



11th Annual Conference – Oct. 7th, 2019

Presentation Title	Innovative handling for international e-commerce
Speaker	<p>Mohammed Al-Arabi</p> <p>Mohammed Al-Arabi has an IT background with 30+ years experience working as a Consultant/Trainer in management fields like; Balanced Scorecard, Project Management, Quality Management and IT Management. Mr. Al-Arabi has provided maturity assessment services. He has delivered courses and workshops to ARAMCO, Saudi Telecom, and Etisalat Misr. Mr. Al-Arabi has worked with TenStep company and PMI PMOSIG as a managing director for Middle East. Mr. Al-Arabi has authored an Arabic book in Marketing and Project management and also speaks at conferences and forums. He has obtained several professional certifications such as ITIL®, Balance Scorecard Professional, Six Sigma Black Belt, and PMP®. Mr. Al-Arabi has a Bachelor of Science in Computer & Systems Engineering.</p>
Abstract	<p>As the proliferation of digital tools increases internet availability worldwide, any company can sell online, making international e-commerce easier than ever before. However, the first challenge is to sell your country's recognized products that usually are not exported. The second challenge is to discover interested buyers' countries for those products. This requires developing a new model that adopts marketing and project management sciences that can manage the dynamics of e-commerce website.</p>