

## MEDIA RELEASE

### E-COMMERCE DAY 2019

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Kuala Lumpur, 10 December 2109 - YB Datuk Darrell Leiking, Minister of International Trade and Industry (MITI) delivered a Keynote Address during the second day of the e-Commerce Day 2019, held in Menara MITI.

2. Jointly organised by MITI, KKMM, MDEC and in support of MATRADE, SME Corporation and MARii, the e-Commerce Day 2019 was conducted in two days, with the theme - “From Zero to Global Champion”. The event was to solidify the journey of entrepreneurs in e-commerce ecosystem, from being trained with e-commerce related business/marketing tools including by using up-to-date technologies, to eventually be “export ready”.
3. The event also featured 66 exhibitors from various e-commerce segments, including e-marketplaces, payment solution providers, logistics and fulfilment providers. The event also featured Technology Showcases of nine (9) companies and start.
4. Speaking to more than 1,500 participants, YB Datuk Darell Leiking emphasised the main messages that the Government wants to impart through this event, namely:
  - i. **Entrepreneurs, technopreneurs** alike : being the backbone of the Malaysian economy, have the potentials to improve the economy prosperity and the societal well-being in Malaysia;
  - ii. **e-Commerce** : is a great opportunity for businesses to venture into wider spectrum of customers in domestic and international markets; *and*
  - iii. **Technologies**: these are the game changer for the businesses unleash their business potentials and opportunities.
5. In conjunction with the event, YB Datuk Darell also launched the “MARii Mobility as a Service (MaaS) & e-Commerce solutions for Business”, a programme developed by the Malaysia Automotive, Robotics and IoT Institute or MARii, an agency under MITI.
6. MaaS catalyses innovation via smart corporate partnerships with “MARii MaaS Scaleups”, with 10 Malaysian technopreneurs utilising the MARii MaaS to enhance e-commerce technology ecosystem development in all aspects of various transportation services.
7. The programme aims at enhancing adoption of MaaS related technology, within the domestic mobility industry, in which e-commerce is a core business tool to digitally facilitate transactions, inventory, service records and value chain databases and so forth.

8. The programme today also honoured the companies receiving the eTRADE Exporters Awards 2019. The award is to recognise companies under MATRADE eTRADE Programme that has been successful in their cross border e-commerce endeavour.

9. The awards recipients are selected based on their exports performance on their respective e-commerce platforms. A programme survey was done earlier this year to measure the performance of the companies that had benefitted from the eTRADE Programme. The awards come in five categories, namely Top Exporter, Women, Youth, Bumiputera and Cooperative. The winners for each respective category are Wintech Metal Processing Sdn. Bhd., Worldwide Tractors Sdn. Bhd., AXG Industries Sdn. Bhd., Tropical Bioessence Sdn. Bhd. and Koperasi Usahawan Groom Big Perlis Berhad.

10. There are currently 20 e-marketplaces partnering with MATRADE in the eTRADE initiative to facilitate the Malaysian entrepreneurs. These include renowned e-Commerce giants such as Alibaba.com, Amazon.com, eBay.com and JD.com.

11. The event also includes a ground breaking ceremony of a Malaysia Flagship Store of China's JD.com through its collaboration with JDMas Commerce Sdn. Bhd. The on-line will feature Malaysian brands and products for the global market. "It is hoped that such partnership will effectively promote the Malaysian products and brands to the global markets, especially China. We call upon more similar win-win cooperation, so as to ensure sustainable exports from Malaysia to meet the specific demands from international consumers," said YB Datuk Darell during his speech.

12. YB Datuk Darell also underscored that in the context of e-Commerce, the role of MITI is not only on spearheading the cross-border trade and investment agenda. With the inclusion of the technology-related agencies of Department of Standards, SIRIM and MIMOS under this Ministry, together with MARii, MITI is now championing the development of future industry. In August 2019, YAB Prime Minister of Malaysia mandated the development of future industries that include the development of Artificial Intelligence, Big Data and Internet of Things under the purview of MITI.

13. The e-Commerce Day 2019 is one of the flagship programmes of the National e-Commerce Council (NeCC), chaired by YB Datuk Darell Leiking, with membership comprises MDEC and other 36 Ministries and agencies. The NeCC oversees the implementation development of the e-commerce ecosystem outlined in the National e-Commerce Strategic Roadmap, 2015-2020.

**Ministry of International Trade and Industry**  
**10 December 2019**

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MINISTRY OF  
INTERNATIONAL TRADE AND INDUSTRY

**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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