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## **KKMM LAUNCHES PERKHIDMATAN e-DAGANG SETEMPAT (PeDAS) WITH MDEC TO EMPOWER RURAL MSMEs IN E-COMMERCE**

**Beranang, 26<sup>th</sup> August 2019** – The Ministry of Communications and Multimedia Malaysia together with its agency, Malaysia Digital Economy Corporation (MDEC), launched the Perkhidmatan e-Dagang Setempat (PeDAS) across 10 Rural Internet Centres/*Pusat Internet Desa* (PID) across the country, to galvanize digital transformation amongst micro, small and medium enterprises (MSMEs) in rural areas, in line with the rapid development of the e-commerce industry.

With its catchy call-to-action 'One Click, A Million Opportunities', PeDAS is now available at PIDs which serve as one-stop centres to offer opportunities and space for MSMEs to hone their skills in e-commerce. This is a crucial first step in enabling MSMEs to gain access to wider platforms such as the Digital Free Trade Zone (DFTZ), as well as to encourage them to utilise the various applications and digital tools to expand and improve the efficiency of their respective businesses.

The services offered by PeDAS include business profiling to assist MSMEs to identify the marketability and viability of their business; training and coaching on e-commerce marketing; as well as consultation on related areas such as business plans, administration, licensing, registration and branding.

"I am very pleased that PeDAS is the latest service provided at PID, which enables rural SMEs to gain the e-commerce skills and knowledge to expand their business," said Yang Berhormat Gobind Singh Deo, Minister of Communications and Multimedia Malaysia during the launch of PeDAS earlier today.

"PeDAS with its motto 'One Click, A Million Opportunities', is an initiative specifically designed to help rural SMEs market their products through e-commerce platforms. PeDAS can ease the burden of entrepreneurs and 'solopreneurs' who do not have an integrated support system or complete knowledge of digital marketing, branding, certification and so on, to make their e-commerce business successful," he added.

Two pilot centres were introduced at the end of 2018 at PID Tanjung Malim and PID Tanjung Kling, and to date, more than 800 micro-entrepreneurs have been profiled. 390 MSMEs have already started utilizing the PeDAS services and have successfully raised their sales by 50% through e-commerce platforms.

Based on this encouraging response, PeDAS has now been expanded to eight new locations, namely PID Kuala Nerang, PID Balik Pulau, PID Kuala Kurau, PID Sungai Koyan,



PID Sungai Mati, PID Pagoh, PID Kota and PID Beranang, with 22 additional locations expected in 2020.

Surina Shukri, Chief Executive Officer of MDEC said, "PeDAS greatly benefits the rural community of Malaysia. The PID centre managers serve as the focal point for us to deliver e-commerce training and consultation services to the rural MSMEs of the respective locations. The PIDs play an important role in the success of this programme as the centre managers have close ties with the local community. We hope that more MSMEs grab this opportunity to strengthen their knowledge in e-commerce as this technological know-how will give them a huge advantage and increase their chances of staying relevant and succeeding in their businesses in the long run."

The PID Centre Managers who have been trained by MDEC through its eUsahawan programme, play a crucial role as trainers and advisors to the rural MSMEs, to help them onboard their products onto the e-commerce platforms, as well as to organise classes or workshops related to e-commerce and digital entrepreneurship.

Close collaborations have been established with Shopee Malaysia and Pos Malaysia Berhad to strengthen PeDAS, and the PID managers are given additional training by Shopee on e-commerce marketing and Pos Malaysia on e-commerce logistics services. Pos Laju is one of Shopee's official logistic service providers, whereby the logistics management facility is fully integrated into Shopee's system.

"Pos Malaysia is the catalyst in empowering the e-Commerce segment in the country apart from being the main player in the postal, courier and logistics industry. Hence, with Pos Malaysia's outlets strategically located within the vicinity of PIDs, we believe that it will encourage the local community to utilise the existing services and will ultimately strengthen the PeDAS programme. In fact, we are collaborating with Shopee Malaysia in which the SMEs are able to market their products via Shopee's e-Commerce platform and simultaneously use the best logistics services offered by Pos Malaysia," said Syed Md Najib Syed Md Noor, Pos Malaysia's Group Chief Executive Officer.

"We are truly proud to be playing an important role in assisting rural MSMEs in Malaysia with their digital transformation and catapulting them to the digital era. As Malaysia's number one e-commerce platform, Shopee's commitment to shaping the local e-commerce landscape is demonstrated in our collaboration with KKMM and MDEC. We are equally pleased to be working hand-in-hand with Pos Malaysia on an initiative of this magnitude. The rural MSMEs will certainly be relieved to know that Shopee is supporting them with our free delivery service programmes together with Pos Laju, which reduces their operational costs tremendously and helps their online businesses to succeed," said Ian Ho, Regional Business Director, Shopee.

PeDAS aims to profile up to 1,500 and train 1,000 MSMEs by the end of 2019 to fully utilise and onboard their products onto e-commerce platforms through the selected PID centres across the country.



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### **ABOUT MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is the government agency under the Ministry of Communications and Multimedia Malaysia entrusted to lead the nation's digital economy forward.

MDEC's mandate includes driving digital adoption, development of industry ready tech talents, digital economy policies and global champions.

To future proof Malaysia for the digital age, MDEC will leverage its proven track record, industry credibility and experienced leadership to connect, catalyse and commercialise digital initiatives to advance a thriving and sustainable digital economy placing diversity and inclusivity at its core.

**#LetsBuildTogether #Seriously Digital #DigitalMalaysiaForward**

To find out more about MDEC's Digital Economy initiatives, please visit [www.mdec.my](http://www.mdec.my) or follow us on:

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Untuk pertanyaan media sila hubungi:

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Accompanying photos:



Guests of honor posing for a photo opportunity with PID managers of different locations who have received e-commerce trainings from MDEC, POS Malaysia and Shopee, to become PeDAS trainers and advisors to the rural MSMEs.



Minister of Communications and Multimedia, YB Gobind Singh Deo, meets local entrepreneurs who are part of the eUshawan PeDAS programme.