

MDEC Kicks Off Go-eCommerce Onboarding and Shop Malaysia Online Campaigns In Benefit of 300,000 Local Businesses

- *The initiative, under Belanjawan 2021, aims to benefit 300,000 local businesses from various sectors*
- *To generate over 10 million transactions in aid of economic recovery*
- *Participating partners will complement the effort by the government by contributing a further RM200 million in subsidies, incentives, discounts and rebates*

CYBERJAYA, 1 JULY 2021: The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital transformation, today announced the commencement of the Go-eCommerce Onboarding and Shop Malaysia Online (SMO) campaigns. As the lead agency, MDEC will execute the campaigns via public-private co-funding model.

As part of the Belanjawan 2021 (National Budget) initiatives, the campaigns will see the Government injecting an incentive package worth RM200 million aimed at providing support to the Malaysian businesses from various sectors to onboard onto eCommerce and ePayment platforms to enhance their sales capability in eCommerce and help boost their sales. Under the SMO campaign, the government is giving away incentives such as discounts, rebates and shipping vouchers to the Rakyat to encourage more online purchases from local businesses. A further RM100 million has also been allocated to assist local businesses to onboard onto the eCommerce platform via the Go-eCommerce campaign.

"The digital economy represents a main driver of growth for the nation and the overwhelming achievement from our previous Shop Malaysia Online 2020 campaign is testament of the success of our initiatives. We are attuned to the needs of the industry and businesses, thus the increased allocation this year to further provide the impetus for the growth of eCommerce and its ecosystem, in line with the goals of the Malaysia Digital Economy Blueprint (MyDIGITAL).

"Facilitating local businesses to go digital and online will ensure that they are able to futureproof against potential aftershocks. By supporting Malaysian businesses, we will also ensure jobs and livelihoods are sustained. We are committed not to leave anyone behind and the welfare of the local businesses and people is our priority," said Surina Shukri, CEO, MDEC.

The Belanjawan 2021 Go-eCommerce Onboarding and SMO campaigns aim to reduce operation costs and ensure businesses leverage on new opportunities, strengthen the agility of local businesses as well as their resiliency. It also targets to increase consumers' confidence to buy from local producers and businesses, ensuring that Malaysian businesses remain viable and competitive, thereby saving jobs in the process.

Both campaigns are scheduled to run from 1 July until 31 December 2021 and are expected to benefit some 300,000 local businesses, with 50,000 being newly onboarded. Total Gross Merchandise Value is targeted to exceed RM1 billion, generating 10 million transactions. 30,000 women entrepreneurs are also expected to benefit from this initiative to push the inclusivity needle further.

"MDEC is fully committed to equip and enable Malaysian businesses navigate and thrive through these business unusual times. With strong support from the Government, we aim to further catalyse the growth of eCommerce in Malaysia, with the goal for the country to be the

largest market in ASEAN by 2025, in line with MyDIGITAL,” said Aiza Azreen Ahmad, Chief Digital Business Officer, MDEC.

This year’s allocation represents an increase from the previous year which saw RM140 million being injected, resulting in over RM1.87 billion worth in sales for both the PENJANA Go eCommerce and SMO. 8.2 million consumers shopped through the PENJANA SMO campaign in 2020, benefitting 202,000 Malaysian merchants whereas the MSME Onboarding campaign recorded 33,000 new Micro SMEs and SMEs onboarded on various eCommerce platforms.

A total of 32 eCommerce partners will be participating and they include à la carte (revenue monster), Beep by Storehub, Boost, DeliverEat, Dhouse, Dropee, eRomman, EZAssist, Fave, Food Market Hub, Foodpanda, Grab, iBeli, Instant eStore, JDMas, Jocom, Kravve, Kumoten, Lazada, Lokein, Mpay, PGMall, PrestoMall, Maybank, SenangPay, Shopee, Shopline, SiteGiant, Subplace, Touch 'N Go eWallet, Wonderfly and Zalora.

“Thanks to the support from all the partners and stakeholders, these campaigns were a runaway success in 2020. Public-private collaborations will be crucial and we look forward to more fruitful partnerships in the future,” added Aiza Azreen.

To learn more of the Belanjawan 2021 Go-eCommerce Onboarding and Shop Malaysia Online, log on to: <http://www.mdec.my/belanjawan2021>

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About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the nation's digital transformation for 25 years. MDEC's agenda is **Malaysia 5.0**, enabling a nation deeply integrated with technology, providing equitable digital opportunities to the people and businesses.

In order to achieve this, we will focus on four key thrust lead DIGITAL thrusts, **New skills, Adoption, Disruptors and Investments**. This forms the basis of our NADI Digital brand campaign, that will drive our core programmes for the rakyat, business and investors. MDEC's aim is for Malaysia to become a globally competitive digital nation, anchored on inclusivity, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN.

#Malaysia5.0 #NadiDigital #SayaDigital #MHODA #MyMDEC

To find out more about MDEC’s Digital Economy initiatives, please visit us at www.mdec.my or follow us on: Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

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