



MEDIA RELEASE

ASEAN ONLINE SALE DAY (AOSD) 2021: EXPANDING E-COMMERCE OPPORTUNITIES FOR MALAYSIAN SMEs

Recognising the significant role of e-Commerce in creating and expanding business opportunities for Small and Medium Enterprises (SMEs), Malaysia is set to once again participate in the ASEAN Online Sale Day (AOSD), from 8 to 10 August 2021. Malaysia's participation in the AOSD 2021 is jointly coordinated by the Ministry of International Trade and Industry (MITI) and Malaysia Digital Economy Corporation (MDEC), with support from Malaysia External Trade Development Corporation (MATRADE).

The inaugural AOSD held last year witnessed remarkable success for Malaysian SMEs, prompting their participation at this year's event. The AOSD 2020 marked a productive starting point to further enhance ASEAN-wide trade in goods and services, through electronic means. During the AOSD 2020, participating Malaysian businesses witnessed more than 600,000 transactions spanning across more than 46 million products from a wide range of sectors, including household goods and appliances, fashion and accessories products, as well as food and beverage. The sales turnover for the AOSD 2020 was recorded at more than RM100 million.

AOSD is one of the flagship initiatives of ASEAN. It is conventionally held in August to coincide with ASEAN Day, which is celebrated annually on the 8th of the said month. The AOSD is a clear demonstration of the region's continued commitment to further develop e-Commerce as a sustainable channel for uninterrupted flow of goods and services within ASEAN, particularly during and post the COVID-19 pandemic. It also serves as a pertinent platform to showcase the regional e-commerce market potential and value.

Through the AOSD 2021, all ten ASEAN Member States (AMS) will organise an online shopping event, through a globally-accessible dedicated portal, which will enable each AMS to highlight their home-grown businesses on a digital Country Pavilion. The Malaysia Pavilion at the AOSD will feature products and services from 53 local



enterprises on e-commerce platforms such as BuyMalaysia, Alibaba.com, DesaMall, Lokein, PG Mall, Shoppymore, eJazmine, Shopee Malaysia, Zalora Malaysia, Tourplus, Minebizs, EasyStore, DagangHalal, Digasto, Halal Street UK, Elokai, TRAPO, Hanker Foods, SiteGiant, PayHalal, Pazarme and Youbeli.com. In addition, MATRADE will also organise its Electronic Business Linkages, or eBizLink, programme to facilitate the business matching of Malaysian companies with buyers from all over ASEAN.

MITI Secretary General, Datuk Lokman Hakim Ali noted that “Malaysian businesses participating in the AOSD 2021 will stand to gain from further expansion of their customer base within and possibly, beyond ASEAN. Coupled with MATRADE’s virtual business matching and pitching sessions, MITI is optimistic that this initiative will bring tangible benefits to our local SMEs.” He further expressed hope to see more and more Malaysian SMEs embark on collaborative ventures with their ASEAN counterparts, and leverage on e-commerce platforms that could facilitate their access into new and emerging markets.

Echoing Datuk Lokman Hakim Ali was Surina Shukri, Chief Executive Officer of MDEC, who further added, “ASEAN is home to 675 million people and 400 million of them are online. This is not only a huge market, but also a familiar one for our local businesses. The opportunities created by AOSD 2021 will be critical in sustaining businesses and livelihoods during current times.”

Malaysians can start accessing the AOSD portal via www.onlineasean.com from now until 10 August 2021, 12 midnight.

6 AUGUST 2021

MINISTRY OF INTERNATIONAL TRADE & INDUSTRY (MITI)



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.

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About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward. Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government's Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward #DigitalVsCovid

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