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 standout 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
businesses. This is an ongoing endeavour. There are many more SMEs that can benefit from digital transformation and this second rendition represents the ongoing effort to reach out to them and enable them to embrace the need to go digital. For Malaysia to fully realise its potential as a regional digital powerhouse, we must continue to develop and introduce initiatives that can help build sustainable digital businesses and sustain as well as expand the digital economy. No single business should be left behind. The Go-eCommerce Expo is the next step towards making digital for all a reality,” he added.

According to the Department of Statistics Malaysia (DOSM), Malaysia’s digital economy contributed 19.1% to the national Malaysia’s economy in 2019, making it the highest among all other ASEAN member states. Other industry reports also indicate how Malaysia’s e-commerce market has tripled in size since 2015, surpassing US$3 billion in 2019.

Despite the economic challenges that COVID-19 caused, Malaysia’s e-commerce sector will likely see a 20% growth contribution to the digital economy this year. This is also reflected in the Southeast Asian regional digital economy that is expected to skyrocket and be valued at around US$102 billion by 2025. Initiatives such as Go-eCommerce Expo responds to the increasing uptake of e-commerce in the region and emphasis the opportunity for Malaysian businesses to take advantage of a burgeoning regional market.

For more information on Go-eCommerce Expo and to register for the event, head on over to https://mdec.my/go-ecommerceexpo.

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**About Go-eCommerce Expo 2020**

Following the huge success of the inaugural e-Dagang Expo in May 2020, Go-eCommerce Expo continues the ongoing efforts to educate local businesses on why they should be selling online and encouraging them to digitalise and be a part of the e-commerce ecosystem.

Go-eCommerce Expo is a 3-days virtual event that focuses on everything e-commerce, featuring a series of curated webinars with special emphasis on live streaming e-commerce. Three critical points of considerations will be covered: Live Selling, Logistics and Payments.

The event will conclude with a LIVE Selling Carnival, featuring PeDAS participants. This 2-hour long sales festival will be divided into four segments and viewers can purchase locally made products at incredible deals and discounts.

**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.

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1 [www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=319&buLiId=chBraFuMlVMdF2zc2VMJEEIQuT09&menu_id=TE5CRUZCbih4TIZM0D2bmk2aWRRQf09](www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=319&buLiId=chBraFuMlVMdF2zc2VMJEEIQuT09&menu_id=TE5CRUZCbih4TIZM0D2bmk2aWRRQf09)
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