

PROFILE OF MR. SONG HOCK KOON



Mr. Song Hock Koon
Director, eCommerce & DFTZ
Malaysia Digital Economy Corporation

Mr. Song currently heads the MDeC eCommerce & DFTZ Division where he is responsible to galvanize eCommerce as a critical enabler to accelerate the growth of the Malaysian Digital Economy via the formulation and implementation of the National eCommerce Strategic Roadmap.

For the past 30 years, he worked in companies that serve the small and medium businesses (SMBs). Work on various aspects of SMB's business processes including improving their productivity (factory automation, logistic & warehousing) and to growing their business via marketing campaign (tradition Print Media and Digital marketing).

Mr. Song graduated with a Bachelor's Degree (Hons.) in Engineering from the University Malaya majoring in Electrical and Electronic Engineering.