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PRESS RELEASE**

## **MDEC ANNOUNCES SHOP MALAYSIA ONLINE, AN INITIATIVE UNDER THE NATIONAL ECONOMIC RECOVERY PLAN (PENJANA) TO BOOST GROWTH OF THE DIGITAL ECONOMY**

- **Government initiative to spur economic recovery by stimulating local online consumption**
- **Sales promotions worth RM140million to boost online shopping and help local businesses grow their businesses via e-commerce**

**Cyberjaya, 7 August 2020** – The Malaysia Digital Economy Corporation (MDEC) today announced Shop Malaysia Online, an e-commerce initiative introduced under the National Economic Recovery Plan (PENJANA) that has kicked-off on 1 August and will run until the end of September 2020. Shop Malaysia Online is part of the Government's initiative to spur economic recovery by stimulating online consumption through high impact e-commerce promotions executed via a public-private partnership model.

Shop Malaysia Online aims to motivate more consumers onboard to e-commerce and encourage existing e-commerce consumers to increase their spend with local online sellers. Throughout this campaign, discount vouchers will be given out on various e-commerce platforms for consumers to redeem against their online purchases and shipping fees.

The Government has allocated RM70 million under PENJANA to implement Shop Malaysia Online, with MDEC as the lead agency to implement this initiative. All the participating e-commerce partners will collectively match the Government's RM70 million, making it a total of RM140 million to drive the various sales promotions under the Shop Malaysia Online.

This initiative will see the Government and MDEC join forces with twenty-two e-commerce partners namely Boost, Carousell, ConfirmPlusChop, DeliverEat, Elokai, eRomman, FashionValet, Fave, foodpanda, Grab, JOCOM, Kedai Matdespatch, Lazada, Lokein, Maybank, MyGroser, OURSHOP, PG Mall, Shopee, Touch 'n Go eWallet, Youbeli and Zalora to offer Malaysians two months of great bargains.

This initiative emphasizes the Government's determination to help local businesses see through the current economic crisis.

MDEC's Chief Executive Officer, Surina Shukri highlighted that the consumer behavior has rapidly changed since the COVID-19 outbreak, affecting many e-commerce businesses and how consumers shop online.

“As the nation moves ahead in the recovery phase, supporting local businesses is paramount. Consumers and local businesses' involvement are essential to the nation's economic growth and people's livelihood. By helping Malaysian sellers make the digital leap and evolve into digitally-powered businesses, we hope to bolster Malaysians' confidence to participate in the digital economy and overcome the challenges brought by the COVID-19 pandemic. Through Shop Malaysia Online, consumers choosing to shop local are also showing support to the local businesses, helping them and their families in these challenging times. It is MDEC's responsibility



together with e-commerce partners to lend support in times like this to facilitate the MSMEs' shift to e-commerce and help them to navigate in this new business environment," Surina added.

Consumers and local businesses interested in finding out more about the Shop Malaysia Online may visit [www.go-ecommerce.my/PENJANA](http://www.go-ecommerce.my/PENJANA).

With the PENJANA e-commerce initiatives and other ongoing programmes, MDEC looks forward to further catalyse e-commerce uptake among Malaysian consumers and businesses while propelling them to make the digital leap to succeed in the era of the 4thIR and achieve shared prosperity for all.

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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**

MDEC has also launched a campaign to raise awareness and mitigate against the spread of the Covid-19 threat with a series of short videos across its social media channels that encourage a digital approach to combat Covid-19.

For more information and updates, please visit [www.mdec.my](http://www.mdec.my) or follow us on:

Facebook: <https://www.facebook.com/MyMDEC>/Twitter: @mymdec