

12 Workshop on E-commerce Applications for Micro-enterprises

Projected training dates: September 29 – October 11, 2016

Application deadline: August 1, 2016

Duration of workshop: 13 days

Number of attendees: 25

Target attendees: Government officials from partner countries responsible for economic, industrial and ICT development, micro-entrepreneurs, or partners working with Taiwan Technical Missions or related projects. **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 applications for micro-enterprises in your country.
- The current problems and challenges involved in promoting e-commerce applications for micro-enterprises in your country and your work.
- A case study of a successful or failed case.

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Introduction:

1. The workshop aims to share:

- The development practices of e-commerce applications for micro-entrepreneurs.
- Innovative developments of e-commerce applications for micro-enterprises.

2. To assist partner countries in gaining comprehensive knowledge of e-commerce applications for micro-enterprises, the workshop focuses mainly on ICT applications for micro-enterprise business development, government counseling and financing and related mechanisms.

Agenda:

- Indoor lectures: Taiwan's development strategies for and current status of e-commerce applications for micro-entrepreneurs, micro-enterprise e-commerce platform planning enterprises, internet marketing, strategies for micro-enterprise e-commerce management, and so on.
- Field trips: Visits to successful micro-enterprises, counseling units, micro-enterprises with local characteristics and E-Commerce Expo Asia 2016.
- Exchange platform: Participants present their accomplishments after having a common understanding on e-commerce applications for micro-enterprises through group discussion.