

Satellite Event : Cyber Entrepreneurship: Threats & Trends
 Venue : Plenary Theatre, Kuala Lumpur Convention Centre
 Date : Monday, October 25, 2010
 Time : 09:00 – 17:30

Topic and Synopsis

New information technologies have become the source of a new form of entrepreneurship known as cyber entrepreneurship. The cyber entrepreneur creates a firm that is essentially founded upon electronic commerce (e-business start-up), and whose main activities are based on exploiting networks using Internet technologies. In Malaysia, cyber entrepreneurship is still in its emergent phase.

This public workshop is catered for women and young cyber entrepreneurs, especially from the creative industry, to discuss on potentials and perils of Internet and technologies for their brands as well as successful solutions to address related issues on data protection and privacy, as well as social networking and security.

Slot	Topic	Synopsis
Panel Discussion 1 (Threats) Time: 11:00 - 12:30	How Cyber Safe Are You and Your Business?	The panel discussion will focus on creating awareness amongst cyber entrepreneurs on cyber crime and security issues; social media and cyber crime, brand hijack or identity theft, online banking/transaction precautions, cyber bullying.
Panel Discussion 2 (Trends) Time: 14:00 - 15:30	Digital Brands: Unlocking the Secrets of Successful Brand Building on the Internet	This panel brings together successful entrepreneurs focus on cyber enterprise. The panel discussion will focus on cyber entrepreneurship trends; how established cyber entrepreneurs exploit the Internet to grow their endeavor; branding, social media marketing, e-commerce. Panelists are at a various stages of their business growth, some more advance than others. Of particular interest to the audience will be discussions of the challenges faced through the various stages developing a cyber enterprise, and most importantly how one can overcome such challenges. The panelists will also share insight into the next growth frontiers in cyber enterprise are; shopping 2.0 and how interested parties should position themselves to participate in these opportunities.
Interactive Workshop Time: 16:00 - 17:30	Taking on Cyber Threats	The interactive workshop will focus on empowering entrepreneurs with tips and tools to protect their businesses and themselves from cyber crimes and security issues; social media and cyber crime, brand hijack or identity theft, online banking/transaction precautions, cyber bullying.