

**KEYNOTE ADDRESS BY
YB DATUK DARELL LEIKING
E-COMMERCE DAY 2019**

10 DECEMBER 2019 (TUESDAY), MENARA MITI

Yang Berusaha Dato' Madani Sahari
Chief Executive Officer of MARii

Yang Berusaha Dato' Ng Wan Peng
Chief Operating Officer of MDEC

Your Excellencies,
Members of the Diplomatic Corps,

Distinguished Guests,

Members of the Media,

Ladies and Gentlemen,

Good Morning, Kopivosian and *Salam Sejahtera*,

Introduction

1. It gives me great pleasure to welcome you to Menara MITI, to this auspicious e-Commerce Day 2019.
2. I am glad to see various Ministries, agencies and e-commerce industries, coming together to devise a very impactful programme for everyone.
3. For this year, the e-Commerce Day will solidify the journey of entrepreneurs in the e-commerce ecosystem, to eventually be "export ready". This is our theme for this year, ***"From Local to Global Champion"***.

4. If I were to simplify the main messages that the Government wants to impart through this event, they would be:
 - i. **Entrepreneurs, technopreneurs** alike : you are the backbone of the Malaysian economy, and have the potential to champion the economic prosperity and well-being of Malaysia;
 - ii. **e-Commerce** : is a great opportunity for businesses to venture into wider range of customers in domestic and international markets;
and
 - iii. **Technologies**: these are the game changer. Use them to unleash your potentials and opportunities.

Ladies and Gentlemen,

5. We have seen, over the years, how e-Commerce has revolutionised commercial transactions between consumers and sellers.
6. On-line shopping is made easy, and consumers have more sophisticated purchasing behaviours.
7. It is with this realisation that the Government embarks on focused policy interventions - to ensure e-Commerce grows sustainably in Malaysia, benefitting the businesses, and the economy and social well-being.
8. The **National e-Commerce Strategic Roadmap** is a comprehensive agenda, in which various Ministries and agencies have galvanised efforts to develop a sound e-commerce ecosystem, while fostering smart collaborations with key e-Commerce players.
9. As the chair of a Council overseeing the implementation of this Roadmap, along with MDEC and other 36 Ministries and agencies, allow me to share some achievements to date:

- 200,940 on-line businesses have been registered with the Companies Commission of Malaysia;
 - More than 20,000 SMEs have used the 'Go eCommerce' platform – an on-line training platform to guide SMEs; *and*
 - In 2018, MIDA attracted RM143.5 million worth of private investments to set-up Malaysia as a regional electronic fulfilment hub.
10. In conjunction with this event, we also **celebrate** and **honour five (5) entrepreneurs** who have successfully ventured into the global markets via e-commerce platforms, as fostered under the **eTRADE programme** of **MATRADE**.
 11. Out of a total 2,518 companies participating in eTRADE thus far, these 5 companies emerged as real global champions.
 12. I would also like to **congratulate JD.com** on its soon-to-be-opened **Malaysia Flagship Store**, through its **collaboration** with **JDMas Commerce Sdn. Bhd.** It is hoped that such partnership will effectively promote the Malaysian products and brands to the global markets.

Ladies and Gentlemen,

13. Today, I will **launch** today 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.
14. 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.

15. This program is a continuation of the many existing initiatives driven by the Government to catalyse entrepreneur development. The ultimate goal of the MaaS is in line with the national target of elevating domestic e-commerce businesses in order to capitalise cross border trade opportunities.

Ladies and Gentlemen,

16. The role of MITI is not merely spearheading the cross-border trade and investment agenda.
17. 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**.
18. To harness the potential of those technologies for the manufacturing and related services sectors, I am also happy to share that Malaysia is currently implementing the **Industry4wrld Policy Framework**.

Ladies and Gentlemen,

19. Malaysia is a signatory of the **ASEAN Agreement on e-Commerce** in November last year, committing to facilitate more cross-border e-commerce transactions and data movement.
20. The Agreement will open more opportunities to Malaysian “netpreneurs” to access our 620 million population and 330 million internet users - the third largest internet market in the world.
21. Also, 76 Member States of the **World Trade Organisation**, representing 90% of global trade have launched negotiations to set **trade-related rules** on **e-Commerce**.

22. As one of the 76 Member States, we hope that our active participation will result in more conducive global e-Commerce environment and bring balanced benefits to businesses and consumers.
23. I would also like to highlight **Malaysia's hosting** of **APEC in 2020**. Malaysia will be expecting around 16,000 delegates from 21 countries attending more than 120 APEC related meetings in five cities across Malaysia.
24. Special focus will be optimising digital economy and technology towards women empowerment, youth development, the ageing population and creating a conducive environment for start-ups and social enterprises.
25. I wish the event a great success, and all guests and participants a most rewarding experience.

Thank you.