

Polska



Comarch Smart Technologies
Conference

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Comarch Smart Technologies event in Kuala Lumpur organized in the Majestic Hotel on March, 9th, provided an opportunity to discover the usage of modern IT tools in varied industries, like retail, telco or finance, exchange knowledge and best practices.

It was a perfect opportunity to openly discuss customer, brand, channel challenges and solutions as well as discover how to optimize the customer experience. The speakers discussed topics such as latest trends for loyalty arena (Loyalty 4.0), mobile applications, data driven customer engagement via Gamification, how to perfect your customer experience & customer care, usage of big data & analytics and many more.

The company also focused on the Smart City concept and its evolution towards businesses in this new era of connectivity! The day full of insightful presentations ended with a classical Afternoon Tea at the Colonial Café, Majestic Hotel, as a part of network-building activity.

Trade & Investment Promotion Section also participated in the event presenting an overview on the Poland-Malaysia economic relation development in last years and the expected perspectives.

Comarch was the first IT company from Poland which set up its subsidiary in Malaysia in 2015. The good example worked. Now there are 7 new investments from Poland active in the IT/ICT sector in Malaysia.



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