

MDEC's Go-eCommerce Expo Returns to Boost eCommerce Adoption

- *Go-eCommerce Onboarding campaign is a four-day initiative to equip more than 3,000 local businesses to adopt eCommerce initiatives leveraging on the BELANJAWAN 2021*
- *Expo is part of MDEC's #SayaDigital initiative to upskill and encourage digital adoption among rakyat and businesses*

CYBERJAYA, 20 SEPTEMBER 2021: The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead digital economy agency, announced today the launch of the Go-eCommerce Expo 2021, a virtual eCommerce conference that will run from 20 to 23 September 2021. The initiative aims to spur local businesses to adopt eCommerce by leveraging on the Belanjawan 2021 Go-eCommerce initiative with assistance and support from various participating partners.

It will also be working closely with a total of 23 partners – Alacarte, DeliverEat, DHause, dropee, Eromman, EZAssist, Food Market Hub, Foodpanda, Grab, iBeli, Instantestore, JDMas, JOCOM, Kravve, Kumoten, Lazada, Mpay, PGMall, Senangpay, Shopee, SHOPLINE, Sitegiant and Subplace, to ensure a wider audience reach and boost uptake among local businesses.

The objective of the initiative is to promote the use of eCommerce as a new revenue channel that will open doors to more opportunities among local businesses in Malaysia. This will, in turn, promote a multi-channel sales approach that will help local businesses capture a wider audience and drive higher sales.

"The pandemic has made it abundantly clear that digital adoption is a necessity for the success of our businesses. MDEC, through our #SayaDigital initiative, will continue to strongly support local businesses leveraging on the Belanjawan 2021 and the recent PEMULIH programme. We are positive eCommerce will create more opportunities and revenue streams thereby advancing an inclusive digital economy in line with the Malaysia Digital Economy Blueprint (MyDIGITAL) and Shared Prosperity Vision 2030," said Mahadhir Aziz, CEO, MDEC.

According to the Malaysia Digital Economy Blueprint (MyDIGITAL), the digital economy is set to contribute 22.6 percent to the country's Gross Domestic Product (GDP) by 2025, targeting 875,000 micro, small and medium enterprises (MSMEs) to adopt eCommerce.

The Expo will feature experienced industry speakers who will share their experience and tips on how to successfully create brand awareness and sales funnel to driving sales, as well as using social media to boost eCommerce.

Top sessions include Hussein Mohammed Hussein Zawia, CEO of eRomman Technologies, who will give a talk on the *Golden Opportunity to be a Successful Seller in the Middle East*. Other key speakers include Nur Azre, Partnership Manager of SHOPLINE; Atika Sikun, ShopeeUni Trainer of Shopee Malaysia; Mansor Abd Rahman, CEO and Co-Founder of senangPay; Jason Chuah, Business Sales Manager of Sitegiant; and Alia Alsagoff, Director of Business Development of DROPEE.

Last year, the Go-eCommerce Expo attracted over 3,000 registrations and more than 30,000 total viewers through the 12 webinars and 23 speakers featured.

For more information on Go-eCommerce Expo 2021 and to register for the event, visit www.mdec.my/go-e-commerce_expo

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About Go-eCommerce Expo 2021

Go-eCommerce Expo 2021 is a four-day virtual event that focuses on encouraging local businesses to adopt eCommerce by leveraging on the BELANJAWAN 2021: Go-eCommerce Onboarding campaign, with the assistance from participating partners. The event will include a range of speaker and webinars by experts and leading voices in the eCommerce industry.

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 progressive digital nation, advance an inclusive digital economy and digital sovereignty.

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 or follow us on: Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

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