Workshop on E-commerce and Small and Medium Enterprise Development (Exclusive for Asia)

Projected training dates: September 26 – October 9, 2018
Application deadline: June 22, 2018
Duration of workshop: 14 days
Number of attendees: 25
Target attendees: Government officials from partner countries responsible for e-commerce and small and medium enterprises (SMEs) development, or management level officials from related industries.

Eligibility:

➢ Age and experience: Applicants under 50 years old and with at least two years’ experience in related fields will be given preferential consideration.
➢ Education: College degree or above.
➢ Language: Good command of English.

Information to be provided in advance: Application form
Information to be provided on arrival in Taiwan: Participant’s report in PowerPoint or Word format, including the following content:

➢ An overview of e-commerce development in SMEs in your country.
➢ The current problems and challenges involved in promoting e-commerce in SMEs in your country.
➢ A case study of a successful or failed case.

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Introduction:

1. The workshop aims to share:

➢ The skills to develop e-commerce in SMEs.
➢ The consultation and innovation mechanisms in Taiwan for SMEs to develop e-commerce business models.
This workshop includes indoor lectures, field visits and interaction platforms, and aims to assist participants in gaining comprehensive knowledge of Taiwan’s strategies and current situation on how SMEs use e-commerce to improve business, the business incubation network and trend, and the application of e-commerce.

Agenda:

- **Indoor lectures:** Taiwan’s development strategies of e-commerce in SMEs, the development of e-commerce law in Taiwan, secure online transaction mechanisms and consumer protection measures, big data application, internet marketing and e-commerce, and integration and management of e-commerce industrial chain.
- **Field trips:** Visits to successful e-commerce and smart logistics enterprises.
- **Exchange platform:** Participants will share their local e-commerce market status through forums, and present their accomplishments after having a common understanding on e-commerce development through group discussion.