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COLLABORATION MOVE SEES MORE THAN 10,000 BUSINESSES ONBOARDING ON eCOMMERCE

Petaling Jaya, 10 August 2021 – Malaysia Productivity Corporation (MPC) and Malaysia Digital Economy Corporation (MDEC) today announced their cooperation in facilitating more businesses to adopt eCommerce and e-payment as the new way of doing business and expand their market reach.

Director General MPC, Dato' Abdul Latif Haji Abu Seman stated, "We are extremely proud to partner with MDEC in the Go-eCommerce Onboarding Campaign and Shop Malaysia Online Campaign. We envision that this collaborative effort will help businesses in the onboarding on eCommerce platforms with the aim to optimise their operations and improve customer experience. We are targeting 10,000 businesses to benefit from this initiatives via the series of webinar that will be organised throughout the duration of the campaign in collaboration with key eCommerce players such as Touch N' Go, Boost, Beep and others starting 12 August 2021. The mandate given under the MyDIGITAL to accelerate eCommerce onboarding programme for offline food & beverages businesses will inevitably boost productivity and economic competitiveness of the business. The collective efforts towards digitalisation is showing results as Malaysia's position in the 'digital transformation in companies' indicator of the World Competitiveness Yearbook ranking has improved from 26th in 2020 to 22nd in 2021, and we aim to improve it further".

Dato' Wei Chuan Beng, Champion of the Digital Productivity Nexus, highlighted that the dynamic economy, high percentage of mobile phone users, a sizeable young population and the array of digital applications developed has made Malaysia an attractive market for eCommerce regionally. He noted that "This is definitely one of the efforts we are working on under the **Go BIG with Digital** initiative. As companies undergo recovery from the Covid-19 situation, they should take this opportunity to shift their operations from offline to online and

further increase their momentum to grow their businesses. Going big with digital is the only way to grow today.”

“MDEC holds steadfast to its resolve to equip and enable Malaysian businesses to navigate and thrive through these business unusual times. With strong support from the Government and effective public-private collaborations, 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 Malaysia 5.0; a globally competitive digital nation, anchored on inclusivity, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN,” said Surina Shukri, CEO of MDEC.

Two campaigns were launched to assist businesses in their eCommerce journey under Budget 2021’s allocation, the **Go-eCommerce Onboarding** and **Shop Malaysia Online**. On the readiness front, the **Go-eCommerce Onboarding Campaign** aims to nurture and facilitate more MSMEs to adopt e-commerce and e-payment as the new way of doing business and expand their market reach. In tandem to the initiative, the **Shop Malaysia Online Campaign** aims to accelerate sales by featuring sale campaign(s) to encourage online consumption with the support of industry partners from the e-commerce and e-payment service providers. These campaigns will run from 1st July to 31st December 2021.

Businesses who are interested to participate in the Go-eCommerce Onboarding Campaign and Shop Malaysia Online Campaign may obtain more information from this website: <https://www.mpc.gov.my/DigitalVictory/> or <https://mdec.my/go-ecommerce/belanjawan2021/> contact dpn@mpc.gov.my or clic@mdec.com.my.

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About Malaysia Productivity Corporation (MPC)

Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.

About Digital Productivity Nexus (DPN)

Digital Productivity Nexus (DPN) is a one-stop centre that caters to enterprises to boost productivity while increasing innovation and capturing growth opportunities. The Nexus’ initiatives emphasise the development of a holistic ecosystem in order to increase technology adoption and further strengthen key industry enablers.

Released by **MALAYSIA PRODUCTIVITY CORPORATION.**
