

MALAYSIA DIGITAL ECONOMY FORUM

#MyDEF2018



To heighten excitement and spur interest among stakeholders, including SMEs towards Malaysia's future digital economy

To encourage more SME-participation in cross-border eCommerce (emphasis on exports).

NATIONAL eCOMMERCE AGENDA

NATIONAL eCOMMERCE COUNCIL (NeCC)

Chairman : MITI Minister
Joint Secretariat : MITI & MDEC
Membership : 25 Ministries & agencies

ROLE OF THE COUNCIL

- (i) Strategic plans & initiatives to develop Malaysian eCommerce ecosystem
- (ii) Oversee implementation of the **National eCommerce Strategic Roadmap (NeSR)**
- (iii) Address issues related to the eCommerce eco-system
- (iv) Strengthen cooperation & coordination between Ministries, agencies and industry

GDP

In 2016, eCommerce share of the national GDP was 6.1% (RM74.6 billion) compared to 5.9% (RM68.3 billion) in 2015.

Online Business



58,824 online businesses registered with SSM



DFTZ

DIGITAL FREE TRADE ZONE

- ✓ **1,998 SMEs Onboarded** through Alibaba platform
- ✓ **Trade facilitation** initiatives (e.g. Improve **cargo clearance** process from **6 to 3 hours**)

eTRADE

- ✓ Cross-border eCommerce **awareness & training** through collaboration with eMarketplaces (e.g. Alibaba, TradeIndia, Amazon, eBay, Tarad.com, MatahariMall, JD.com)
- ✓ **>9,300 companies** trained (**2,240 companies** have gone **global** through **international eMarketplaces** under MATRADE's eTRADE Programme)

Go eCommerce
www.GoeCommerce.my

- ✓ **Online training for SMEs**
- ✓ **> 10,000 SMEs registered**

GO GLOBAL

- ✓ **Training and education programme** for SMEs through **collaboration** with **Google**
- ✓ **More than 500 SMEs** trained in 2017

1,998 SMEs onboarded through
the **Alibaba.com Platform**

*(Joint Initiative : MITI, MDEC,
SME Corp, MATRADE & Alibaba Group)*

Supported by:

MATRADE's **eTRADE Programme**

SME Corp's **BAP 2.0**

Open to all SMEs



ALL-GENDER