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## **MDEC AND SHOPEE ANNOUNCE COLLABORATION ON SHOPEE INTERNATIONAL PLATFORM (SIP) X MDEC100 TO BOOST CROSS-BORDER E-COMMERCE**

- *Shopee International Platform (SIP) X MDEC100 provides an export opportunity for local MSMEs via Shopee e-marketplace*
- *The collaboration will elevate the demand for Malaysian-made brands in international markets via e-commerce*

**19 August 2020, Kuala Lumpur** – The Malaysia Digital Economy Corporation (MDEC) and Shopee, a leading e-commerce platform, today announced a strategic collaboration on a cross-border programme called Shopee International Platform (SIP) X MDEC100. The programme is designed to provide local micro, small-and-medium-sized enterprises (MSMEs) with export opportunity via the Shopee e-marketplace.

This collaboration between MDEC and Shopee is aimed at encouraging local MSMEs to onboard and sell on Shopee platform, while establishing their brand presence in six neighbouring countries, starting with Singapore.

The Shopee International Platform (SIP) X MDEC100 will help local MSMEs expand their businesses internationally by leveraging on Shopee' state-of-the-art capabilities. Onboarded sellers will be able to enjoy a wide range of value-added cross-border services including logistics, customer service, payment solutions, campaigns and flash sale exposure supported by Shopee. Through this collaboration, MDEC will also provide marketing incentives to these MSMEs participating in this programme by amplifying their brands and help uncover a whole new pool of consumers.

MDEC's eCommerce Director, Song Hock Koon commented that MDEC is delighted to embark on this Shopee International Platform (SIP) X MDEC100 partnership as the programme echoes the Malaysian Government's National Economic Recovery Plan (PENJANA) that pledges to support the e-commerce entrepreneurs and MSMEs to become digitally-empowered businesses.

"Our ultimate aim is to motivate the local MSMEs to embrace cross-border e-commerce while enabling them to have access to global markets. With Shopee's cross-border programme and extensive customer base, this initiative will certainly raise the awareness of Malaysian-made brands and products among our neighbouring countries, such as Singapore,"

Through this cross-border programme, local MSMEs will be utilising Digital Free Trade Zone (DFTZ) eServices platform for all export declarations. The DFTZ eServices platform enables greater efficiency in cargo clearance and other processes related to cross-border trade.

"The impact of COVID-19 pandemic is fast-tracking e-commerce adoption globally and is creating vast opportunities for local MSMEs to tap into global demand for cross-border trade. MDEC remains steadfast to capitalise on the exponential growth of cross-border e-commerce under the DFTZ initiative which caters to MSMEs exporting under the SIP programme," Song explained.



Ian Ho, Regional Managing Director of Shopee said it is a privilege to be working together with MDEC in paving the way for local MSMEs towards economic recovery. Through this partnership, we can increase our local MSMEs' e-commerce adoption, widen their market reach domestically and enable them to tap into the export market effortlessly.

“Supporting these businesses is part of our broader commitment to the Malaysian market as MSMEs makes up the largest segment of the Malaysian economy. This is an extension of our many initiatives in supporting the Government's mandate to e-commerce players as announced in the National Economic Recovery Plan.” Ian added.

The Shopee International Platform (SIP) X MDEC100 is one of the efforts spearheaded by MDEC together with an onboarding partner, Shopee to bring local merchants worldwide. Entrepreneurs and MSMEs can register their interest to onboard the cross-border programme at [www.go-ecommerce.my](http://www.go-ecommerce.my). MDEC looks forward to further catalyse cross-border e-commerce activities among Malaysia's MSMEs to spur the growth of the Digital Economy - towards making Malaysia as the heart of digital ASEAN.

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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

### **About Shopee**

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region.



Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.