

VCCI Hosts E-Commerce Workshop

The Vietnam Chamber of Commerce and Industry (VCCI), jointly with the Taipei-based Secretariat of the APEC Digital Opportunity Center (ADOC) and CACCI, organized the workshop on “E-Commerce: Innovative Ways of Doing Business in the Global Market” in Hanoi, Vietnam on June 29-30, 2010. Some 40 participants attended the workshop.



Dr. Vandy Liu, Professor at Chung Yuan Christian University in Taiwan, conducts the workshop on e-commerce in Hanoi, Vietnam.

Workshop Objectives

The joint CACCI-ADOC Secretariat (III) workshops were designed to promote e-commerce to enhance e-business activities particularly in exploring opportunities in global market. Among the topics covered included Introduction

to e-Commerce Strategy and Infrastructure; e-Business Business Project Management; e-Business Trends and Applications; and Web Design and Development in e-Commerce. There was also a sharing of success stories of companies in their usage of e-commerce to reach out into the global markets.

Workshop Speakers

Dr. Vandy Liu, Professor at Chung Yuan Christian University, Taiwan, was the speaker for the first day of the two-day workshop. Dr. Liu is a specialist in IT and e-Commerce developments with over 40 articles and books published in these fields.

Two Vietnamese speakers were invited to speak on the second day of the workshop. Mr. Nguyen Van Thoan, Lecturer at Foreign Trade University (FTU), Vietnam, is an expert in e-Commerce. He has given lectures on a series of e-Commerce Training Programs at FTU and VCCI. He is also an adviser for the e-Commerce Division of the Ministry of Industry and Trade.

Mr. Nguyen Hoa Binh is President and CEO of Peacesoft Solutions Corporation, Vietnam. His company was an example of success in e-Commerce. He spoke on how profitable his company is when it comes to dealing in e-Commerce.

About ADOC Project

The ADOC project is an initiative that Taiwan first raised in the 2003 APEC Economic Leaders' Meeting. The first phase of the ADOC project, as a self-funded project, was launched in August 2004 and concluded at the end of 2008. In collaboration with seven APEC member economies, including Chile, Indonesia, Papua New Guinea, Peru, the Philippines, Vietnam and Thailand, 43 ADOC Centers in these partner economies have been established, with more than 600 PCs donated. Around 70,000 people have received training at various ADOC centers.

To build on the present foundation to maintain momentum, a second phase ADOC project, i.e. ADOC 2.0, was proposed at the 2007 APEC Economic Leaders' Meeting. The main idea of the ADOC 2.0 project is to increase cooperation between the public and private sectors with focus on capacity building activities for disadvantaged groups. It aims to reduce digital divides in APEC region by enabling people to overcome limitations due to age, gender, health, social or education status, and to enjoy the 4A (anytime, anyone, anywhere, anything) benefits of digitalization.