, would organise Digital SME Day conference on September 10, 2014 to share with Malaysian SMEs ways to harness Internet online marketing and cloud computing.

"There will be interesting presentations and panel discussions to help entrepreneurs achieve a big online presence and global reach with solid online strategies and effective solutions, said Fong.

About 1,000 participants are expected to participate in the one-day conference.

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