

METALEX Vietnam – Welding Vietnam Webinar

“Adopt O2O Strategy in Manufacturing”

Friday, 26 June 2020, 14:00 Onwards.

Zoom platform

Program:

14.00-14.45 Panel discussion

Panelist #1: Mr. Frank Weiland – Technical Director

USAID Linkages for Small and Medium Enterprises (LinkSME) project

Panelist #2: Ms. Huynh Dinh Thai Linh – Project Director

BECAMEX IDC

Panelist #3: Mr. Dang Ngoc Quy – Managing Director

NAMSON TECHNOLOGY AND ENGINEERING CO., LTD.

Key notes:

- *The needs of manufacturing enterprises in seeking potential buyers*
- *Methods to approach international buyers*
- *Types of information that buyers expect from digital channels*
- *Application of digital marketing channels to maximize business revenue*
- *Suggestions to combine online & offline marketing*
- *A successful case study of a Vietnamese firm to participate in the global supply chain*
- *Practical ways to approach international customers (marketing strategy, tools)*

14.45-Onwards **Q&A**

Remarks: Program as of June 19

- The webinar will be conducted in Vietnamese
- Pre-registration is required
- The Organizer reserves the right to adjust the program without prior notice
- Attendees are recommended to submit questions via email: contactcenter@reedtradex.co.th before the webinar starts.

Organized by:



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