



# Cross Border e-Commerce in ASEAN

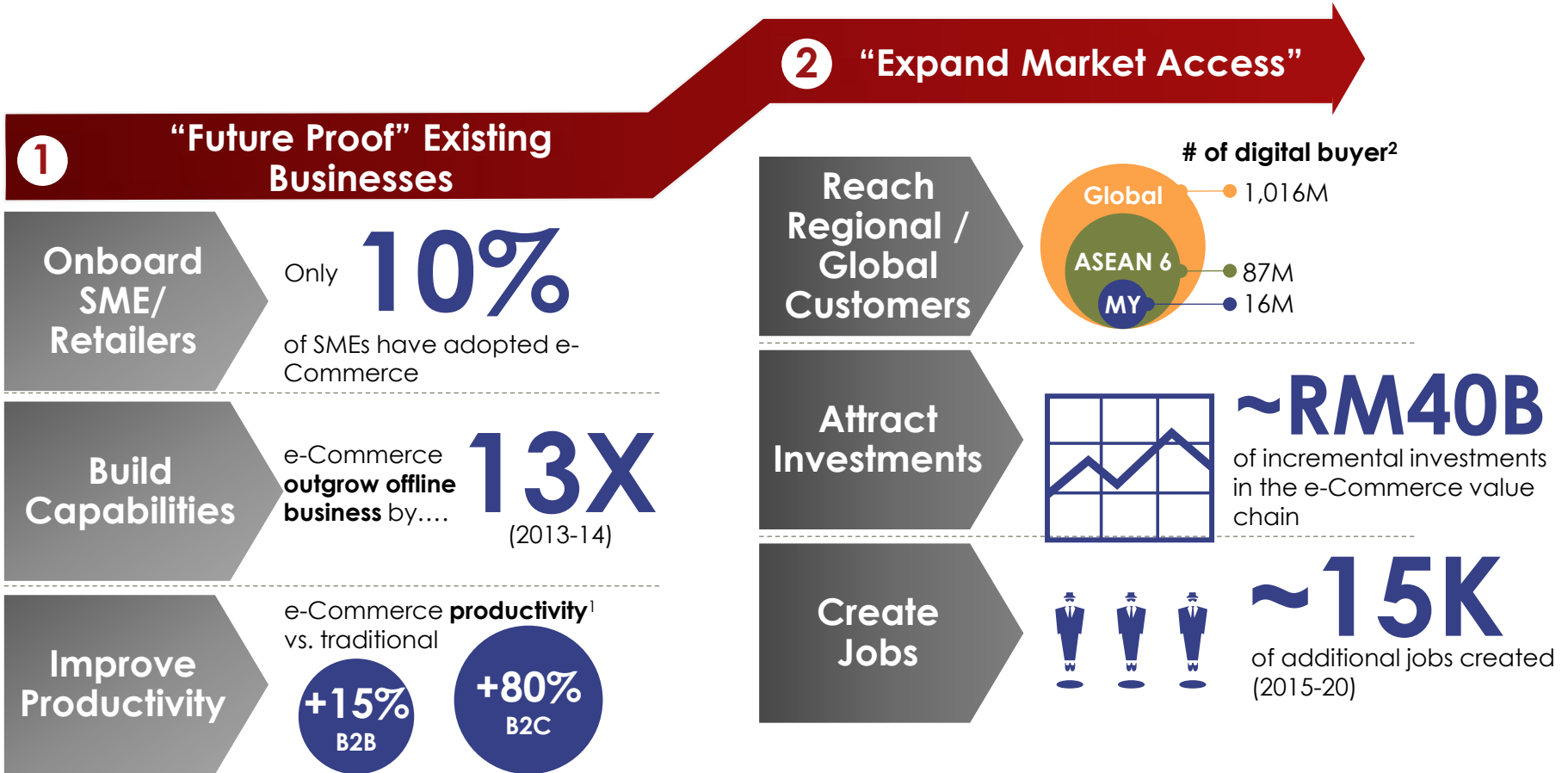
**Ir. Ahmad Syahrir Mohd Shuib**

Head of eCommerce Adoption and Ecosystem Upliftment  
Multimedia Development Corporation (MDeC)

11 April 2016

# Benefit of e-Commerce

# The e-Commerce imperative



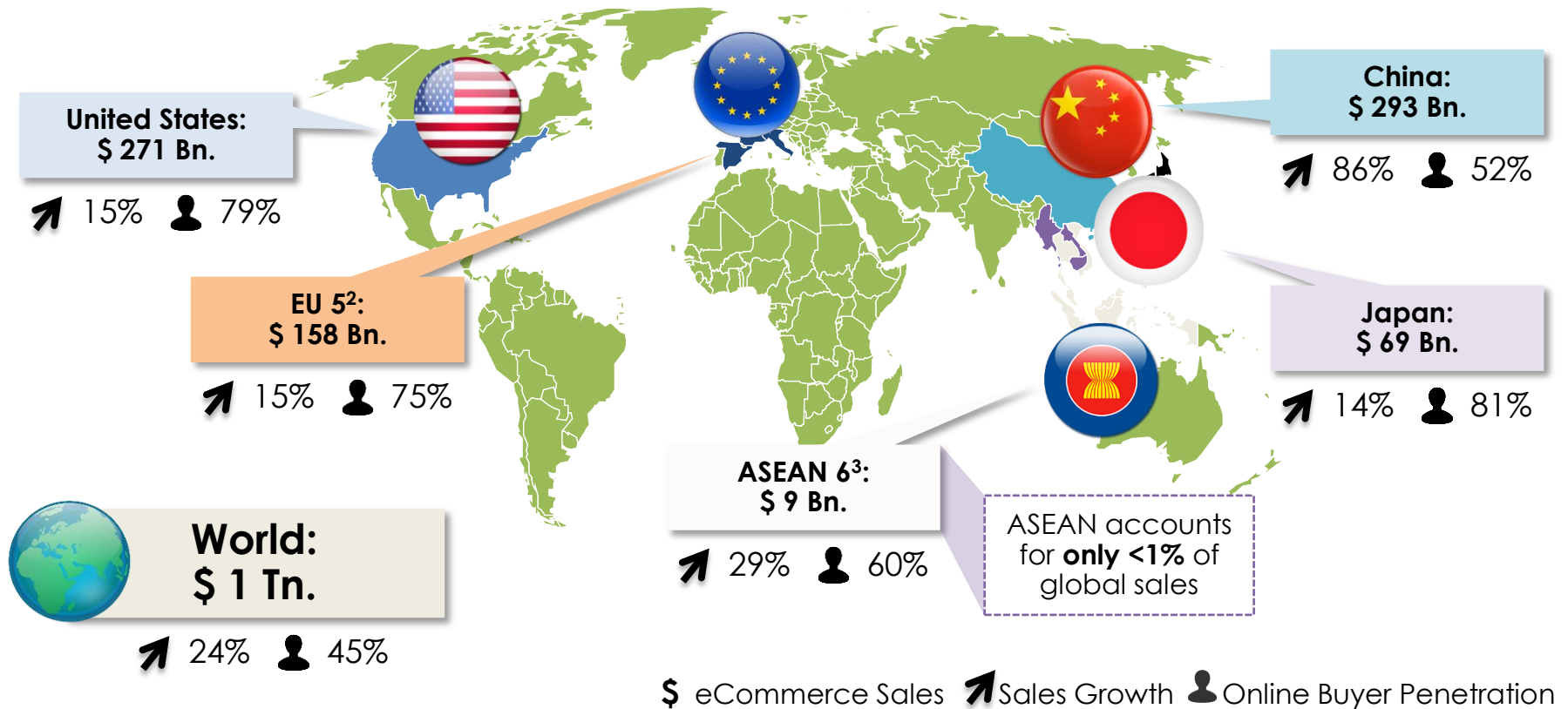
Source: AT Kearney analysis, 2015

# Retail e-Commerce Market

# Global Retail e-Commerce market size is huge ...

## e-Commerce Sales Growth

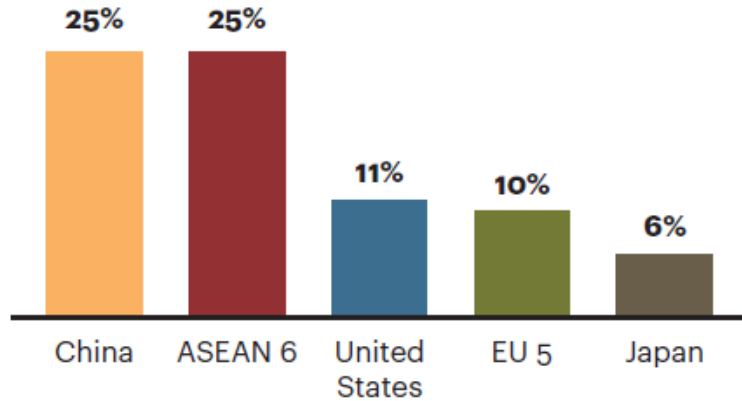
(2015, USD, % sales growth compared to 2010)



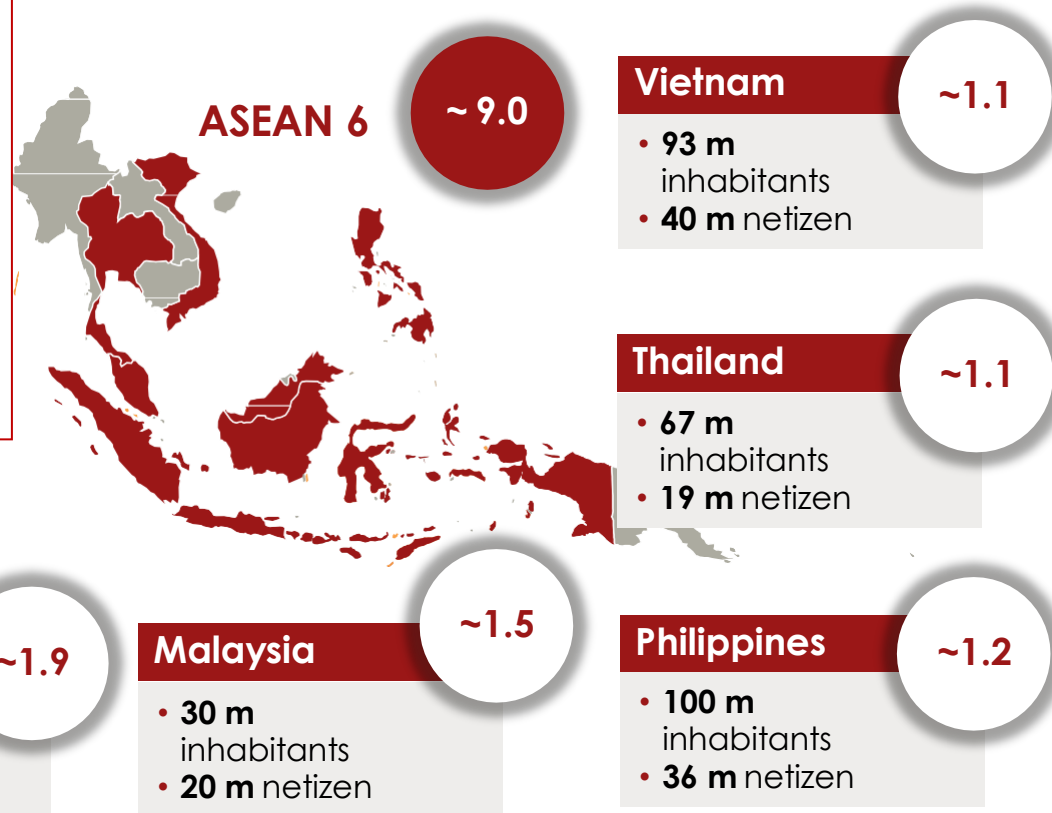
1. Retail value RSP excluding sales tax  
 2. Includes Germany, France, U.K., Italy and Spain  
 3. Includes Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam  
 Source: A.T. Kearney estimates, 2015, Euromonitor, Statistica

# ASEAN Retail e-Commerce market size is small but growing fast...

**Estimated e-commerce growth rate (2013-2017)**

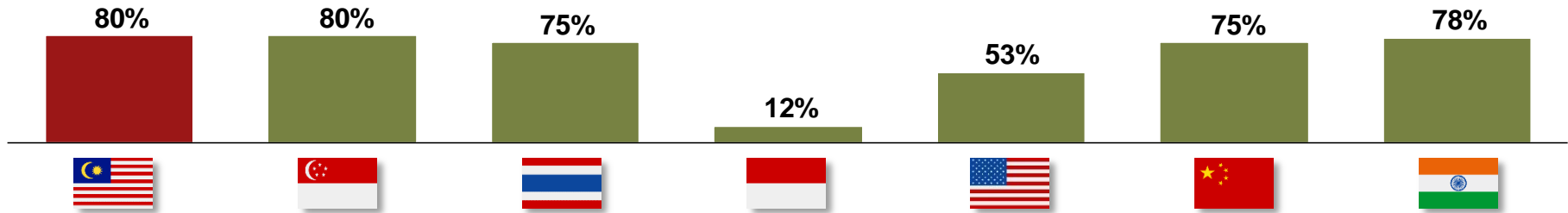


**ASEAN retail e-Commerce market size (2014, USD B)**



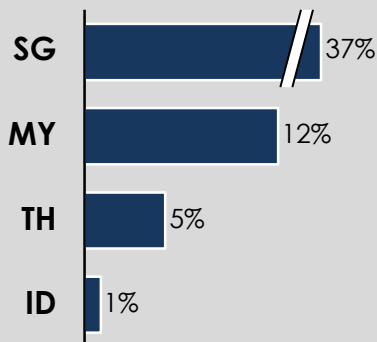
# Due to good online shopping infrastructure...

## Online shopper penetration among internet users



## ASEAN have good infrastructure to online shopping

### High credit card penetration



### Availability of e-Commerce platforms

Emergence of **local players**



Big **international players** have entered the market



### Good supporting infrastructure

Emergence of new **logistics and fulfillment players**



### Well developed e-Commerce regulation



**Electronic Commerce Act (Malaysia, Philippines)**

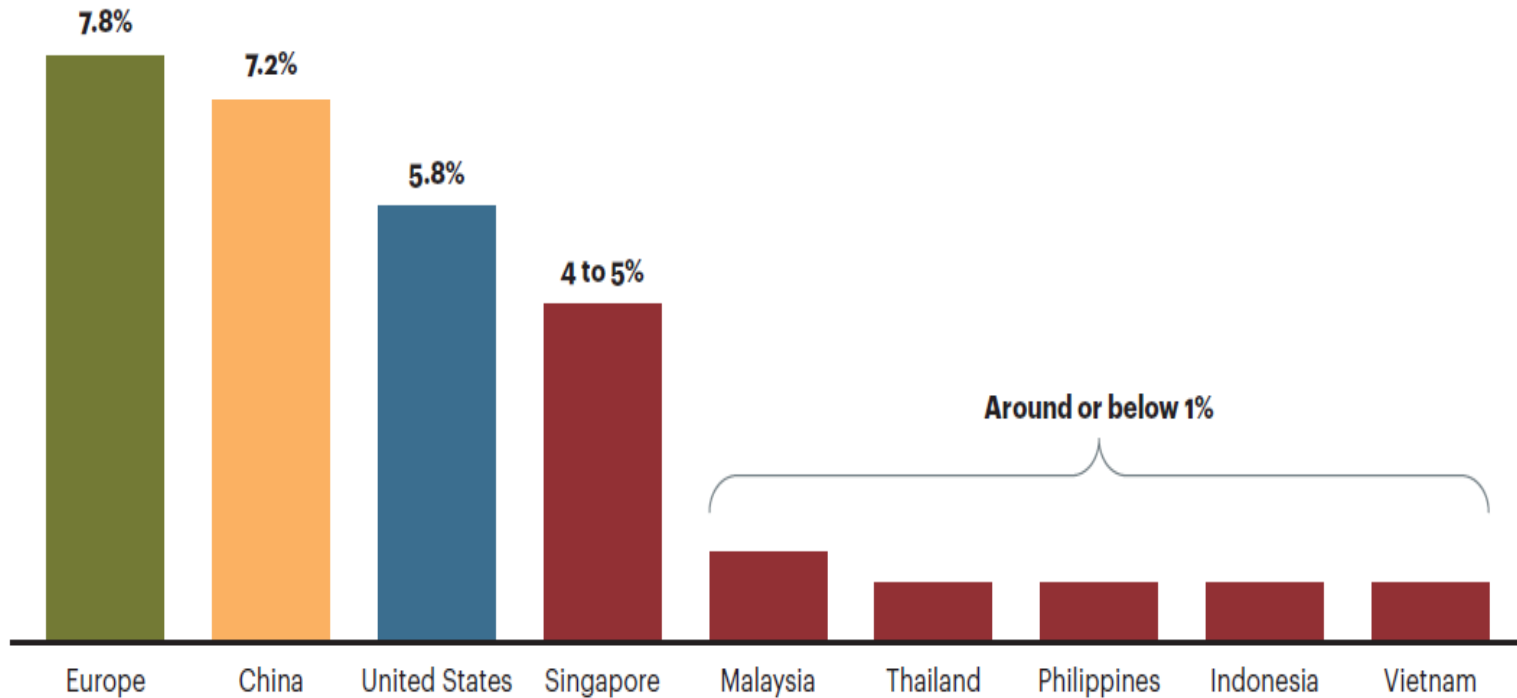
**Personal Data Protection Act (Malaysia, Singapore)**

**Computer Crime Act (Thailand)**

# ASEAN has room to grow...

## Percent of retail sales made online

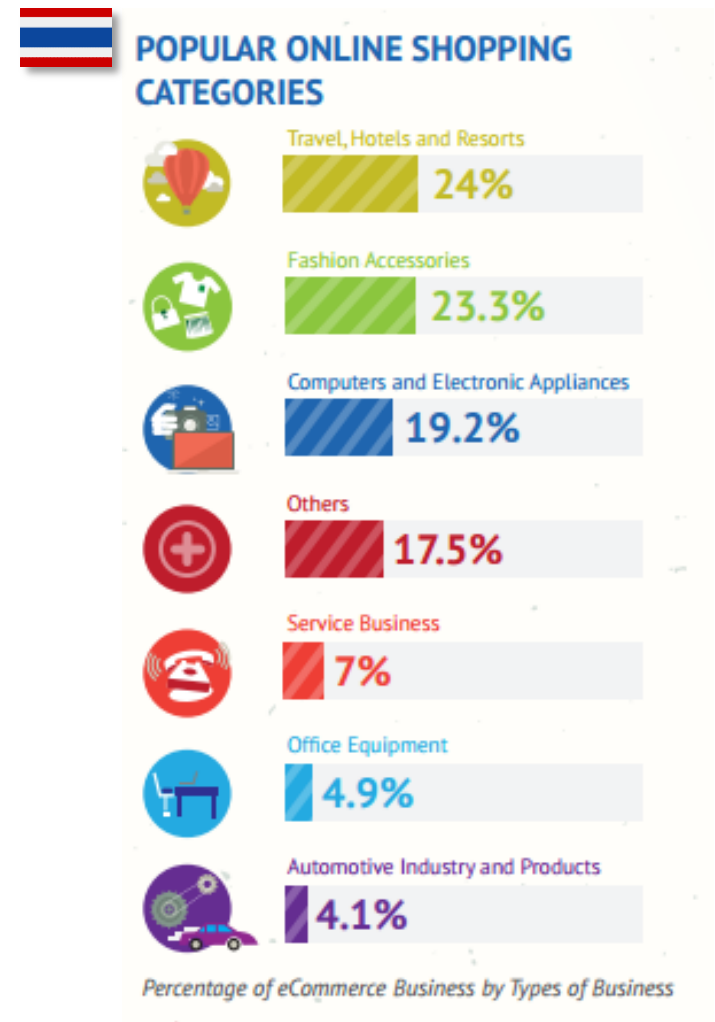
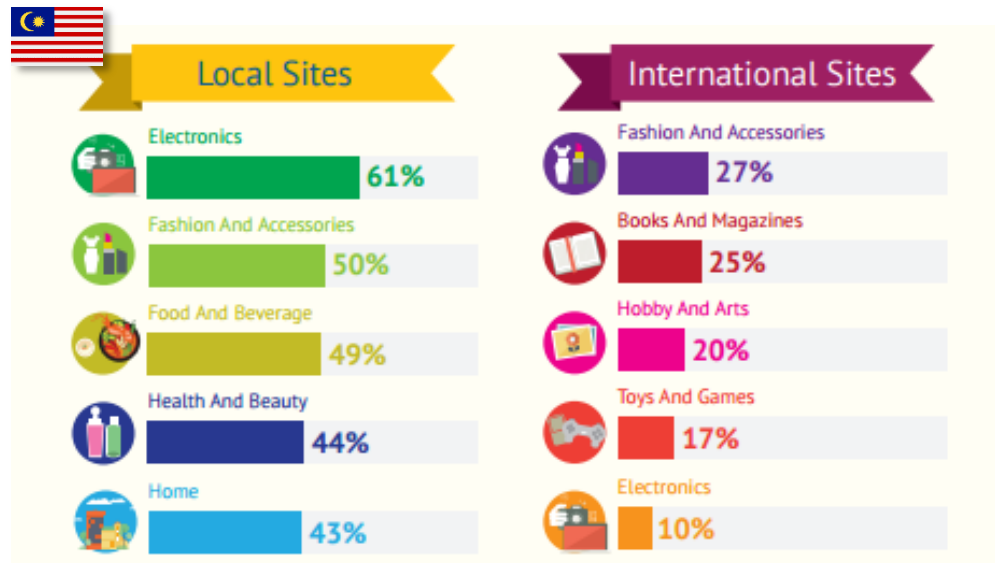
(2014, % of total retail sales)



\* Source: A.T.Kearny Analysis (2014)



# Popular items bought online...



# Ride the e-Commerce wave

# Bringing Malaysian Businesses To The Global Market

## eTRADE (Ideated by MDeC and MATRADE as the Public Sector Lead)

- **Target:** to accelerate SME exports via participation in the leading international e-marketplaces.
- <http://www.matrade.gov.my/en/etrade>



Mr. Timothy Leung, Head of Global Business Development, Alibaba.com during the renewal of Collaboration Agreement for the eTRADE programme on 27 May 2015.



eTRADE Achievement Award winners after receiving their commemorative plaques from International Trade & Industry Minister Datuk Seri Mustapa Mohamed.

# Catalyse The Growth Of The eCommerce Industry

## #MYCYBERSALE

- **Target:** to increase the domestic eCommerce revenue by encouraging SMEs to be part of eCommerce ecosystem and generating online shopping demand from consumers.

- <http://mycybersale.my/>



#MYCYBERSALE 2015 Launch by Deputy Minister of Communications and Multimedia Datuk Jailani Johari.



#MYCYBERSALE 2014 Launch with Premium eTailers and Partners.

**Bill Gates wasn't kidding when he said:**

**“If your business is not on the internet, then your business will be out of business”**

- Bill Gates, Founder of Microsoft

# Thank You

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