



Ref. no. 2020/9-4
Trieste, June 10th 2020

SUBJECT: Invitation for online training “Digitalisation of trade”

Dear Sir/Madam,

Western Balkans 6 Chamber Investment Forum within the EU funded project “EU support to the Western Balkans 6 Chamber Investment Forum” is organising online training “Digitalisation of trade” which will be held on 18th and 19th June 2020.

During this online training, participants will get to know more about Digital transformation and their effects, new distribution channels, efficiency and effectiveness of the modern marketing mix, difference between e-business and e-commerce, what are the basic tools for organising e-commerce and etc.

This online training is dedicated and organised for companies from Western Balkans Region. The goal of the training is to provide useful information to companies to achieve business development in the WB6 Region.

Costs of this online training are covered by the project “EU support to the Western Balkans 6 Chamber Investment Forum”. Please note that working language is Montenegrin.

If you are interested in participating in this training you can sign up via online registration form until June 17th 2020. Since number of participants is limited, after your registration you will receive confirmation e-mail with access instructions.

For any additional information, please contact Mr. Balša Ćulafić via e-mail bculafic@pkcg.org.

Sincerely,

WB6 CIF Secretary General


Safet Gerxhalij

Enclosure:

- Agenda