

Webinar “Introduction of E-Commerce in Malaysia”



Registration Method

Interested persons are welcome to attend. Admission is Free.
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To meet the economic challenges brought by COVID-19, many Hong Kong enterprises are considering to develop overseas market to generate additional income stream and diversify risk. Being approximate to Hong Kong and with a large young population, ASEAN market has great business potential. In this webinar, an expert will give an overview of e-commerce market in Malaysia, one of the major markets in ASEAN, including the prospect and potential of e-commerce, and impact of COVID-19. Speaker will also introduce popular e-commerce platforms like Lazada, Shopee, etc., and share challenges faced by the enterprises when they enters the Malaysian e-commerce market, including cultural and religious difference.

Details



Date: 1 December 2020 (Tue)

Time: 3:30 - 4:15 p.m.

Language: Cantonese

Speaker: **Dato' Lawrence Liu**, Deputy Chairman of the Malaysian Chamber of Commerce (Hong Kong and Macau)