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MDEC

ROLLS OUT MICRO AND SMES E-COMMERCE CAMPAIGN UNDER PENJANA RECOVERY PLAN

- Micro and SMEs E-commerce Campaign, a stepping-stone for MSMEs to accelerate their e-commerce adoption
- The campaign empowers MSMEs to continue growing their business via e-commerce in both domestic and global markets

30 June 2020, Cyberjaya – The Malaysia Digital Economy Corporation (MDEC) today announced the roll out of Micro and SMEs (“MSMEs”) E-commerce Campaign (“MSME E-commerce Campaign”) or (“Campaign”), an initiative under PENJANA’s 2nd trust “Propel Businesses”. The campaign kicks-off today and will run until the end of September.

MSMEs and local businesses who are interested to participate in the MSME E-commerce Campaign may register at www.go-ecommerce.my/PENJANA. Small businesses and individuals with and without business registrations are also eligible to participate in this campaign.

The Government has allocated RM70 million under PENJANA to implement the MSME E-commerce Campaign to facilitate local businesses to sustain operations and gradually enhance productivity to spur short economic recovery. The MSME E-commerce Campaign aims to encourage adoption of e-commerce by local businesses focusing on MSMEs to help widen their market reach. MDEC has been tasked to implement this initiative under PENJANA.

Through this Campaign, the Government and MDEC will join forces with ten e-commerce partners. The initial ten e-commerce partners participating in the MSME E-commerce Campaign are Boost, FashionValet, FAVE, Foodpanda, Grab, Lazada, Maybank, Shopee, Touch ‘n Go eWallet and Zalora. MDEC is working closely with the Government to finalise additional e-commerce partners to take part in this campaign. Further announcement on the added participating e-commerce partners will be made in due course.

Co-funded by the Government and e-commerce partners, over 145,000 MSMEs are expected to benefit from e-commerce onboarding training, seller subsidy and sales support.

MDEC’s Chief Executive Officer, Surina Shukri highlighted that the digital shift to e-commerce will help future-proof the economy in this “new normal” that COVID-19 brought about where an increasing number of consumers opt for online shopping instead of visiting physical stores. With the uptake in online retail sales, the Southeast Asian e-commerce market is looking to be worth about USD153 billion by 2025 paving the way for opportunity to future-proof the Malaysian economy in these challenging times.

“Shifting to e-commerce will help MSMEs reduce operation costs, improve agility and be more responsive to new opportunities, allowing them to reach new customers within existing markets and expand to new markets. MDEC together with e-commerce partners are facilitating MSMEs’ shift to e-commerce and helping them to navigate in this new business environment.”

“By transitioning to the online marketplace and embracing e-commerce, MSMEs are better positioned to strengthen their agility and build resilience against future aftershocks. While the
intended key beneficiaries of this campaign are the local businesses and individuals with and without businesses registrations, the spillover effect will also benefit other local e-commerce players in the ecosystem such as digital marketing, delivery and e-payment services. Through the MSME Campaign under PENJANA, the MSMEs’ transition to e-commerce will support a growing and sustainable MSME ecosystem, in line with our national digital transformation agenda,” Surina added.

Aside from the MSME E-commerce campaign, the Government has also allocated another RM70 million to implement the Shop Malaysia Online initiative, the second e-commerce initiative under PENJANA that will run for two months from August this year. The Shop Malaysia Online initiative is designed to spur economic recovery by stimulating online consumption through digital vouchers for the consumers.

With the PENJANA e-commerce initiatives and other ongoing programmes, MDEC looks forward to further catalyse e-commerce uptake among Malaysia’s MSMEs and spur 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/](https://www.facebook.com/MyMDEC/) Twitter: @mymdec