



## **MEDIA RELEASE**

### **THE MINI eCOMMERCE FORUM IN CONJUNCTION WITH THE COURTESY VISIT BY H.E. WANG BINGNAN, VICE MINISTER OF COMMERCE (MOFCOM) OF PR CHINA**

The Mini National eCommerce Forum organised by MITI today, marks another important milestone in the Government's efforts to accelerate the eCommerce growth momentum. The Mini Forum was organized jointly by the National eCommerce Council (NeCC) and the Ministry of Commerce of the People's Republic of China, in conjunction with the visit by H.E Wang Bingnan, the Vice Minister of MOFCOM to MITI.

This Mini Forum is a testament to the strong partnership between the People's Republic of China as a global eCommerce leader and Malaysia as an emerging digital economy powerhouse in this region. It has seen China remained as Malaysia's largest trading partner for the 8<sup>th</sup> consecutive years. Malaysia was China's 7<sup>th</sup> largest global trading partner and the 2<sup>nd</sup> largest trading partner among ASEAN countries in 2016. Trade with China accounted for 16.2% of Malaysia's total trade in 2016, amounting to RM240.91 billion, an increase of 4.4% from 2015.

This event is indeed most timely, being held just a few weeks after the recent launch of the "Digital Free Trade Zone (DFTZ) Pilot Project" by the Honourable Prime Minister of Malaysia together with Jack Ma on 3 November 2017. The DFTZ initiative is expected to further provide a conducive environment for local companies anchored on the internet economy to carry out their business and export their products and services.

According to the International Trade and Industry Minister, Dato' Seri Ong Ka Chuan, at least 1,500 local SMEs have been onboarded for exports via the DFTZ platform. *"Our aim is to encourage more SMEs to participate in the DFTZ. This would spearhead the development of the eCommerce in Malaysia with the aim of doubling eCommerce growth from 11% to 20% by 2020 as outlined under the National eCommerce Strategic Roadmap"*, he said.

In his keynote address, the Minister also urged the SMEs that attended the Forum to take full advantage of the immense opportunities arising from the Belt and Road Initiative (BRI). *"The rise of China and the economic openings this has brought about are particularly relevant for our SMEs, given Malaysia's strategic position as a gateway to the 625-million strong ASEAN market"*, he said.



The Mini Forum featured presentations by speakers from the Malaysia Digital Economy Corporation (MDEC), Malaysia Investment Development Authority (MIDA), Malaysia Airports Holdings Berhad (MAHB) and POS Malaysia. It also featured eCommerce players who were part of the MOFCOM's delegation, namely:

- (i) JD.com, a leading eMarketplace that has already partnered with MATRADE for the promotion of exports by SMEs under the eTRADE programme;
- (ii) OFO.com, the world's leading bike sharing company that has just launched its service in the city of Malacca; and
- (iii) DHGate, China's first cross-border B2B eCommerce platform dedicated to connecting China SME suppliers and global buyers.

Participants were also exposed to ideas regarding the potential areas that SMEs can venture into vis-à-vis cross-border eCommerce, particularly in China. Participants were also exposed to services provided by eCommerce players along the value chain, based on areas of specialisation such as eFulfilment.

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**Ministry of International Trade and Industry (MITI)  
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**About MITI:**

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation by 2020 .

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