

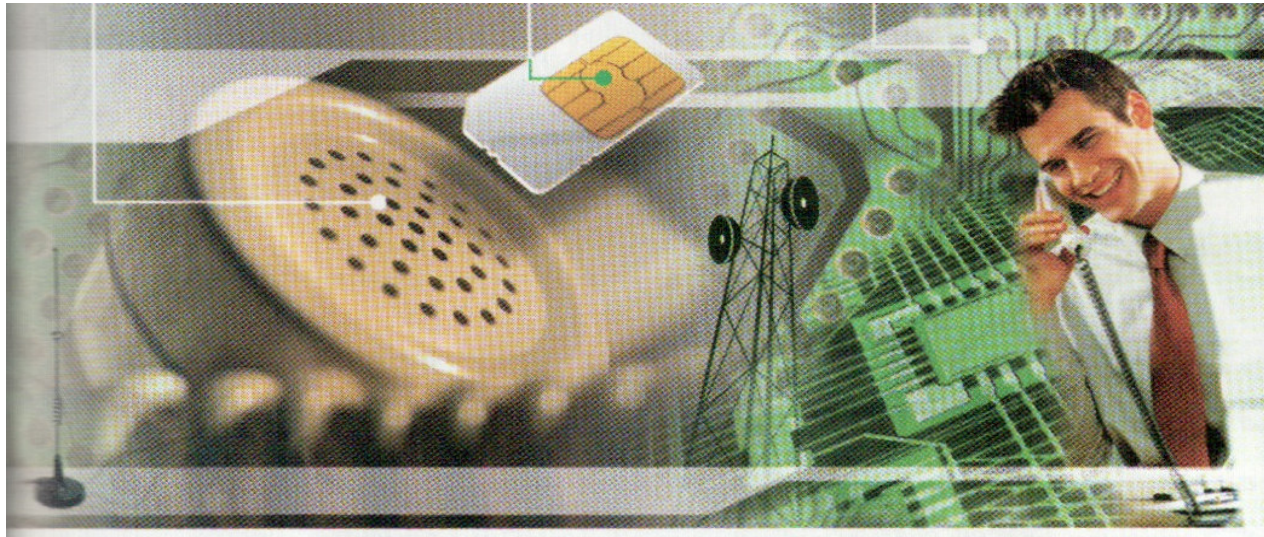


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eCommerce Strategies & Market Trends

Workshop Duration : 4 Days

eCommerce is a global phenomenon. Online sales in North America, Asia Pacific, Europe and Latin America will reach \$1.6 trillion by 2018, accounting for 1.5 per cent of the world's gross domestic product (GDP).

Markets around the globe are predicted to experience double-digit growth in their compound annual growth rate (CAGR) to 2018, with developing markets such as Latin America expected to see 19 per cent CAGR to 2018, and Asia Pacific 18 per cent to 2018.

Western Europe will

also present huge opportunities, with the market forecast to reach €225 billion by 2018, with the UK, Germany and Italy identified as lead regions. The landscape is constantly evolving and businesses need to be ready to adapt to these changes.

Source - Forrester Research



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Workshop Agenda

Global eBusiness / eCommerce Trends

The Internet as a Business Driver

eBusiness / eCommerce Risk Management

Strategic Planning

eBusiness / eCommerce Models

Web Based Technologies

Virtual Marketplace

Cyber Security Challenges

Recent Trends in Indian E-commerce Industry



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