



MALAYSIAN INSTITUTE OF MANAGEMENT
Institut Pengurusan Malaysia



ASIAN ASSOCIATION
OF MANAGEMENT
ORGANISATIONS

SEKRETARIAT AAMO 2017-19 • MALAYSIA



To register your spot visit
www.mim.org.my/event or
contact
[membership@mim.org.my/](mailto:membership@mim.org.my)
03-7711 2888 (Mr.Aizad)

Fee:
Complimentary for
MIM Members
RM50 (Non-Member)

Unit T1-L16-1, Level 16,
Tower 1, PJ 33, No. 3,
Jalan Professor Khoo Kay Kim,
Seksyen 13, 46200 Petaling Jaya,
Selangor, Malaysia.
Tel: 603-7711 2888

www.mim.org.my

CONTINUING PROFESSIONAL DEVELOPMENT TALK

27 September 2019
3.00pm-5.00pm
MIM Learning Centre, PJ33

Harnessing the Power of eCommerce: Amazon vs Ebay

OVERVIEW

In the recent years, there has been tremendous growth of ecommerce platforms to sell on but the two powerhouses still remain eBay and Amazon. Both have their own unique features and that one should choose the option that suits his or her needs best.

Join us to learn the intricacies of the process on Amazon and eBay including tips on how to harness the power of these two marketplace.

KEY TAKEAWAYS

- Understand the differences between Amazon and eBay
- View basic platform features
- Compare different strategies on Amazon and eBay
- Discuss general strategies on marketplaces



ABOUT THE SPEAKER:



JOACHIM SEBASTIAN

Joachim Sebastian is currently the Managing Director of Everpeaks Consulting, a fast growing multi-channel eCommerce solutions provider with the vision is to help brands showcase their products to the global marketplace.

Having left the corporate scene in 2014, Joachim began his entrepreneurship foray as a manufacturer that produces automotive graphics for the B2C global export marketplace population. The company grew to MYR400k within the first year of operations. Subsequently, rapid growth allowed his company to secure additional investment that tripled sales to MYR1.2mil the next year and to MYR2.2mil the following year. This journey forced Joachim to adapt, learn, test and implement strategies that compete with global players in the same ecosystem including building relationships with international brands such as eBay, Amazon, and Payoneer. In 2016, Payoneer, a global financial services company, appointed Joachim as their Brand Ambassador for Malaysia.

Joachim also plays an active role in the digital ecosystem of Malaysia supporting agencies such as MATRADE and MDEC who champion the digital cause. He is passionate about entrepreneurship and eCommerce and believes there are great untapped potentials within our country.