

EXPANDING BUSINESS THROUGH E-COMMERCE

ABOUT THE EVENT

E-Negosyo Awareness Drive is a two-part event that aims to familiarize the public, especially the MSMEs, with e-commerce and its roadmap, equip them with the knowledge of the options to tap e-commerce for business, and make them aware of the benefits and risks of technology. It also encourages Negosyo Center clients with market-ready products to reach out to new markets by marketing their products online.

TOPICS

This one-day seminar will tackle the following topics:

- Introduction to E-Commerce
- E-Commerce Business Models
- Integrated Services and Internet Payment Platforms
- Sign-up and Activation of E-Commerce Platforms
- How to Strengthen Your Business Credibility
- Government Agencies' Role on Philippine E-Commerce Roadmap

TARGET PARTICIPANTS

MSMEs with market-ready products, government offices, business counsellors, IT students.