

Press Release
For Immediate Release

MDEC Launches Go-eCommerce Expo, Highlighting Live Streaming E-Commerce for SMEs

The three-day initiative aims to encourage and equip 3,000 local businesses to consider and embrace live streaming e-commerce as a new channel to improve their sales.

KUALA LUMPUR, 2 DECEMBER 2020: The Malaysia Digital Economy Corporation (MDEC) is proud to announce the launch of its all-new Go-eCommerce Expo, an e-commerce virtual conference that will run from 8 to 10 December 2020. The initiative aims to help local businesses, especially micro-, small-, and medium-sized enterprises (MSMEs) address and overcome the ongoing economic uncertainties that the global pandemic caused. It aims to achieve this by encouraging them to embrace e-commerce in order to diversify their income streams.

The Go-eCommerce Expo will be held virtually over three days and will feature webinars and workshops with top e-commerce experts and industry stalwarts, such as EasyParcel, GOLOG, iLike, Janio Asia, MODEN KOL, MPAY, PayNet, SHOPLINE, Split, TresGo and Visa. It will also be working closely with nine strategic partners – ACCCIM, eKUD, MAICCI, MATRADE, MRA, MRCA, PERDASAMA, SME Corp, TM ONE – to ensure a wider audience reach and boost uptake among local SMEs that benefit from this event.

The objective of the initiative is to promote the use of e-commerce, specifically with live streaming e-commerce as a new sales source for local Malaysian businesses. This will, in turn, promote a multi-channel sales approach that will help them capture a wider audience and drive higher sales.

Live streaming e-commerce, which increases the social experience of buyers, is taking the world by storm. The format usually involves the content streamer – often the business owner or celebrity ambassador – who promotes the products through the real-time broadcast that is hosted on the e-commerce platform and takes queries on the item from the audience tuning in. It has proven highly effective in combining the elements of offline and online shopping experiences, making it a more effective strategy to optimise e-commerce conversion.

For Song Hock Koon, Director, E-Commerce Division, MDEC, the rise in popularity of live stream e-commerce points to the growing acceptance of using this concept. This can be used to quickly boost local SMEs that have yet to make the digital transformation or just started their digital journey on an e-commerce platform. Digitalisation – in so many ways – is no longer a choice but a necessity.

“SMEs are the backbone of our economy, contributing nearly 40% to the national GDP and employing almost half of the country’s workforce. We cannot afford to overlook their welfare in the digital economy. At MDEC, we view the new normal as a golden opportunity for small businesses to embrace digitalisation of their businesses. We understand that this can be a scary proposition for some SMEs, therefore, we are easing the process via initiatives like the Go-eCommerce Expo that can help them stand out and reach a wider market through effective means such, as live streaming e-commerce,” added Song.

The expo rides on the back of the highly successful e-Dagang Expo that MDEC organised in May this year. Attracting over 67,000 participants, the inaugural e-commerce virtual fair was the first and largest of its kind in the country and offered participants invaluable advice and information from leading e-commerce players.

“We have taken cues from the success from the previous event. From the feedback received, many mom-and-pop shops were only then made aware of the benefits and process of digitalising their



To find out more about MDEC's Digital Economy initiatives, please visit us at <https://mdec.my/> or follow us on:

Facebook: <https://www.facebook.com/MyMDEC/>

Twitter: [@mymdec](https://twitter.com/mymdec)