

Technical Visit to Selangor Information Technology and E-Commerce Council (SITEC)

(Organised by Information and Communications Technology Special Interest Group, IEM)

BEM Approved CPD/PDP Hours: 2 Ref. No: IEM18/HQ/178/C

Date : 26 June 2018, Tuesday

Time : 1.30 pm – 04.30 pm (*Assemble at Ground Floor, Bangunan Ingenieur for registration at 12.00pm*)

Venue: Selangor Digital Creative Centre, E-28-1, Jalan Multimedia 7/AG, City Park, i-City, Shah Alam, Selangor

Transportation: Coach will be provided

COMMITMENT FEE
 (Non refundable &
 Non transferable)
 IEM Member: RM 50
 Non Member: RM 80

BACKGROUND

Selangor Information Technology and E-Commerce Council (SITEC) is an initiative comprising a council by the State Government of Selangor that aims to uplift the startup ecosystem and facilitate the uptake of e-commerce by SMEs in Selangor. This is to widen their market in a borderless world, as part of realise the State Government's aims of developing Selangor as a regional trading hub.

Through four thrusts - Online 100, Apps 100, Education and the Selangor Digital Creative Centre (SDCC), SITEC bridges the e-Commerce, startup and tech industries with entrepreneurs and the public. Through Online 100 and Apps 100, SITEC facilitates and supports the transition of SMEs to online commerce. Through the education thrust, SITEC organises educational classes, briefings, business matchmakings, conferences, hackathons and more. SITEC also incubates young startups at the 11,000 sqft co-working space called the Selangor Digital Creative Centre in i-City, Shah Alam. SITEC is was established under the secretariat of Invest Selangor Berhad, and chaired by Selangor State Exco in charge of investments, Dato' Teng Chang Khim, whereas the management team is headed by SITEC Chief Executive Yong Kai Ping.

Time	Activity Flow
12.00 pm	Registration
12:30 pm	Depart from IEM
1.30 pm	Arriving at SITEC
2.00 pm	Briefing on E-Commerce Class and Office Tour
4.00 pm	Networking
4.30 pm	Depart from SITEC to IEM

PROGRAMME

Did you know that over 71% of Malaysian adults own smartphones, and of these, 47% shop online? In fact, digital consumption trends are pointing towards mobility, where digital data on mobile/tablets is being consumed far more than desktop or via traditional advertising. Enter M-Commerce (Mobile Commerce), a subset of e-Commerce which specifically occurs on platforms designed to be mobile-friendly. Pick up various marketing strategies for M-Commerce marketing as well as marketing for Mobile in order to create better value for your customers and customers-to-be!

Ir. Chai Chen Sing,
Chairman,

Information and Communications Technology Special Interest Group, IEM

- The visit is strictly limited to only **TWENTY (20) participants** registered on a first come first pay basis.
- Interested members could register and pay online at IEM website (<http://www.myiem.org.my>);
- OR register by returning the appended registration form by **23 June 2018 together with the payment.**
- Cheques are to be made payable to "**The Institution of Engineers, Malaysia**".
- **The commitment fee must be settled prior to the visit.**
- After this closing date, IEM reserves the right to allocate seats on first come first pay basis.
- Members are also reminded that if a place is reserved, IEM may cancel the reservation if payment is not received.
- If IEM maintained the reserved seat and the intending participant failed to attend the visit on the date of the event, the fee will still have to be settled in full.

PERSONAL DATA PROTECTION ACT

I have read and understood the IEM's Personal Data Protection Notice published on IEM's website at <http://www.myiem.org.my> and I agree to IEM's use and processing of my personal data as set out in the said notice.

REPLY SLIP

Technical Visit to SITEC & Talk on E-Commerce Class 303: Mobile Marketing

(Organised by Information and Communications Technology Special Interest Group, IEM)

I wish to participate in the above visit on **26 June 2018, Tuesday**. I enclosed herewith a cheque No.....for the amount of RM..... as my commitment fee for the visit.

Name:

Membership:

Grade:

Contact Number:.....

Company Name:

Address :

I will be participating in the visit on my own risk and hereby indemnity fully the IEM from all claims arising from any injury, damage or loss that may be sustained by me.

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Date

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Signature