



# Pacific Trade Invest Australia

## E-commerce Workshop - Vanuatu

8:30am - Registration

9am - Workshop start

11am - One-on-one meetings (20 mins each)

*COST - Event is free of charge*

### DATE:

PLEASE COMPLETE ALL FIELDS

### COMPANY INFORMATION

Company Name:	
Switch Phone:	Other Phone:
Email:	Website:
Fax:	Women Owned: Yes / No
Physical Address:	
State/Province	Country:
Physical Address: <i>(If different to physical address)</i>	
State/Province	Country:
Description of Company:	

### KEY CONTACT INFORMATION

First name:	Surname:
Salutation:	Job Title:
Direct Phone:	Mobile Phone:
Email:	

FOR FURTHER INFORMATION – PLEASE TURN OVER





# PTI Australia's E-COMMERCE WORKSHOP

## PTI AUSTRALIA E-COMMERCE WORKSHOP – AMAZON FOCUS

E-commerce, refers to buying or selling products and services using the internet. It opens exciting opportunities for Pacific island businesses to connect with international markets and is becoming an important way for businesses in the Pacific Islands to trade with the rest of world.

The online market is large, research released by Roy Morgan shows that over the year to March 2018, 46.8% of Australians (9.46 million) bought something online in an average 4-week period.

Implementing an online export strategy can bring millions of customers within the reach of even the smallest Pacific Island producer and can provide easier market access than traditional export channels. It's important that Pacific based exporters consider how online channels fit into their business sales strategy.

Join PTI Australia's e-commerce workshop to understand how e-commerce is changing the trading landscape internationally. The workshop will focus on the e-trade platform – Amazon Australia. The session will be taken by Peter Nobbs, Coach AMZ, an Amazon expert who specialises in helping businesses and entrepreneurs to launch.

## WHY AMAZON?

- World's largest online retailer: \$900bn market capitalisation.
- 3b products available globally across 11 marketplaces.
- Share – 44% of all online sales.
- Amazon Australia's marketplace is now open for business.

*We have a limited number of one-on-one sessions with Peter Nobbs to talk specifically about your product, if you are interested in a one-on-one session please advise with your RSVP, including details of your product and company.*

**PORT VILA - FRIDAY 1 MARCH 2019**

Time: 8.30am

Venue: Melanesian Hotel Port Vila

**RSVP BY FRIDAY 22 FEBRUARY 2019**

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Local Partner

