

Webinar on “Online Promotion and Sales for the Wood and Furniture Industry”



The USAID Economic Development, Governance, and Enterprise Growth (EDGE) Project is organizing a webinar on:

"Online Promotion and Sales - Wood and Furniture Value Chain"

December 17, 2021 12:00 CET

About the event:

In today's world, wood and furniture industry is dealing with a well-informed customer. Furniture buyers try to gather as much information as possible before making a furniture purchase decision. The most common source of information is the internet. Online shopping is no longer an option - it is a necessity. E-commerce websites, social media platforms, video advertisements; all have become something normal for shoppers. B2B and B2C have become vital in the e-commerce industry.

The overall objective of the Webinar on the [Online Promotion and Sales for the Wood and Furniture Value Chain](#) is to help the companies in the wood/furniture industry sector improve their online presence and online sales. This two-hour event will cover several topics:

- Selling on various online platforms
- Product training - effective communication with customers
- E-commerce analytics

Participants: SMEs in the wood/furniture industry, professional business organizations and associations, Governmental industry-related institutions and other stakeholders in the wood/furniture value chain.

Language: [English](#) is the working language of the event.

Venue: Online - The link to the online event will be provided to all registered participants.

Starting time: Participants are expected to enter the event between 11:50 and 12:00 CET (Skopje time).

RSVP: Be part of this regional event and register on the following link

[Link to registration form](#)

no later than December 16, 2021.

For more information, feel free to contact Blagoja Milosevski, EDGE Senior Technical Expert in Light Manufacturing, at bmilosevski@internationaldevelopmentgroup.com