

SEMINAR ON "DIGITAL DOORS TO TRADE"

Venue:

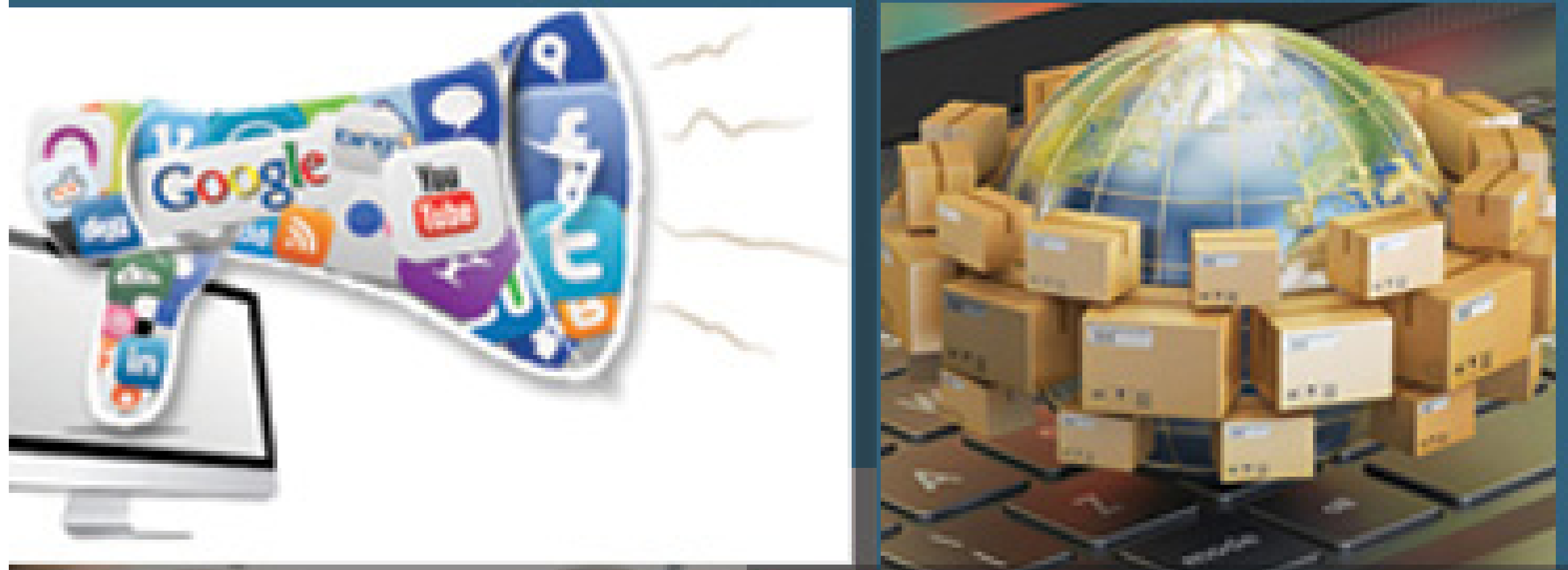
3RD FLOOR AUDITORIUM

SRI LANKA EXPORT DEVELOPMENT BOARD

No: 42, NDB-EDB TOWER

NAWAM MAWATHA, COLOMBO – 02

On 29th August 2017 9.00 a.m - 1.00 p.m.



The Sri Lanka Export Development Board (EDB) is organizing a seminar on "Digital Doors to Trade" and wishes to invite the Sri Lankan exporters and potential exporters to participate at the seminar.

OBJECTIVE

Create an awareness among exporters and SMEs on e-business, how Business to Business (B2B) and Business to Consumer (B2C) online platforms could support to business activities and payment procedures, awareness on New IT technologies to rapidly bridge the digital divide and maintain and improve the export competitiveness of Sri Lankan exports through digital trade.

FOR WHOM

Exporters, Potential Exporters, SMEs and Manufacturers who are interested in B2B and B2C Digital Trade

MEDIUM

English/ Sinhala

COURSE OUTLINE AND MODERATORS



How to initiate a winning e-Business

*Mr. Indika De Zoysa,
Senior Consultant, ICT Agency of Sri Lanka*



Presentation on Develop Entrepreneurship skills to overcome Digital Trade

*Mrs. H.K.G.S. Ranasinghe
Lecturer – Department of Entrepreneurship,
Faculty of Management Studies and Commerce, University of Sri Jayewardenepura.*



Presentation on Digital Marketing

*Mr. Kapila Vithanage
Vice President of e-beyonds Pvt Ltd*



Presentation on B2B Business on Alibaba.com

*Ms. Ayanthi Gurusinghe
Managing Director Karpos, Country Agent Alibaba.com*

Please Contact : Mr. Chandima Grero, Assistant Director/IT on 0112305209. eMail : cgrero@edb.gov.lk

Participation Fee : Rs. 500/= per participant. Please draw a cheque in favor of " Sri Lanka Export Development Board"

If you are interested in participating at this seminar please forward the duly completed application form to Director/Information Technology or email to ITseminar@edb.gov.lk or Fax to 0112305211 before Friday, 24th August 2017. The details could be downloaded from EDB web site.

(www.srilankabusiness.com/edb/announcements.html) or register and pay Online <http://pay.edb.gov.lk/payment/pay/digital-trade>

Organized by



Sri Lanka
Export Development Board

Ministry of
Development Strategies & International Trade

