

E-Commerce for Exporting SMEs

Thursday, 10th March, Breakfast Workshop, Raintree Cambodia

SME Export Information Event Series – Event 5: “E-Commerce for Exporting SMEs”

ARISE+ Cambodia and EuroCham have been proud to launch an 8-event series on the topic of “Export Information for SMEs” over 2021 and 2022. Roughly once per quarter, ARISE+ Cambodia and EuroCham will host an event that shares topics of relevance to Cambodia’s SMEs and exporting companies. The primary objective is to raise awareness of issues and offer tips that can support Cambodian companies improve their business and export performance, and to break down the opportunities & challenges SMEs may face when beginning to export.

Event 5: a presentation series on “E-Commerce for Exporting SMEs” aims to familiarise companies throughout Cambodia with the E-commerce platforms available to them, both to access the domestic market, as well as the international export markets.

We’ll hear from a **legal expert**, sharing the latest updates in the implementation of Cambodia’s E-Commerce Law (promulgated on November 2, 2019), and what it means for companies seeking to sell goods online. We’ll learn the theory from one of **Cambodia’s leading e-commerce experts**, who will also share the guides he has prepared to help SMEs get started on the E-Commerce journey, we’ll hear from an **international E-Commerce UI designer**, who will guide SMEs through the ideal customer journey they should aim for when designing an E-Commerce portal. Finally, we’ll end with the nitty gritty – **an international logistics firm** will discuss how to get your products shipped abroad via an e-commerce platform, and we’ll hear from a **case study company that has achieved this**.

Workshop: Thursday 10 th March, Raintree Cambodia	
08:00am-8:30am	Registration
08:30am-08:40am	Opening Remarks: <ul style="list-style-type: none"> Mr. Tom Hesketh, EuroCham Cambodia. ARISE+ Cambodia, Introduction to ARISE+ & E-Commerce Booklet
08:40am-08:55am	Presentation: E-Commerce Law: SME “Need to Know” <ul style="list-style-type: none"> Ms. Nearirath Sreng, Deputy Head of Banking and Finance Practice Group, DFDL <ul style="list-style-type: none"> Need to Know, Tax & Compliance
08:55am-09:10am	Presentation: Getting Started on E-Commerce Mr. Sven Callebaut, International Trade Advisor, MoC Director, TradeWorthy Ltd. <ul style="list-style-type: none"> Sectoral SME Good Practice Guides for E-Commerce E-commerce platforms available for domestic & international sales
09:10am-09:25am	Presentation: Fundamentals of E-Commerce Platforms <ul style="list-style-type: none"> Mr. Chris Wray, E-Commerce UI Designer & Consultant, Digital Rain, World Bank <ul style="list-style-type: none"> E-Commerce User Journey – what you should aim for when internationalising
09:25am-09:40am	Coffee Break & Breakfast
09:45am-10:00am	Presentation: Small Package Shipments & Export – Getting Your Logistics Right <ul style="list-style-type: none"> Mr. Sousachak Sim, Area Sales Manager, DHL <ul style="list-style-type: none"> Sending Cambodian products internationally (content from ARISE+ training)
10:00am-10:15am	Presentation: Case Study: SME using E-Commerce Platform for Export <ul style="list-style-type: none"> Ms. Monika Nowaczyk, Owner, Cambodia Knits (Cambodia) & CEO, BeeBee & Bongo (Singapore) / Exporting SME <ul style="list-style-type: none"> E-Commerce platform used Challenges & Opportunities
10:15am-10:45am	Panel Discussion / Q&A: Promoting E-Commerce for Exports <i>Audience Q&A, moderator questions only if needed.</i> <ul style="list-style-type: none"> Moderator: Mr. Thomas Hesketh Ms. Nearirath Sreng, Deputy Head of Banking, Finance and Technology Practice Group, DFDL Mr. Sven Callebaut, International Trade Advisor, MoC Director, TradeWorthy Ltd. Mr. Chris Wray, E-Commerce Technology Expert, Digital Rain, World Bank Mr. Sousachak Sim, Area Sales Manager, DHL Ms. Monika Nowaczyk, BeeBee & Bongo, Cambodia Knits
10:45am-10:50am	Closing Remarks – Mr. Denis Sainte-Marie , Executive Director of EuroCham Cambodia
10:45am-11:00am	Networking

Workshop Banner:



ARISE+ Cambodia
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អាល្លឺម៉ង់
DEUTSCHE ZUSAMMENARBEIT

Implemented by
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Business Scouts
for Development

WORKSHOP ON E-COMMERCE FOR EXPORTING SMEs

THURSDAY . 10 . MARCH . 2022
8:30AM PHNOM PENH (GMT +7)
📍 RAINTREE CAMBODIA

 **SME
EXPORT
TALK**
Trade Information Series

Co-organised by:
EUROCHAM
CAMBODIA