



Malaysia External Trade  
Development Corporation

# **ACCELERATING EXPORTS THROUGH CROSS-BORDER E-COMMERCE**

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Malaysia External Trade  
Development Corporation

**1** **MATRADE & Malaysia's Trade Performance Snapshot**

**2** **Cross- Border e-Commerce – Accelerating Exports**

**3** **e-TRADE Programme**

# **1 MATRADE & Malaysia's Trade Performance Snapshot**

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# VISION & MISSION

The National Trade Promotion Agency under the Ministry of International Trade and Industry (MITI)

## VISION

Positioning  
Malaysia as a  
Globally  
Competitive  
Trading  
Nation



## MISSION

Promoting  
Malaysia's  
Enterprises  
to the World



# MATRADE'S GLOBAL PRESENCE



## MATRADE OFFICES BY REGION

North America	4	Asia	21
Latin America	4	West Asia	2
Western Europe	5	North East Asia	10
Eastern Europe	6	ASEAN	6
Africa	3	Australasia	1
		South Asia	2

**36**

**TRADE  
OFFICES**

**10**

**MARKETING  
OFFICES**





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# CORE SERVICES

## Trade Advisory



## Export Promotion



## Trade and Market Information



## Exporters Development

# DELIVERABLES



Market Alerts



Product Market Studies



Trade Leads



International Tender Notices



Malaysia Trade Statistics

March 2015	
Date	Events
22/3-27/3	SMM TO USA IN CONJUNCTION WITH NATIONAL PLASTICS EXPO 2015 (NPE)
18/3-21/3	THE INDONESIA INTERNATIONAL AUTO PARTS, ACCESSORIES & EQUIPMENT EXHIBITION (INAPA)

International Trade Events

# MALAYSIA'S RANKING & TRADE PERFORMANCE 2015



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## Malaysia's ranking in the World Merchandise Trade in 2015

(WTO ranking) **24<sup>th</sup> largest trading nation**

**23<sup>rd</sup> largest exporters**

**26<sup>th</sup> largest importers**

## Malaysia Trade Performance for 2015

**Total trade RM1,465.34 billion**

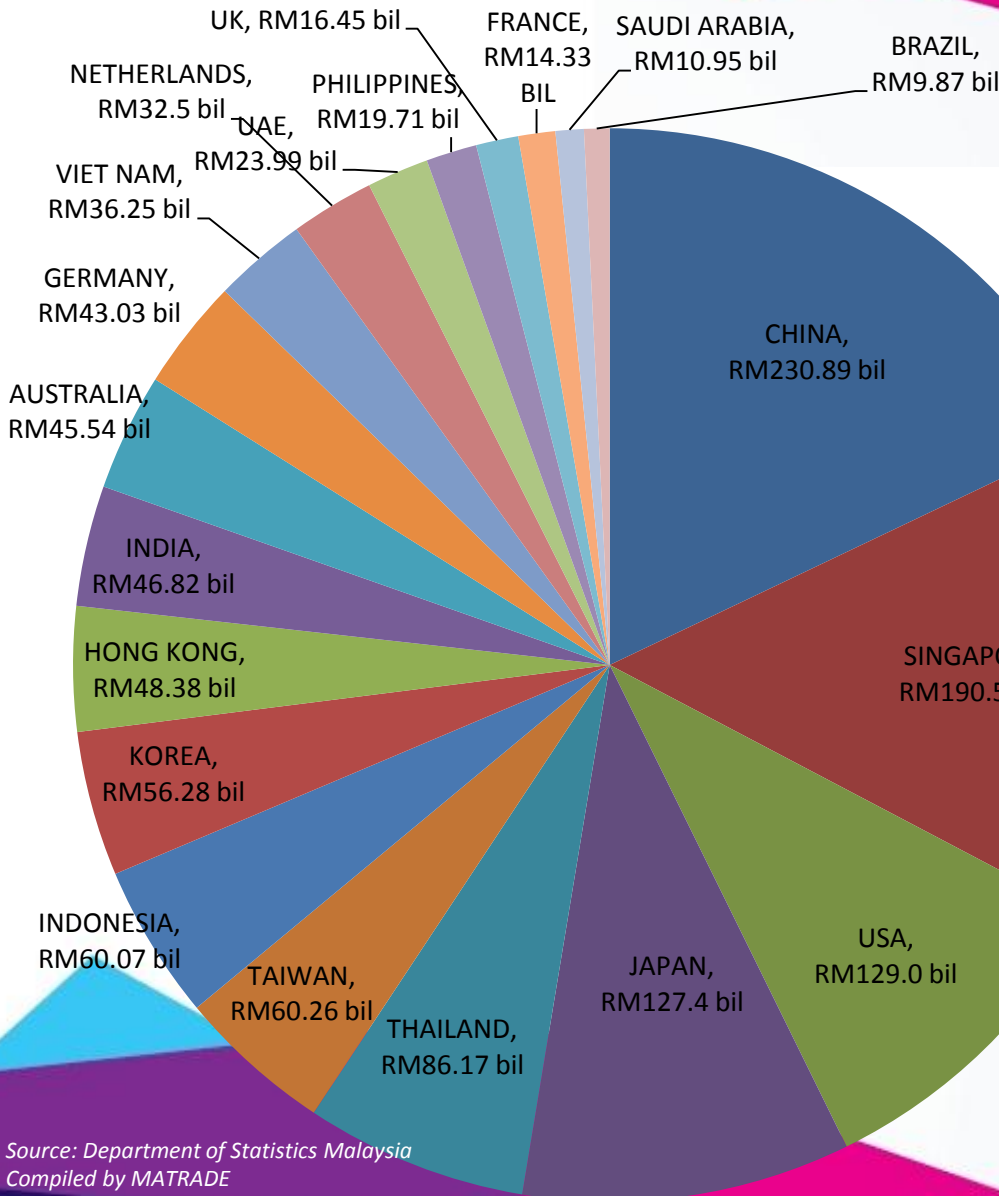
**Total exports RM779.95 billion**

**Total imports RM685.39 billion**



# MALAYSIA'S TOP 20 TRADING PARTNERS 2015

**Total Trade: RM1,465.34 billion**

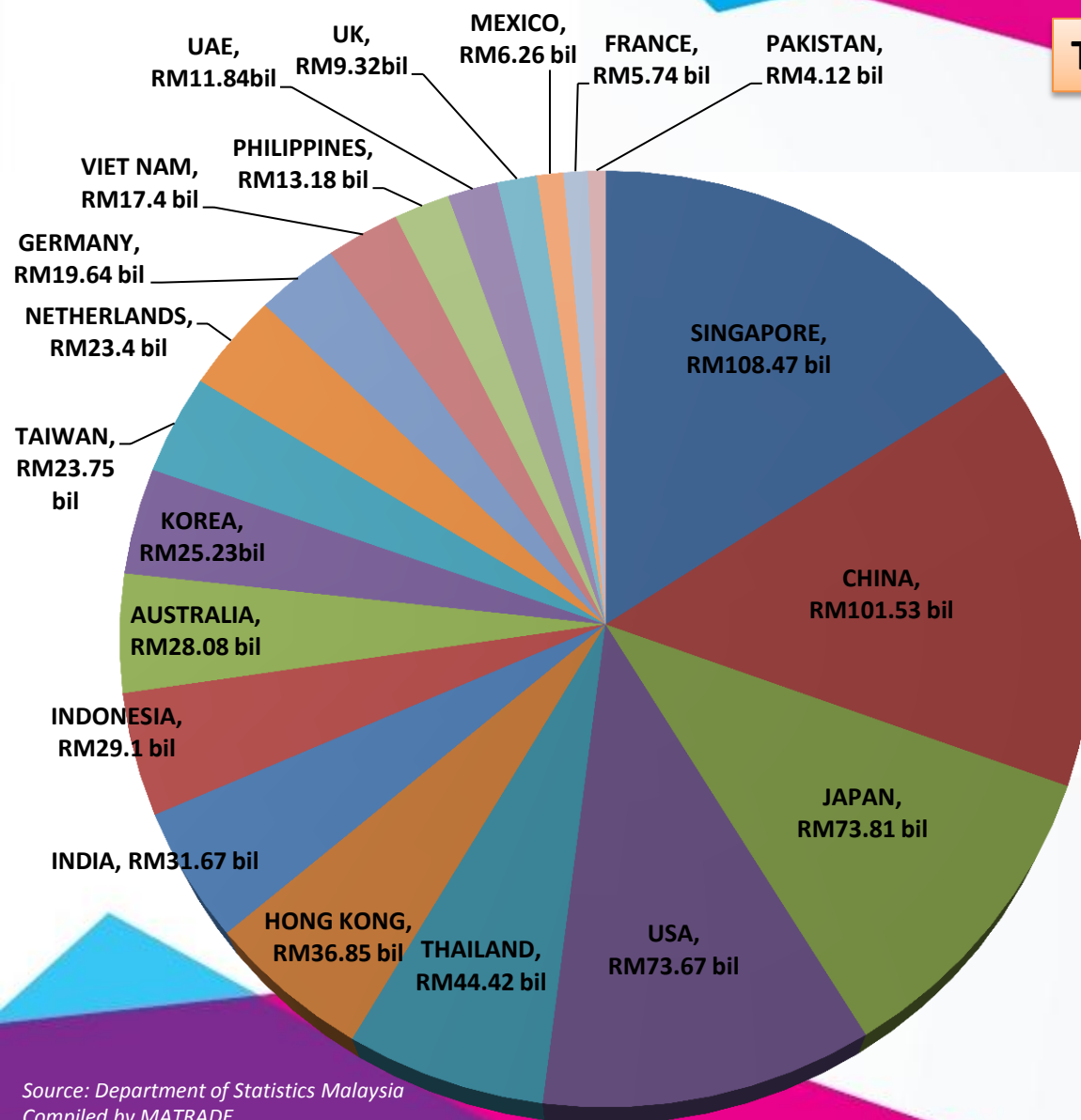


	<u>Country</u>	<u>RM Bil</u>	<u>Share (%)</u>
1	CHINA	230.89	15.8
2	SINGAPORE	190.56	13
3	USA	129.0	8.8
4	JAPAN	127.4	8.7
5	THAILAND	86.17	5.9
6	TAIWAN	60.26	4.1
7	INDONESIA	60.07	4.1
8	KOREA	56.28	3.8
9	HONG KONG	48.38	3.3
10	INDIA	46.82	3.2
11	AUSTRALIA	45.54	3.1
12	GERMANY	43.03	2.9
13	VIET NAM	36.25	2.5
14	NETHERLANDS	32.5	2.2
15	UAE	23.99	1.6
16	PHILIPPINES	19.71	1.3
17	UK	16.45	1.1
18	FRANCE	14.33	1
19	SAUDI ARABIA	10.95	0.7
20	BRAZIL	9.87	0.7

Source: Department of Statistics Malaysia  
Compiled by MATRADE

# MALAYSIA'S TOP 20 EXPORT MARKETS 2015

**Total Exports: RM779.95 billion**



	<u>Country</u>	<u>RM Bil</u>	<u>Share (%)</u>
1	SINGAPORE	108.47	13.9
2	CHINA	101.53	13.0
3	JAPAN	73.81	9.5
4	USA	73.67	9.4
5	THAILAND	44.42	5.7
6	HONG KONG	36.85	4.7
7	INDIA	31.67	4.1
8	INDONESIA	29.1	3.7
9	AUSTRALIA	28.08	3.6
10	KOREA	25.23	3.2
11	TAIWAN	23.75	3.0
12	NETHERLANDS	23.4	3.0
13	GERMANY	19.64	2.5
14	VIET NAM	17.4	2.2
15	PHILIPPINES	13.18	1.7
16	UAE	11.84	1.5
17	UK	9.32	1.2
18	MEXICO	6.26	0.8
19	FRANCE	5.74	0.7
20	PAKISTAN	4.12	0.5

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# E-COMMERCE



E-commerce is the **sale or purchase** of **goods or services** conducted **over computer networks** for the purpose of receiving or placing of orders. Even though goods or services are ordered electronically, the payment and the ultimate delivery of the goods or services do not have to be conducted online.

# CROSS-BORDER E-COMMERCE



Cross-Border e-Commerce is international commerce, when consumers buy online from merchants, located in other countries and jurisdiction.



# DIGITAL DISRUPTION HAS ALREADY HAPPENED...



**World's largest taxi company owns no taxis**



**Largest phone companies own no telco infrastructure**



**Most popular media owner creates no content**



**World's most valuable retailer has no inventory**

**JAN  
2016**

# GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**7.395  
BILLION**

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL  
POPULATION, INCLUDING CHILDREN

INTERNET  
USERS



we  
are  
social

**3.419  
BILLION**

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**2.307  
BILLION**

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS

UNIQUE  
MOBILE USERS



we  
are  
social

**3.790  
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS  
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**1.968  
BILLION**

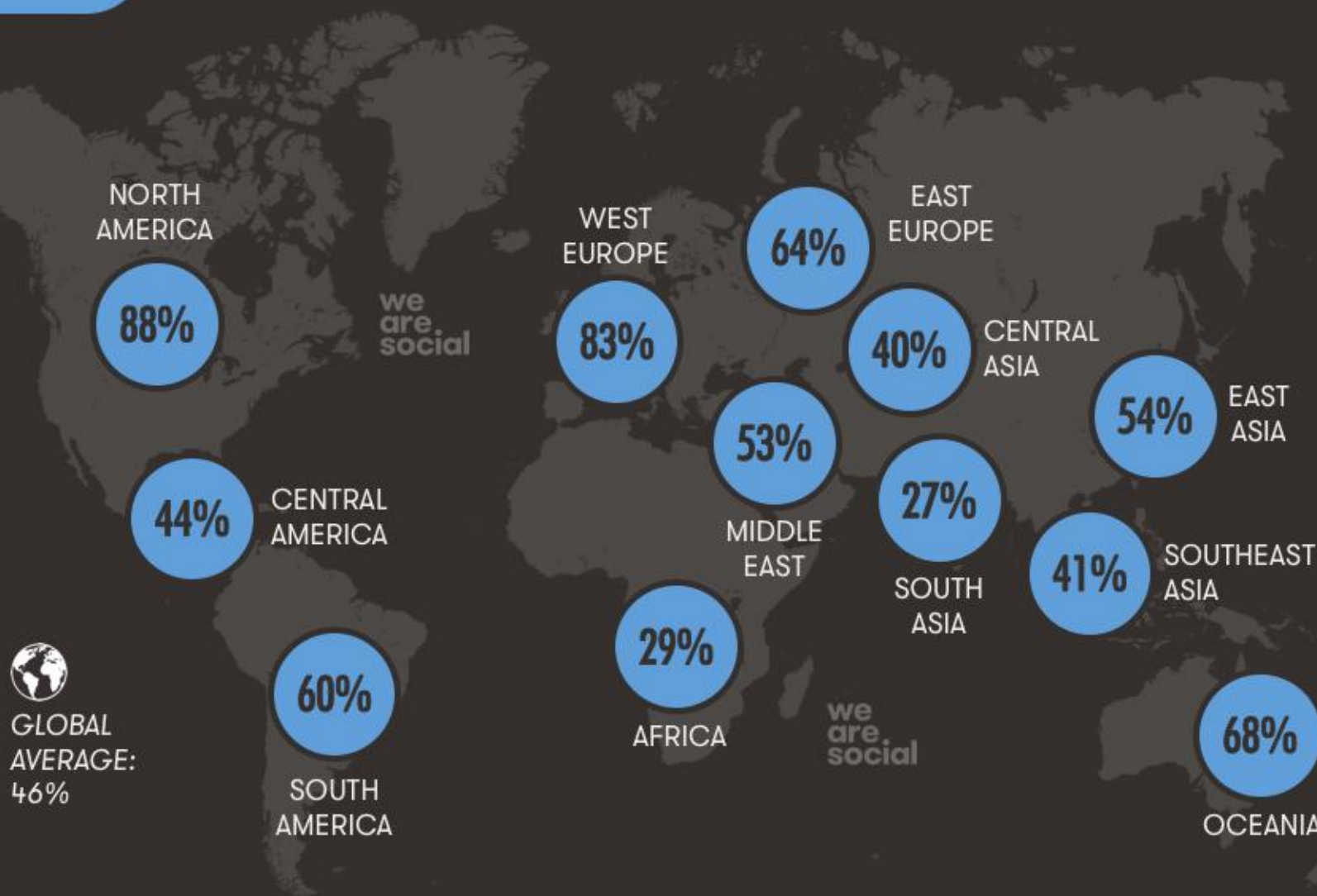
PENETRATION: 27%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN  
2016**

# INTERNET USE

REGIONAL INTERNET PENETRATION FIGURES



# CROSS-BORDER OPPORTUNITIES WITH OUR MAJOR TRADING PARTNERS

Trading Partner	E-Commerce Sales (USD Bil)	Sales Growth	Online Buyer Penetration
China	293	86%	52%
USA	271	15%	79%
EU	158	15%	75%
ASEAN 6	9	29%	60%
World	1,000	24%	45%

*Source: Euromonitor Statistics, AT Kearney Estimates*

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# ACCELERATE EXPORTS THROUGH eTRADE PROGRAMME

- ❖ An initiative under the Digital Malaysia with the aim to **accelerate exports** by participation in leading international e-marketplaces.
- ❖ MATRADE is the implementation agency.

# Low Adoption of eCommerce Among SMEs



Lack of **Knowledge** on  
Technology Benefit



Lack of **Skills &**  
Technology Know-How



High  
Adoption Cost

## E-Commerce Onboarding Programme through eTRADE

### AWARENESS

Knowledge sharing on  
business potential via  
e-commerce outreach  
programmes

### ONBOARDING

Activate companies on  
identified e-commerce  
platform to access the  
right target market

### TRAINING

Ensure continuous  
exposure to latest  
techniques and  
e-commerce trends

**eTRADE**

# CURRENT ELIGIBILITY CRITERIA\* FOR eTRADE

## 1 Small & Medium Enterprises (SMEs)



MANUFACTURING  
(including agro-based)



Annual sales  
turnover  
< RM50 million

OR



Full time  
employees  
< 200



TRADING,  
PROFESSIONAL  
SERVICE PROVIDERS  
& SERVICES



Annual sales  
turnover  
< RM20 million

OR



Full time  
employees  
< 75

(excluding real estate, tourism, financial & insurance industry)

## 2

At least **60%**  
Malaysian Equity

## 3

Exporting 'Made In  
Malaysia' Products and/or  
Services

## 4

Incorporated under the  
Companies Act 1965

*\* May be revised from time to time*

# eTRADE OUTCOME REPORTED BY SOME PARTICIPATING COMPANIES



**1** first export order!



**3** enter new export markets



**2** secured export sales within 4 – 6 months after listing products in e-marketplace



**4** serious enquiries from retailers and importers from around the world



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**THE TIME  
TO EXPORT  
IS NOW**

Together, we can do it. Contact MATRADE today.

**via  
e-commerce!**



**REGISTER WITH  
eTRADE PROGRAMME NOW.  
LOG ON TO  
www.matrade.gov.my/en/etrade**

Home | Malaysia Products Directory | Malaysia Services Directory

A+ A- RSS | Site Search | Language English

**The Official Portal Of**  
**MATRADE**  
The National Trade Promotion Agency of Malaysia

FOR **MALAYSIAN EXPORTERS** FOR **FOREIGN BUYERS** **ABOUT MATRADE**

eTRADE Programme

**DIGITAL MALAYSIA** **eTRADE Programme**  
National Digital Economy Initiative  
...wish to have access to new buyers?

[About eTRADE](#) | [Eligibility Criteria](#) | [Application Procedure](#) | [Enquiry](#) | [Photo Gallery](#)

**About eTRADE**

eTRADE is an initiative under Digital Malaysia  
to increase SMEs adoption in e-commerce by  
participating in international leading e-marketplaces  
to reach out to new buyers

**Application Open For**  
Export Ready SMEs

**MATRADE Network**  
Select MATRADE's Office:  
- Please select -

**News Clippings**

- Media Coverage on Medical Devices Seminar in Penang (16 February 2016)
- Star Chefs Malaysian Culinary Adventure (10 January 2016)
- Malaysian Furniture Suppliers Clinch RM44M Sales in Mumbai (8 January 2016)

**Press Releases**

- MIHAS 2016 Records Four Per Cent Increase in Sales (6 April 2016)
- TradeTalk@MATRADE Highlights Business Opportunities in Iran for Malaysian Exporters (5 April 2016)

**Tips For Malaysian Exporters**



**THE TIME  
TO EXPORT  
IS NOW**

Together, we can do it. Contact MATRADE today.

**THANK YOU**

**For more enquiries, please contact  
[etrade@matrade.gov.my](mailto:etrade@matrade.gov.my)**