

## **MDEC and EasyStore Launch Malaysia Select Campaign In Helping Local Businesses to Expand to Taiwan**

**CYBERJAYA, 8 SEPTEMBER 2021:** The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital economy, in collaboration with EasyStore today announced the launch of the Malaysia Select Campaign (via a Malaysia-Taiwan shopping platform) which aims to assist Malaysian businesses to expand to Taiwan.

The campaign is scheduled to run from 1 October to 10 October 2021 and is supported by Commerce Development Research Institute of Taiwan, Exabytes, EasyParcel and Janio. This online sales campaign also targets to provide support to at least 800 local businesses to increase their sales by at least 30 percent and gain significant brand exposure in Taiwan.

"Public-private initiatives such as this is important as we seek to grow Malaysia as an eCommerce producer rather than just merely consumers, in line with the goals of National eCommerce Strategic Roadmap (NESR) 2.0 which aims to place the nation as the largest eCommerce market in the ASEAN-6 region by 2025.

"We aim to further catalyse the growth of eCommerce in Malaysia and of equal importance, sustaining livelihoods and jobs in the process. Together, we can accomplish the goals of MyDIGITAL and place us firmly on-course towards creating a globally competitive digital nation, anchored on inclusivity, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN," said Aiza Azreen Ahmad, Chief Digital Business Officer, MDEC.

MDEC and EasyStore in close consultation with the Commerce Development Research Institute of Taiwan will be providing a kickstarter programme to participating local online businesses to introduce their brands and market their offerings to new market segments in Taiwan.

"We are glad to have a shared vision with MDEC to offer continuous support and leadership in pushing the ecommerce agenda forward for Malaysia businesses. In line with this, we strive our very best to simplify the selling process not solely on providing an easy-to-use ecommerce platform, but also to equip local businesses with the ability to export. Together, we can help local businesses to achieve greater sales and greater global competitiveness via this campaign," said Alan Kok, chief business development officer and co-founder of EasyStore.

Webinars will also be conducted to equip the participants with knowledge, tips and tricks in marketing to Taiwan.

All local businesses are welcomed to register and participate. The application date to be part of Malaysia Select is now commencing until 31 Sept 2021 (11.59pm), at [www.malaysiasselect.asia](http://www.malaysiasselect.asia).

Local businesses still without an online store presence may also embark on their eCommerce journey via EasyStore's single sales channel plan with no cost. Merchants can also upgrade and customise based on their requirement.

As at the end of 2020, more than 489,000 MSMEs adopted eCommerce while 378,000 SME were trained in eCommerce. SMEs exporting grew exponentially from 1,800 to 27,000. The



sector also attracted investment worth RM1.5 billion for the establishment of regional eFulfillment hubs.

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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 digital transformation of the economy for 25 years. We aim to enable a nation that is deeply integrated with technology, providing equitable digital opportunities to society, people and businesses.

To achieve this, MDEC will execute on its **NADI** (Nadi Digital) framework, based on the four thrusts: **New skills, Adoption, Disruptors and Investments**. NADI will drive our core programmes for the rakyat, industry and investors. MDEC will continue to lead Malaysia's digital economy forward towards becoming a globally competitive digital nation, anchored on innovation, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN.

**#MyMDEC #NadiDigital #SayaDigital #HeartofDigitalASEAN**

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

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