



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY



JOINT MEDIA RELEASE

Malaysian Government Officials Participate in the New Economy Workshop Conducted by Alibaba Business School

- *Four-day workshop at Alibaba's headquarters in Hangzhou, China.*
- *Led by YB Minister of International Trade and Industry (MITI), together with YB Deputy Minister of Agriculture and Agro-Based Industry, Malaysia.*
- *30 Malaysian officials from 19 Ministries and Agencies responsible in driving the digital economy agenda.*
- *Enhancement of the existing cooperation between Malaysia and China, including Alibaba's eWTP initiative*

[Photo 1 : Group photo]

[Photo 2 : Bilateral discussion between Jack Ma and MITI Minister & MDEC]

HANGZHOU, 5 MARCH 2019 –

In line with the national agenda to further grow Malaysia's digital economy, delegates from the Government of Malaysia participated in Alibaba Business School's New Economy Workshop (NEW) held at Alibaba Group's headquarters in Hangzhou, China this week.

The Malaysian delegation were led by YB Datuk Darell Leiking, Minister of International Trade and Industry (MITI), and also represented by YB Sim Tze Tzin, Deputy Minister of Agriculture and Agro-Based Industry and Surina Shukri, Chief Executive Officer of Malaysia Digital Economy Corporation (MDEC)

The Workshop aimed at empowering participants through increase in knowledge and understanding on the key elements for the development of Malaysia's digital economy. The Malaysian senior officials represent nineteen (19) Ministries and Agencies that have direct involvement in policy making of Malaysia's national digital economy and e-Commerce, namely:

- | | |
|---|---|
| 1. Prime Minister's Department | 11. Ministry of Education |
| 2. Ministry of International Trade and Industry | 12. Ministry of Domestic Trade and Consumer Affairs |



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3. Ministry of Agriculture and Agro-Based Industry
4. Office of the Chief Secretary to the Government of Malaysia
5. Ministry of Economic Affairs
6. Ministry of Foreign Affairs
7. Ministry of Finance
8. Ministry of Entrepreneur Development
9. Ministry of Transport
10. Ministry of Youth and Sports
13. Malaysia Digital Economy Corporation
14. Royal Malaysian Customs Department
15. Central Bank of Malaysia
16. Malaysian Investment Development Authority
17. Malaysia External Trade Development Cooperation
18. Invest KL
19. Kuala Lumpur City Hall

The Workshop is conducted pursuant to the official visit by YAB Prime Minister of Malaysia to China in August last year, whereby YAB Prime Minister and Mr. Jack Ma, founder of Alibaba Group had agreed to cooperate on capacity building programmes in the areas of digital economy and e-Commerce.

Speaking at the opening ceremony of the Workshop, the Minister of International Trade and Industry, YB Datuk Darell Leiking thanked Alibaba Group for organising the New Economy Workshop which marks a key milestone in the 45th anniversary of diplomatic relations between Malaysia and China. The Workshop elevates the level of cooperation between the two countries, including via public-private engagements, namely with the Alibaba Group, given the latter's pioneering experience in setting the global e-commerce phenomenon.

"This programme also signifies another important milestone in the Government's commitment to drive the country's digital economy agenda through capacity building programme for the Malaysian senior officials who are responsible in formulating and implementing policies and programmes on digital economy related fields, in particular e-commerce," said YB Datuk Darell Leiking.

He further added, *"The Workshop encourages the senior officials to be sensitised to digital economic friendly elements in formulating and implementing of policies, initiatives and programs at the national level. The participants are expected to become trainers in their Ministries and agencies, which in return enhance the human capital development in the area of digital economy. Ultimately, the well-trained officials will strengthen the joint-ministries efforts in implementing the National e-Commerce Strategic Roadmap (NeSR), 2016-2020, towards achieving greater economic growth and societal well-being in Malaysia."*

Alibaba Group Executive Chairman, Jack Ma said, *"Digital economy provides a level playing field to economies in Asia. It is also poised to be a huge growth driver for developing economies. We hope more small businesses and young people will embrace the digital economy and achieve the success they deserve."*

According to Surina Shukri, Chief Executive Officer of MDEC, *"Alibaba's ecosystem has enabled millions of people to participate in the global economy through the use*



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of technology. Hence, it is important for Malaysia, in our efforts in driving the country's digital economy, to move up the learning curve rapidly, by using the Alibaba experience as our guide."

The New Economy Workshop is the latest example of Alibaba's ongoing commitment to support Malaysia's economic development. The Digital Free Trade Zone (DFTZ) Pilot Project, which went live in November 2017, under Alibaba's Electronic World Trade Platform (eWTP) initiative, is already a success in institutionalising some of the trade facilitation measures undertaken by the Government. A growing number of Malaysian companies have started to export via the DFTZ, and this will only increase as industry players understand the value of participating in this initiative.

Following-up from this Workshop, the Alibaba Business School, in partnership with MDEC, MATRADE and SME Corp Malaysia will organise a programme called "*Alibaba Netpreneur Training Malaysia Programme*", aimed at providing local Malaysian entrepreneurs and business leaders with opportunities to harness digital technology, in order to transform their businesses and the local economy. The 10-day program will be held on 23 March - 3 April 2019 and 13 – 24 April 2019 in the Headquarters of Alibaba in Hangzhou.

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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.

Media enquiries

**Ministry of International Trade & Industry
Strategic Communications Unit**

Tel +603 6200 0082

Fax +603 6206 4293

E-mail allpegkomunikasikorporat@miti.gov.my