



## **MEDIA RELEASE**

### **THE 51<sup>ST</sup> ASEAN DAY & BUSINESS FORUM “UNLOCKING THE POTENTIALS OF ASEAN e-COMMERCE”**

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The Ministry of International Trade and Industry (MITI) is organising the 51<sup>st</sup> ASEAN Day, in conjunction with the 51<sup>st</sup> Anniversary of ASEAN on 8 August 2018 (Wednesday) at MITI Tower, Kuala Lumpur.

2. The programme includes a flag raising ceremony; Business Forum; and exhibition booths.
3. The theme of the Business Forum “Unlocking the Potentials of ASEAN e-Commerce” is chosen with the following objectives:
  - to create awareness among Malaysian business communities on the opportunities arising from the implementation of the ASEAN e-Commerce Agreement which has been finalised and is scheduled to be signed at the ASEAN Summit in November 2018; and
  - to update key stakeholders on the extensive work undertaken to drive the e-Commerce agenda, both in Malaysia and ASEAN.
4. The Business Forum is attended by approximately 500 SMEs, exporters, industry representatives and e-Commerce players. A key feature of the Forum is a panel discussion with successful e-Commerce entrepreneurs and prominent players in e-Commerce ecosystem. They will share their experience and perspectives on prospects in e-Commerce in Malaysia as well as in ASEAN.
5. The ASEAN e-Commerce Agreement aims to:
  - facilitate cross-border e-Commerce transactions in ASEAN;
  - contribute to creating an environment of trust and confidence in the use of e-Commerce in ASEAN; and



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

- deepen cooperation towards further developing and intensifying the use of e-Commerce to drive inclusive growth and narrow development gaps in ASEAN.

For further enquiries you may contact:

ASEAN Economic Integration

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

Level 18, Menara MITI

No. 7, Jalan Sultan Haji Ahmad Shah

50480 Kuala Lumpur, MALAYSIA

Telephone Number: (603) 6200 0371

Facsimile Number : (603) 6209 1466

E-mail address : [allasean@miti.gov.my](mailto:allasean@miti.gov.my)

**Ministry of International Trade & Industry**

8 August, 2018

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**About MITI:**

The Ministry of Commerce and Industry was established in April 1956 then was renamed as The Ministry of Trade and Industry in February 1972. On 27 October 1990, the Ministry was separated into two Ministries which are; Ministry of International Trade and Industry (MITI) and Ministry of Domestic Trade and Consumer Affairs (KPDN).

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 0083

Fax +603 6206 4293

E-mail [allpegkomunikasikorporat@miti.gov.my](mailto:allpegkomunikasikorporat@miti.gov.my)