



## E-COMMERCE IN SME SUMMIT



This event is the 3rd event for the ABAC 2 and will be held on the 25th April and is jointly hosted with PNG Investment Promotion Authority and ABAC China.

It is expected to have 800 attendees where all will be SMEs.

**Title:** E Commerce in SME Summit

**Contact and Registration:** All participants that are interested to attend, please complete the registration form and email to Beverly: [beverlyp@ipa.gov.pg](mailto:beverlyp@ipa.gov.pg). Note entry will be by registration only.

**Date:** 25 April 2016

**Time:** 8.30am - 5pm

**Content:** As Papua New Guinea forges forward into the 21st century, the internet economy is increasingly becoming the next revolution of global trade and commerce. The Papua New Guinea APEC Business Advisory Council is proud to host this summit for the most important private sector member, our vibrant SMEs.

I am delighted to introduce my colleague Dianne Wang, from ABAC China, who will facilitate this summit with her hugely successful e commerce platform, C BET.

A global leader in E commerce, responsible for connecting millions of Chinese SMEs to traders all over the world and an authority that speaks in the G20 and World Economic Forum, her insights will no doubt bring clarity to many participants.

I encourage you all to attend this exciting summit.

**David Toua**  
Senior ABAC Member