



EU support to the Western Balkans 6 Chamber Investment Forum, CN 2019/408-715

ONLINE TRAINING ON DIGITALISATION OF TRADE

Agenda

June 18th

10:00 – 11:45

DIGITAL TRANSFORMATION AND EFFECTS

The impact of externalities and digitalization on the business processes of companies, with reference to micro and small and medium enterprises.

12:00 – 13:30

HOW DIGITAL TRANSFORMATION IS CHANGING TRADE

How digital tools have changed the traditional way of trading; new distribution channels; efficiency and effectiveness of the modern marketing mix

13:30 – 14:00

Q & A SESSION

June 19th

10:00 – 11:45

E - COMMERCE Vs E – BUSINESS

Differences between e-business and e-commerce; Challenges of establishing an e-commerce system; Characteristics of the environment in WB6 countries for the development of electronic commerce; Market experiences

12:00 – 13:30

DIGITAL TOOLS FOR SALE

What are the basic digital tools for organizing e-commerce; challenges of their implementation; Market experiences

13:30 – 14:00

Q & A SESSION