

## AGENDA

### APEC: FOSTERING GREATER SME PARTICIPATION IN GLOBAL VALUE CHAINS PHASE 2: DIGITALISATION AND UTILISATION OF EMERGING TECHNOLOGIES

#### Session 2:

#### Collaboration and partnership for effective technology adoption and e-commerce

Wednesday 9 August 2023 (Online only, 1.5 hours)

11:00am to 12:30pm Australian Eastern Standard Time (AEST)

#### Objectives

To highlight the importance of collaboration in ensuring successful adoption of emerging technologies, and getting the most from e-commerce.

#### Outcomes

Participants will:

- Gain an appreciation of the benefits of collaboration
- Recognise what to consider to achieve effective collaboration
- Understand key elements of e-commerce, such as client engagement, SEO and 3PL
- Share experiences, including lessons learnt

Topic/ item	Speaker	Time
Welcome remarks and context setting	Ms Angela Wright, Senior Manager (Trade and International Development), Export Council of Australia (ECA) (Australia) Mr Arnold Jorge - CEO, ECA	11:00am – 11:05am
Utilising technology to boost operations and reach clients	Ms Eileen Breen - Business Development Manager, NTEX (Australia)	11:05am – 11:12am
Working with key stakeholders with the use of technology	Mr David Christian - Founder & CEO, Evoware (Indonesia)	11:12am – 11:19am
Implementing new technologies and working with partners	Mr Brian Soo - Chief Innovation Officer, Fire Fighter Industry Sdn Bhd (Malaysia)	11:19am – 11:26am
Building partnerships and the role of technology in collaboration	Mr Phat Nguyen - CEO, AP Engineering (Viet Nam)	11:26am – 11:33am
Effective adoption of technology through collaboration and partnership	Dr Ryan McAllister, Lead, Trusted Agrifood Exports, CSIRO (Australia)	11:33am – 11:40pm
How technology can enhance partnerships and collaboration	Dr Kien Nguyen – Director, Mekong Organics Pty Ltd (Australia)	11:40pm – 11:47pm
Perspectives on collaboration and the use of technology in business partnerships	Ms Perla Buenrostro - CEO & Founder, Bolder Group (Mexico)	11:47pm – 11:54pm



Asia-Pacific  
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<b>Topic/ item</b>	<b>Speaker</b>	<b>Time</b>
Search Engine Optimisation (SEO) and utilising online tools	Ms Doris Dunon - Managing Director, Smart Mango (Australia)	11:54pm – 12:03pm
Utilising technology and tools for e-commerce	Ms Pia Gladys Perey - Founder and Creative Director, Pia Gladys Perey (United States)	12:03pm – 12:10pm
Digitalisation of the supply chain	Mr Ben Reynolds - Export Logistics Lead - International, Sanitarium (Australia)	12:10pm – 12:17pm
Why you need 3PL or third-party logistics	Mr Jesse Emia - CEO, KeepSpace (Australia)	12:17pm – 12:24pm
Closing remarks	ECA	12:24pm – 12:30pm