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Digital SME Day 2014

Posted by whchan on Sep 02, 2014



PanPages together with Google and Alibaba.com, will be organizing Digital SME Day convention on September 10, 2014 at the Sunway Convention Center in Sunway Pyramid. The main objective of the convention is to share with Malaysian SMEs on how to harness the power of internet in 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. A range of speakers and internet practitioners will be present during the event to share their experiences and know how.

"Internet is a disruptive force. If it is harnessed properly, it can be the best tool a SME can have. There are winners in the story of the internet. We will share their success stories during the day as we have invited the best speakers on the subject and a few of our customers. Our supporters, Google and Alibaba.com, the giants of our time, will share their views on how a SME can maneuver in the online world. Their insights are invaluable." said Fong Wai Leong, CEO of PanPages.

The convention is a full day event and is expected to attract more than 1,000 SMEs. The convention covers topics ranging from internet marketing, mobility to cloud computing.

"Our goal is to bring together the best minds to provide tips on internet marketing tools such as SEO, trading platforms, social media platforms and cloud computing. Size does not matter in the internet. The winning factor is how a SME can take advantage of the power of the internet." added Fong.

One of the highlights of the convention is the actual Google Street View car will be on displayed in the convention hall. The purpose of having the Google Street View car at the convention hall is to provide a better understanding for participants on how Google Street View works and how it can be implemented in their business strategies using the same concept. The speakers are representative from various different technology backgrounds such as Fong Wai Leong, CEO of PanPages; Matthew Heller, Google Head of Channel Sales- Southeast Asia; Timothy Leung, Head of Global Development of Alibaba.com and many more distinguished speakers.

PanPages encourage SMEs to attend the Digital SME Day as understanding the power and tools of internet is essential to businesses. More exciting is there will be a panel of SMEs sharing their experience on how the internet has brought success to their business.

Details of the Digital SME Day 2014 are as follows:

Date : Wednesday, 10th September 2014

Time : 9.00 a.m. – 6.00 p.m. (Registration starts at 8.00am.)

Venue : Sunway Convention Center, Level CP3, Sunway Pyramid (Bandar Sunway), 46150 Subang Jaya, Selangor

Companies interested in internet marketing and cloud computing are welcome to join us at this convention. Please RSVP by contacting us at 03-5636 9999 or marketing@panpages.com.

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