



MINISTRY OF  
INVESTMENT, TRADE AND INDUSTRY

# Enhancing the Economic Competitiveness of Malaysia through Digitalisation

## Approaches via Entrepreneurship, Investment and Internationalisation





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# ESSENCE OF PRESENTATION

- **MITI : An Introductory to Main Roles**
- **MITI Digitalisation Agenda: Approaches via Entrepreneurship, Investment and Internationalisation**



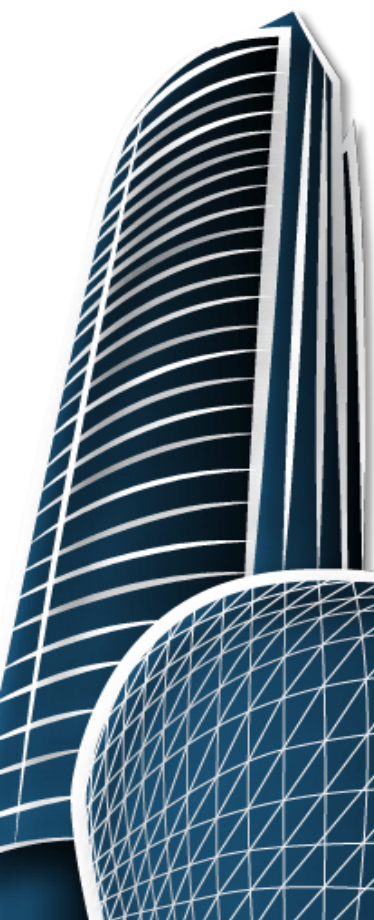


# MINISTRY OF INVESTMENT, TRADE AND INDUSTRY OF MALAYSIA (MITI)

**DRIVING  
TRANSFORMATION,  
POWERING  
GROWTH**

## MAIN ROLES

1. Develop and implement policies on **industrial** development, international **trade** and **investment**
2. Attract quality foreign and domestic investments
3. Promote and increase Malaysia's exports of high value-added goods and services by **international trade relations** and **cooperation**
4. Enhance national **productivity** and **competitiveness**
5. **Conducive** business ecosystem to facilitate trade and investment
6. Provide credible **standardisation, accreditation** and **conformity assessment services**
7. Promote and accelerate adoption of **digitalisation** and **innovative technologies**
8. Facilitate the development of **small and medium enterprises**, including **homegrown industries**, to become globally competitive and integrate into the global value chain



# 13 Agencies of MITI



**Investment Promotion:**  
Manufacturing and Services



External Trade



**Productivity:**  
Human Capital, Organisational



**Financial Solutions:**  
Manufacturing Development



**Automotive and Mobility Ecosystem Development**



**Sustainable Iron & Steel Industry development**



**Technology and Quality Solutions**



**Financial Solutions:**  
Malaysia's Global Businesses



**Malaysia's Standards and Accreditation Body**



**Investment Promotion:**  
Greater Kuala Lumpur



**Halal Economy Development**



**Industrial Design Development**



**National Metrology/ Measurement Policy**

# MITI DIGITALISATION AGENDA

**MyDIGITAL Agenda (under the Economy Cluster) –**  
Leading National Efforts to Boost Economic Competitiveness through  
**Entrepreneurship, Investment and Trade**

## 2025 TARGETS



DE : 22.6 %



2 Unicorns



RM70  
billion  
digitalisation  
investments



5,000

### ENTREPRENEURSHIP

### INVESTMENT

### TRADE

## Main Initiatives

- Overseeing implementation of :
  - Second National e-Commerce Strategic Roadmap 2021-2025 and;
  - Development of the **SME Digitalisation Roadmap**

- **Digital Investment Office (DIO)** – formed on **22 April 2021** to enhance investment in digitalisation



- Foster Malaysian interests in **digital economy arrangements** and **cooperation** – to support competitiveness of businesses at international level

# DIGITAL AGENDA : ENTREPRENEURSHIP



## The **Second National e-Commerce Strategic Roadmap 2021 – 2025 (NeSR 2.0)**

- Under the **MyDigital Agenda**, **MITI** alongside **MDEC** are the main coordinators of the **NeSR 2.0**
- Aims of NeSR 2.0 : **enhancing and accelerating growth of e-commerce ecosystem.**

### KEY ACHIEVEMENTS OF NESR 2.0



**1,126,047**

**MSMEs** adopting e-commerce from 2016 to 2022

**2025 Target** : 1, 148, 000 MSMEs



**91,077**

Businesses **exporting** via e-commerce from 2017 to 2022

**2025 Target** : 84, 000 MSMEs

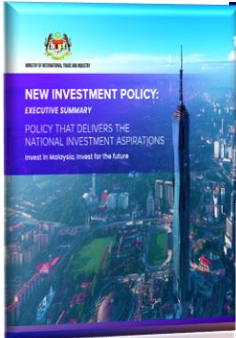


**RM1.16 trillion**

Total **income** of **e-commerce transactions** for the year 2022

**2025 Target** : RM1.65 trillion e-commerce market size

# DIGITAL AGENDA : INVESTMENT



## NEW INVESTMENT POLICY OF MALAYSIA : Digital Economy is one of Priority Sectors



# DIGITAL AGENDA : INVESTMENT

MyDigital Agenda of **RM70 billion investment in digitalisation by 2025** :

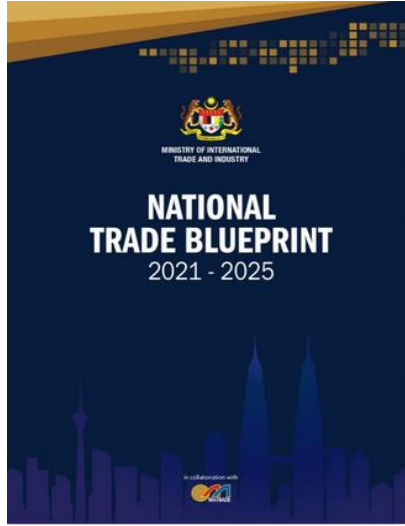
**DIGITAL INVESTMENT OFFICE** – a joint collaboration between 2 agencies – MIDA and MDEC



**RM80.8 BILLION** (as at Dec 2022)  
*(115.5% of the 2025 Target)*



# DIGITAL AGENDA : INTERNALISATION



## The **National Trade Blueprint**, 2021 – 2025

- One of Key Priorities : Increase adoption of digitalisation and e-commerce in driving export competitiveness
- Foster Malaysian interests in **digital economy arrangements and cooperation** – to support competitiveness of businesses at **international level**



# DIGITAL AGENDA : INTERNALISATION

## MULTILATERAL



WORLD TRADE ORGANIZATION

Joint Statement Initiative on e-Commerce



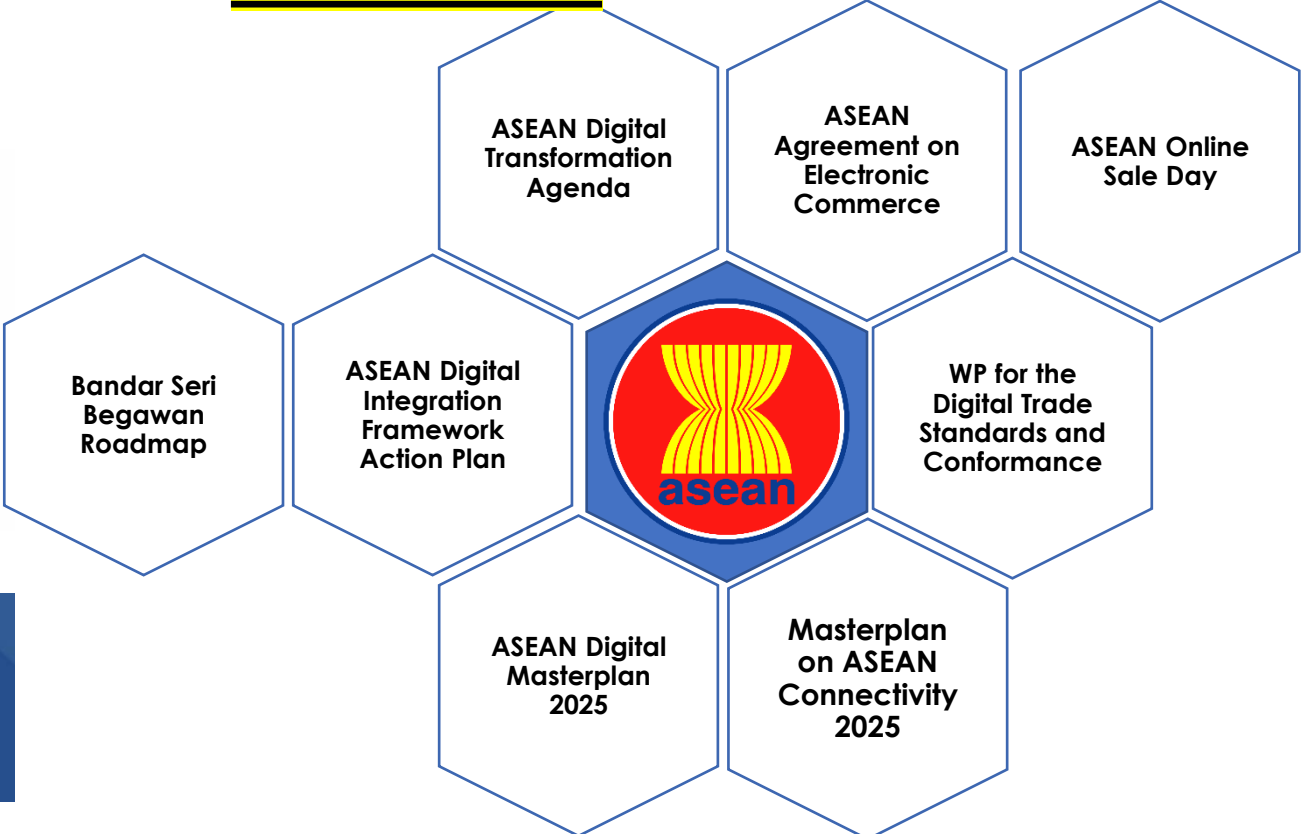
Regional Comprehensive Economic Partnership



## BILATERAL

- FTAs : Turkey
- Framework on Cooperation in Digital Economy: Singapore, Australia

## REGIONAL



APEC Putrajaya Vision 2024



APEC Internet and Digital Economy Roadmap (AIDER)



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- **Digitalisation** – strategic way to enhance the economic competitiveness of Malaysia
- **National Digitalisation Agenda (MyDigital):** Whole of Nation Approach – policy and governance involving multiple Ministries and Agencies
- **MITI Digitalisation Agenda:** Approaches via Entrepreneurship, Investment and Internationalisation



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# Thank You

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Our Agencies



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