

The Malta Communications Authority (MCA) is responsible for the implementation of the National eCommerce Strategy, 2014 – 2020.



The MCA is launching eBiznify, the eCommerce training programme. This course will be accredited by the National Commission for Further and Higher Education (NCFHE) and delivered online via a dedicated eLearning platform, **COMPLETELY FREE OF CHARGE**. This training programme will help you become **proficient** in eCommerce and **enhance your competence** on the development of eCommerce-related services. The first course will commence in **October 2018**.

Register for **eBiznify** at [www.mca.org.mt/initiatives/e-commerce-training-programme](http://www.mca.org.mt/initiatives/e-commerce-training-programme) or **scan** the below QR code



You will, amongst others:

**01 BE INTRODUCED** to the core concepts of budgeting, business strategy, marketing, logistics, etc;

**02 FAMILIARISE** with the technical aspects associated with the design and development of a digital business

**03 GET PRACTICAL ADVICE** on how to exploit new business models and marketplace structures enabled by eCommerce

**04 GET A BETTER GRASP** of electronic payments, web analytics and other useful skills ancillary to eCommerce activity, such as photography, videography, etc.

**05 BE MENTORED** by subject-matter experts on how to drive and maintain internet traffic to websites, increase conversion rates and produce engaging web content

Would you like to boost your knowledge on how to conduct business online, in your own time, at your own pace and from the comfort of your home?

**IT IS NOW POSSIBLE!**

