



**MALAYSIA
MADANI**

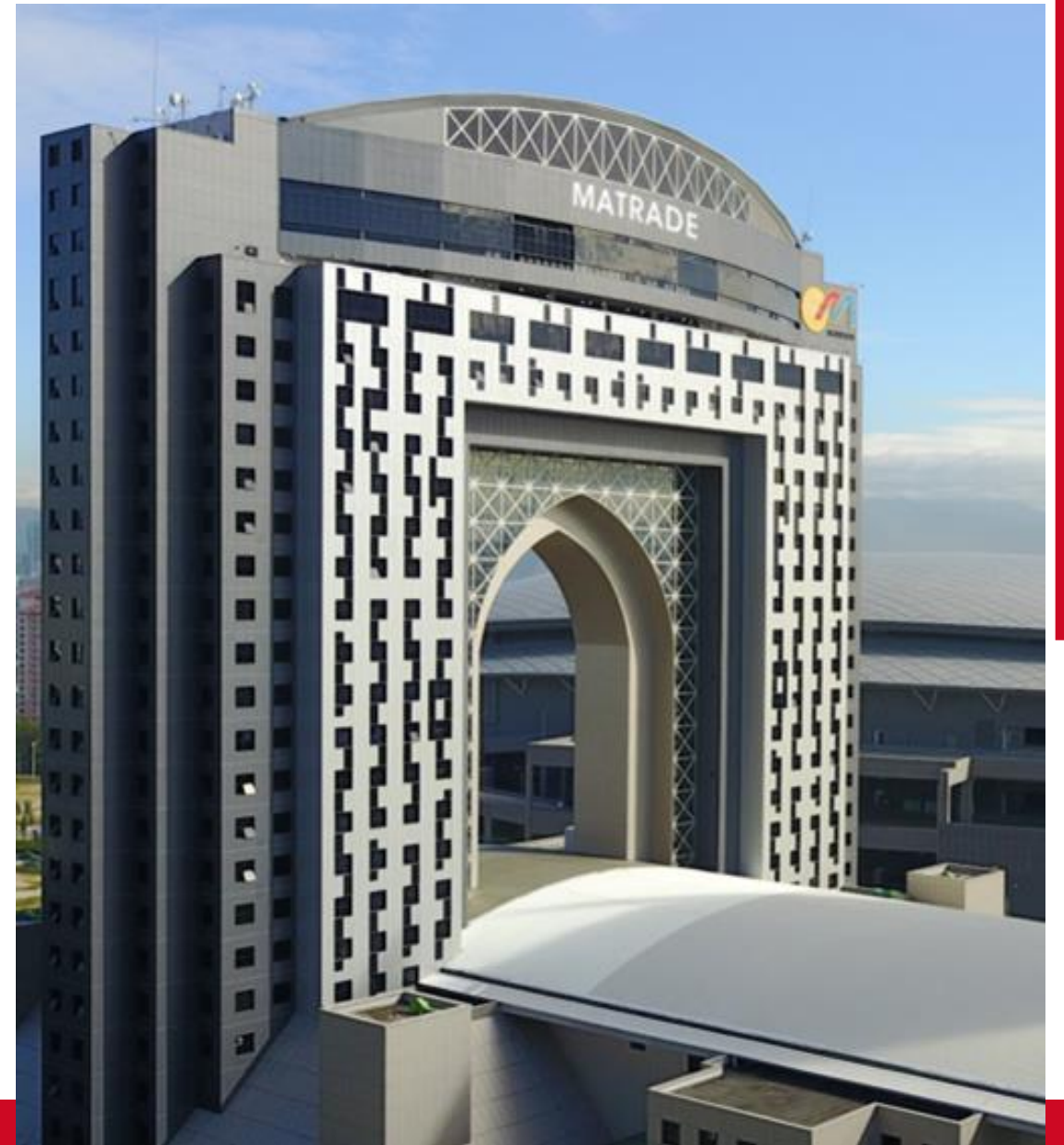


The Time to
EXPORT
is Now.

Session 4: Cross Border E-Commerce Trade: Facilitations to Foster Internationalisation of SME via E-Commerce Exports

CENTRAL ASIAN GOVERNMENTS AND PRIVATE SECTOR E-COMMERCE STUDY TOUR TO MALAYSIA AND SINGAPORE, 15 MAY 2023

HASZIAH MOHD YAZID, DIGITAL TRADE SECTION
MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION
The National Trade Promotion Organisation of Malaysia
#TheTimeToExportIsNow



CONTENT

S



About MATRADE and its Services

- About MATRADE
- Trade Performance

Malaysia's eCommerce Export Initiatives

- External Digitalisation Initiatives & Achievements
- eTRADE 2.0 Programme
- eBizLink

ABOUT MATRADE AND ITS SERVICES

WHO WE ARE

MATRADE is the National Trade Promotion Organisation in Malaysia, under the Ministry of International Trade and Industry (MITI), tasked to promote Malaysian products and services overseas.

VISION

“Malaysia A Globally Competitive Trading Nation”

MISSION

“Promoting Malaysia’s Enterprises To The World”

REGIONAL OFFICES

6 Offices across Peninsular Malaysia, Sabah and Sarawak



GLOBAL NETWORK



- | | |
|--------------------|-----------------|
| 1 Jakarta | 24 Almaty |
| 2 Medan | 25 Tashkent |
| 3 Bangkok | 26 Cairo |
| 4 Ho Chi Minh City | 27 Nairobi |
| 5 Hanoi | 28 Johannesburg |
| 6 Manila | 29 Lagos |
| 7 Yango | 30 Istanbul |
| 8 Phnom Penh | 31 Budapest |
| 9 Melbourne | 32 Kiev |
| 1 Chennai | 33 Warsaw |
| 1 Mumbai | 34 Moscow |
| 1 Hong Kong | 35 Frankfurt |
| 1 Guangzhou | 36 Milan |
| 1 Taipei | 37 Paris |
| 1 Shanghai | 38 Rotterdam |
| 1 Chengd | 39 London |
| 1 Beijing | 40 Sao Paulo |
| 1 Seoul | 41 Buenos Aires |
| 1 Osaka | 42 Santiago |
| 20 Toky | 43 Miami |
| 2 Dubai | 44 New York |
| 22 Doha | 45 Mexico City |
| 23 Jeddah | 46 Los Angeles |

34 Trade Offices | **12 Marketing Offices**



Trade Commissioner
Mr. Suresh Kumar a/R. Palasanthiran

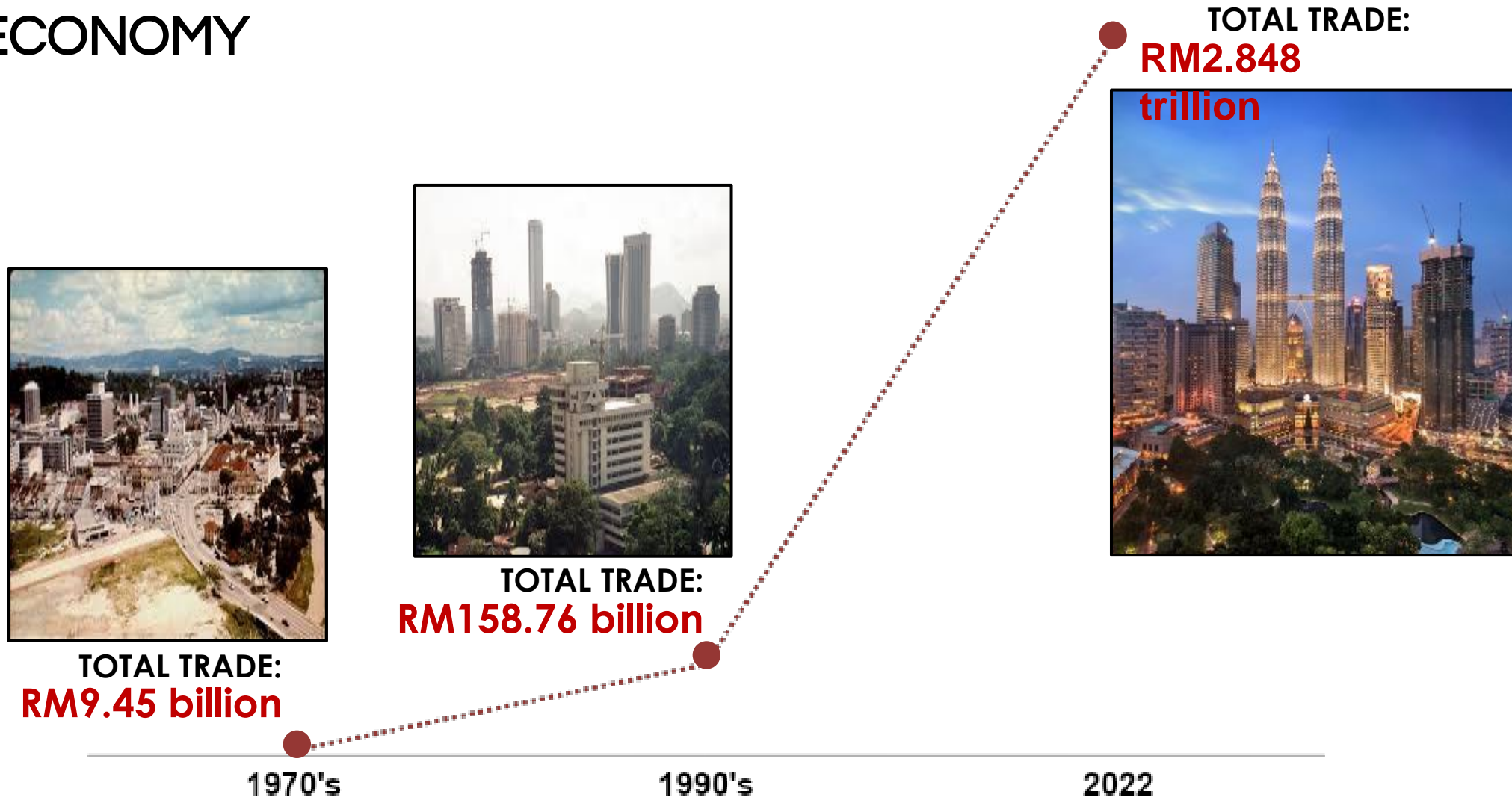
MATRADE Almaty: Kazakhstan, Kyrgyzstan,
Tajikistan, Turkmenistan & Uzbekistan

CORE FUNCTIONS



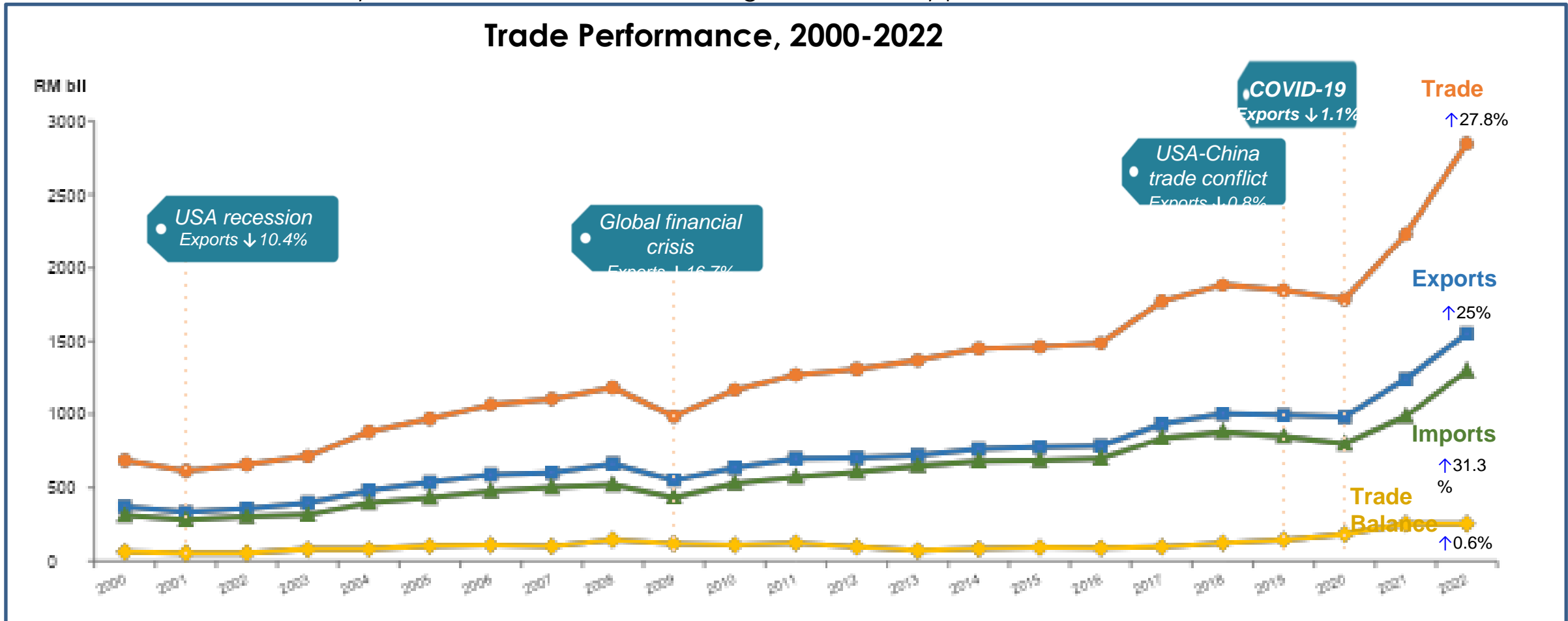
MALAYSIA'S TRADE PERFORMANCE (MERCHANDISE)

TRADE DRIVES THE MALAYSIAN ECONOMY



MALAYSIA'S TRADE PERFORMANCE, 2000-2022

Malaysia's trade maintained upward momentum except for 2001, 2009, 2019 & 2020 due to global economic slowdown & COVID-19 pandemic. In 2022, trade, exports, imports and trade surplus registered an all-time high. These remarkable achievements were driven by robust external demand and higher commodity prices.



Note : MOF projection for 2023: Trade ↑ 1.3%, Exports ↑ 2.2% & Imports ↑ 0.2% (Source : Economic Outlook 2023, released on Oct 2022)

Source: Department of Statistics Malaysia (DOSM) & Ministry of Finance (MOF)

OVERVIEW OF TRADE PERFORMANCE FOR 2022

Malaysia's trade continued its stellar performance in 2022, registering the highest value for trade, exports, imports and trade surplus. Trade, surpassed RM2 trillion for the 2nd consecutive year and registered the fastest growth since 1994. Exports exceeded the projection in the Twelfth Plan, 3 years ahead of the target while imports breached RM1 trillion mark for the 1st time. Trade surplus was posted since 1998.

TRADE

RM2.848 tril
↑27.8%

EXPORTS

RM1.552 tril
↑25%

IMPORTS

RM1.296 tril
↑31.3%

TRADE SURPLUS

RM255.48 bil
↑0.7%

TOP MARKETS

68% of exports

ASEAN
RM452.83 bil
↑31.8%* (29.2%**)



68.8% of imports

ASEAN
RM319 bil
↑37.1% (24.6%)



China

RM210.62 bil
↑9.4% (13.6%)



China

RM276.52 bil
↑20.7% (21.3%)



USA

RM167.15 bil
↑17.5% (10.8%)



Taiwan

RM106.07 bil
↑41% (8.2%)



EU

RM126.31 bil
↑21.8% (8.1%)



USA

RM100.42 bil
↑34.4% (7.7%)



Japan

RM98.24 bil
↑29.6% (6.3%)



EU

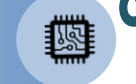
RM90.18 bil
↑17.7% (7%)



TOP PRODUCTS

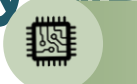
64.6% of exports

E&E Products
RM593.52 bil
↑30.2% (38.3%)



62.6% of imports

E&E Products
RM393.47 bil
↑25.1% (30.4%)



Petroleum Products

RM163.01 bil
↑69.4% (10.5%)



Petroleum Products

RM148.72 bil
↑66.1% (11.5%)



Palm Oil (Agriculture)

RM96.62 bil
↑27.4% (6.2%)



Chemical Products

RM115.51 bil
↑19.6% (8.9%)



Chemical Products

RM80.6 bil
↑14% (5.2%)



Machinery Equipment

RM89.39 bil
↑30.2% (6.9%)



LNG

RM67.99 bil
↑78% (4.4%)



Manufactures of Metal

RM63.86 bil
↑17.8% (4.9%)



Notes:

1) * % growth in 2022 compared to 2021

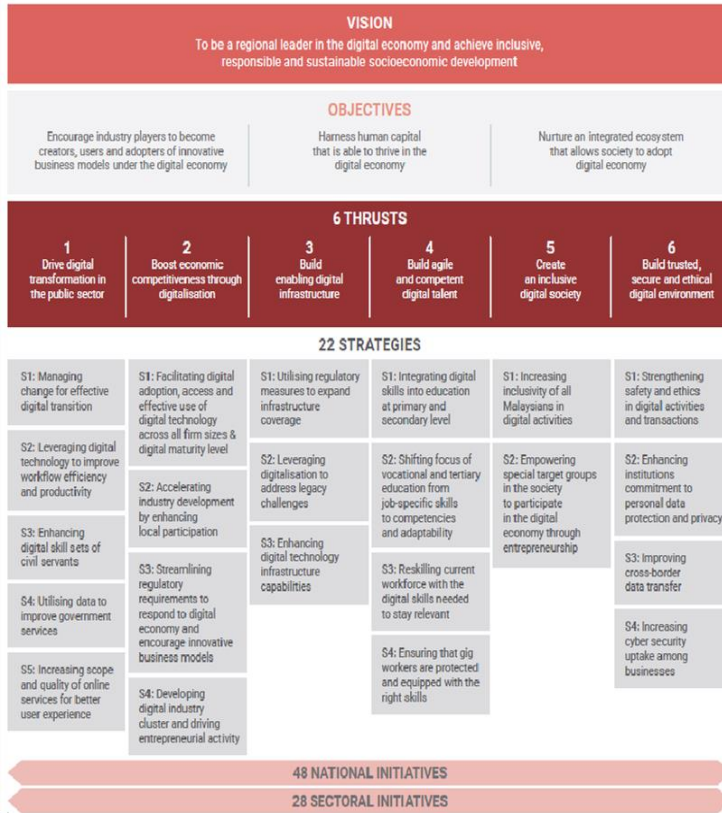
2) ** share to total exports/imports

Source: DOSM

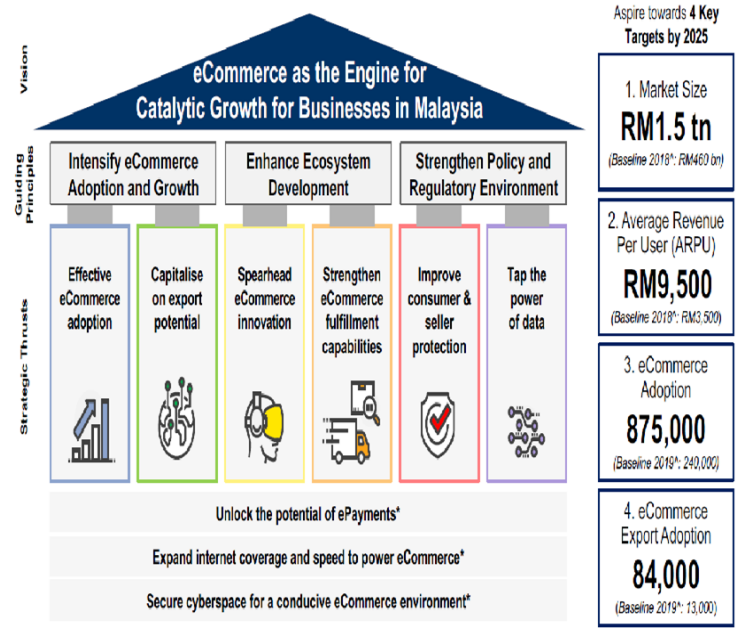
MATRADE's eCommerce Export Initiatives

ROADMAPS: Malaysia's eCommerce & Digitalisation Initiatives

MALAYSIA DIGITAL ECONOMY BLUEPRINT

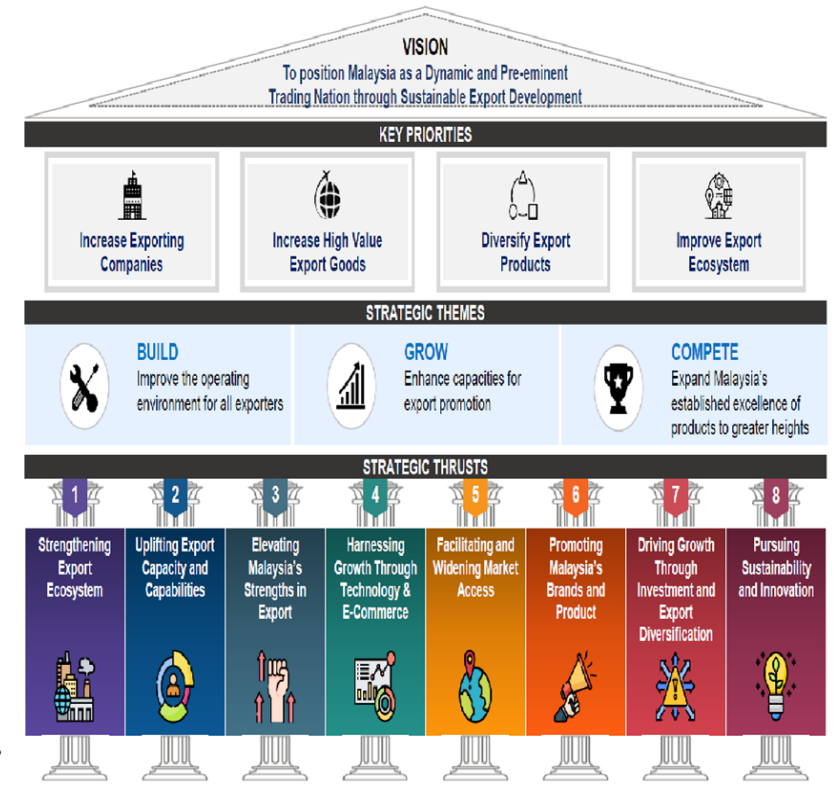


NESR 2.0 will enhance and further accelerate Malaysia's eCommerce industry growth and innovation via 6 strategic thrusts



*Relevant initiatives for ePayments, telecommunications, and cybersecurity are already being developed/implemented by BNM, MCMC and NACSA respectively
*Figures have been estimated and rounded
Note: 2018 market size data extrapolated from 2017 market size data reported by DOSM. ARPU data calculated by EY based on extrapolated market size data and DOSM adult population data 2019 data as endorsed at NeCC

National Trade Blueprint (2021 – 2025)



- Launched : 19 February 2021
- Serves as a guiding principle to charts the trajectory of the digital economy's contribution to Malaysia economy and builds the foundation to drive digitalization across Malaysia.
- PMO : MyDigital Corporation, under the Prime Minister's Department

- Adopted April 2021
- Provide strategic action plan at national level for both public & private sector
- PMO – Malaysia Digital Economy Corporation (MDEC) under Ministry of Communication & Multimedia

- Adopted October 2021
- Strategic action plans on exports at national level for both public & private sector
- PMO – MATRADE under Ministry of International Trade & Industry

Adapting to New Norms in Export Promotion

Virtual exhibitions

- Lower cost for participation, suitable during the COVID-19 pandemic.

Webinars

- Webinars arranged by Trade Commissioners and I Lead Office



Virtual B2B Meetings

- Online B2B meetings with buyers around the world replacing INSP's
- Reliable buyers, vetted by MATRADE TCs
- Exporters / Buyers do not have to travel

MyExport

- Dissemination of Market Intelligence & Market Alerts (Information on demand and trends in the international markets)
- Trade leads by MATRADE TCs

Trade Clinics and Virtual Trade Advisory

- Personalised consultation sessions between Malaysian companies and MATRADE on export related matters via virtual platforms

MATRADE's Initiatives in facilitating exports

eCommerce Promotion

Utilise digital platforms in delivering MATRADE's functions as cost effective solutions for MSMEs

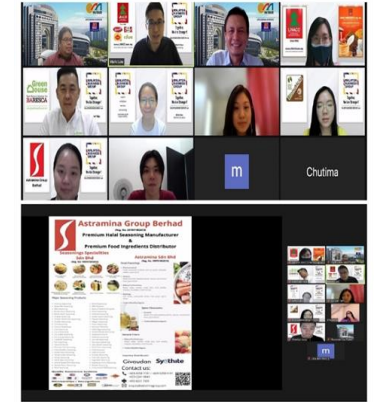
eNED



- The event serves as a platform to share market insights on latest market trends, opportunities & effective strategies to service during pandemic time. Panel discussion related to sustainability is also part of the programme.

Malaysia International Halal Showcase (MIHAS)

- MIHAS was organized in fully virtual in 2021 and hybrid format in September 2022, reaffirming its foothold to hold global congregation of Halal players worldwide which would further strengthen its stature as the world's largest Halal trade fair.



eBizMatch



- Pre-arrange online business meetings between foreign buyers & Malaysian suppliers

eBizLink



- Initiative to intensify export promotion on virtual & hybrid platforms, emphasising on digital marketing

International Recognition



- MATRADE was announced as the winner of “**Best Use of Information Technology**” category at the 13th WTPO Conference and Awards held in Accra, Ghana, on May 17, 2022.
- Recognition in the organisation of the **first fully virtual edition** of the **17th Malaysia International Halal Showcase (MIHAS)** in 2021.



eCommerce Promotion

Utilise digital platform in delivering MATRADE's functions as cost effective solutions for MSMEs



MATRADE Digital Trade Platform is an interactive B2B and B2C trade platform that serves international buyers, Malaysian exporters and SMEs.

Backed by MATRADE, this solution comprises the **MATRADE Virtual Engagement Platform**, **MATRADE Marketplace**, a marketplace aggregator and the **MATRADE Digital Trade Platform** that are connected to Fusionex Digital Trade Hub.





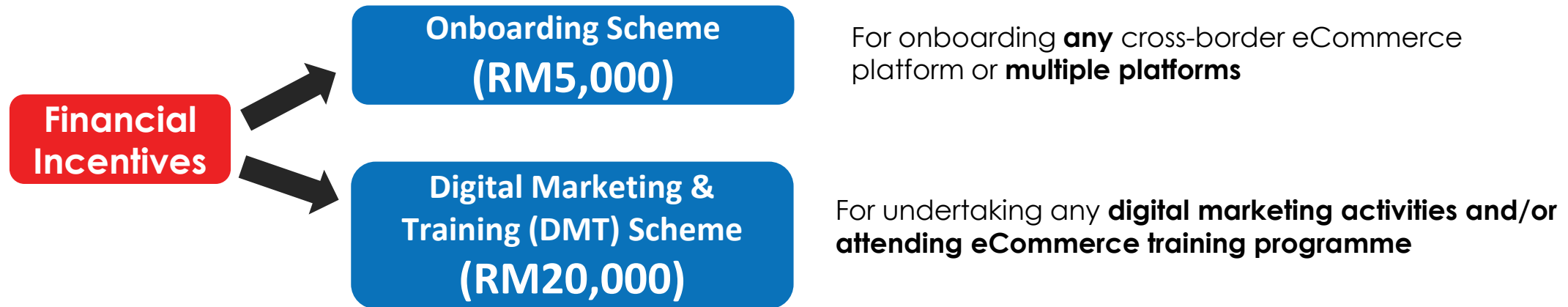
Accelerate Export via
eTRADE PROGRAMME 2.0
– The Time is Now!



WHAT IS eTRADE PROGRAMME 2.0 - *The Enhancement*

Objectives:

1. To kickstart and accelerate exports via **participation in international eCommerce platforms**.
1. To assist Malaysian MSMEs to have **valuable and sustainable presence on cross-border eCommerce platforms** via activities that can help to maintain their online business such as digital marketing, eCommerce training, online export promotions, etc. in order to increase their exposure and business opportunities on cross-border eCommerce platforms.



Per company, for one (1) year subscription / one (1) year activities

eTRADE PROGRAMME 2.0 – Eligibility Criteria

Registered with SSM



Company registered with *Suruhanjaya Syarikat Malaysia (SSM)* – **ROC / ROB / LLP.**

Made in Malaysia



Selling **Malaysian made products** or **Malaysian brand** (registered with Intellectual Property Corporation of Malaysia - **MyIPO**).

Malaysian Owned



At least **60%** equity owned by Malaysian.

NO Services



Services companies are not eligible

Co-operatives



Co-operatives registered with *Suruhanjaya Koperasi Malaysia (SKM)*

Malaysian SMEs



Manufacturing:

Annual Sales <RM50 mil
OR <200 full time employees.

Trading:

Annual Sales <RM20 mil
OR <75 full time employees.

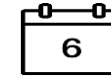
MATRADE & ERAT



Must be **registered** with **MATRADE**, subscribe **MyExport** and have done **ERAT Score**.

ONBOARDING

6 Months Operating



Company registered with SSM or Cooperatives registered with SKM must be in operating **NOT less than 6 months**

Recipients of eTRADE 1.0

In line with the update of eTRADE 2.0 guideline, recipients of eTRADE 1.0 are now eligible to apply subject to fulfill the requirements.

DMT

1 Year Operating

Company registered with SSM OR Cooperatives registered with SKM must be operating **NOT less than one (1) year.**

NEW UPDATE

eCommerce Ready



Company already selling in cross-border eCommerce platform(s) or cross-border eCommerce website for **minimum of one (1) year**

NEW

CLAIMABLE ACTIVITIES

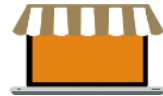


1. Listing fee for multiple platforms with maximum of one (1) year subscription

Requirement for eCommerce platform:

It must be **cross-border** – has element of exports

2. Any activities associated to the onboarding the eCommerce platform but NOT limited to:



Development of minisite, page or store development



Photography services



Shipping cost to warehouse in overseas including FBA Centre



Rental of warehouse or FBA centre

* FBA - Fulfilment by Amazon

And other expenses associated to the onboarding activities (*subject to approval by MATRADE*).

ACTIVITY 1: Digital Marketing Expenses NOT Limited to:

Content Creation

Video, advertisement, social media content creation, etc.



Search Engine Optimisation (SEO)

Google, Baidu, etc.



Online Advertising Space Rental

Google Ads, eBay Ads, advertising space rental in eMarketplaces



Key Opinion Leader (KOL)

Influencer of social media to promote products



Social Media Marketing

Youtube, Instagram, Facebook, Twitter, Linked-in, Wechat, Weibo, etc.



Key Words Advertising

(KWA) SEO, KWA in eMarketplaces, etc.



And other expenses associated to digital marketing activities (subject to MATRADE's approval)

ACTIVITY 2: Training Programme



Organiser

Training programme organized by eMarketplaces, Channel Partners, eCommerce Service Providers, Training Centre, Government Agencies, etc.



Contents

Training related to eCommerce business including account management, digital marketing, fulfillment, etc.



Subsidy

Should the training is supported by HRDF or other government agencies, MATRADE will pay the balance that company cannot claim.



No. of Person

Expenses is claimable for any number of persons per company for each training attended.

Awareness Programme on eTRADE 2.0

Jan - April 2023

eTRADE 2.0 Programme Activities

9 Physical Briefings and Webinar Sessions

37 Participants

1



Through eTRADE Programme, companies managed to...

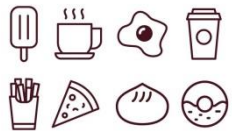


Become 1st time exporter!



Penetrate new markets

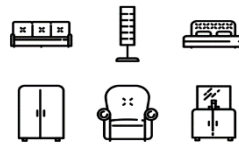
5 Main Product Categories through eTRADE Programme



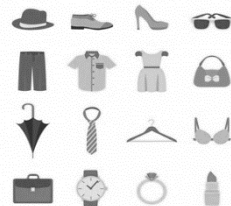
Food and
Beverages



Pharmaceutical,
Toiletries &
Cosmetics



Furniture



Apparels, Garments
& Accessories



Building and Construction
Materials and Hardware

More than 40 Markets penetrated through eTRADE Programme



New Markets: Bhutan,
Armenia, Panama, Papua
New Guinea, Mauritius

Traditional Markets:
USA, China, Japan,
ASEAN, Europe



“E-commerce has enabled Yong Mama to **grow from a micro-SME** selling mainly to domestic customers into a **global company.**”

CHEAH HEEN GOH
Co-founder of Yong Mama Food Industries Sdn Bhd.



A good example is Yong Mama, a second-generation halal snack food manufacturer based in Perak.

The company had been primarily selling to the domestic market with small-scale exports to Singapore for 20 years.

Due to the pandemic, the company onboarded Alibaba.com in 2020. Since then, Yong Mama's manufacturing volume for export surged by 80 per cent in addition to receiving enquiries from Brunei, Egypt, Thailand, the United Kingdom and the United States.

Besides Singapore, they have also grown exports to South Korea, and within six months after getting the first enquiry from Cambodia, have fulfilled not one but a second repeat order.

Yong Mama Food Industries Sdn Bhd co-founder H.G Cheah said to flourish in the global B2B e-commerce market, Malaysian businesses need to develop a clear strategy. first and identify what is trending in the targeted markets and the right products to export.

“It is also important to understand and comply with regulations in each respective market while keeping an eye on new opportunities.

“E-commerce enabled Yong Mama to grow from a micro SME (MSME) selling mainly to domestic customers into a global company,” he said.



eBizLink

Electronic Business Linkages



Electronic Business Linkages (eBizLink) : PEMERKASA

- eBizLink provides **cost-effective and sustainable solutions** for Malaysian SMEs to seize new business opportunities in global marketplace brought about by the **COVID-19 pandemic**.
- New Government initiative under PEMERKASA (Program Strategik Memperkasa Rakyat dan Ekonomi) leveraging on virtual and hybrid platforms focusing **on online and offline (O2O) with greater emphasis on digital marketing** utilising the strength of MATRADE's international networks via our **46 global offices**. Period of implementation June 2021 – December 2023.

MT-Tashkent
Malaysia Week in Davai.UZ
Dec 21



 **KOLs Campaign**
Uzbekistan MATRADE Tashkent

Soft Launch and Cultural Show in Family Park Mall, Samarkand, Uzbekistan.



Electronic Business Linkages (eBizLink), June 2021 - 2022

e BizLink Global Campaign

MATRADE in collaboration with
 马来西亚-中国商务理事会
 Malaysia - China Business Council **JD MAS**

June - November 2021

- o In-store Promotion at JD.com's 7FRESH stores (O2O)
- o JD 11/11 Digital Marketing Promotion

Pilot Project Launch

- o 618 Grand Promotion jointly hosted by JD Worldwide
- o JD 618 Shopping Festival Digital Expo & Promo 2021 (17-18 June)



e BizLink Global Campaign

MATRADE in collaboration with
Maybank Islamic **amaxMALL.com**

October - November 2021

- o In-store Promotion at Hao-Mart Singapore outlets (O2O)
- o Digital Marketing & Online Brand Awareness

Product on Shelf HAO

Counter header and side panel to highlight counter:



ONLINE BRAND AWARENESS STRATEGY
 To create online visibility for Product and availability product in Retail Market and Sales Online Platform



Saudi Arabia
 MATRADE Jeddah



BEST OF MALAYSIAN CREATIONS!

FREE HOME DELIVERY on all Orders above SAR 99



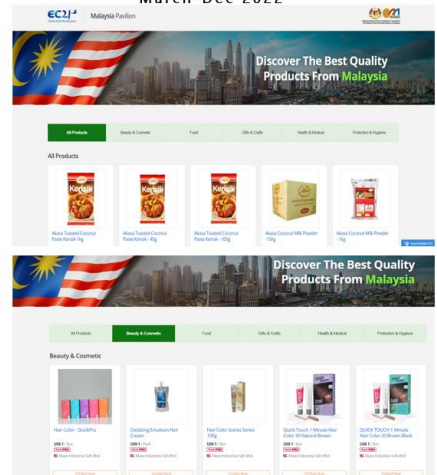
eBizLink Global Campaign

ASEAN Instore & Online Promotion in Collaboration with LuLu Saudi Arabia
 15 Dec 2021-15 Jan 2022

Programmes

- o Collaboration partner: Lulu Hypermarket
- o Activity: O2O
- o Online: B2C through LuLu ecommerce platform at <https://www.luluhypermarket.com/en-sa>
- o Offline: In-store promotion in Lulu Hypermarket

Malaysia ePavilion
 EC21 Korea Global B2B eMarketplace
 March-Dec 2022



Japan
 MATRADE Tokyo & Osaka

ハラル トゥーゴー
Halal 2Go

CHOOSE MALAYSIA
 本場マレーシア料理を好きな日本人が選ぶ
 簡単×美味しい♪
 お家でマレーシアを楽しむ
 オススメ20選

01 02 03 04 05



eBizLink Global Campaign

Halal2Go

O2O Promo (Malaysia Campaign) in Japan
 Halal2Go Platforms
 October 2021-March 2022

- o Collaboration partner: Halal2Go, Amazon Japan, Yahoo Shopping, Mercari, Jimoty, Rakuten
- o Activity: O2O
- o Online B2C through various ecommerce platform
- o Online Event - Product introduction, suggestion recipe and cooking demonstration

Ireland
 MATRADE London

TASTE OF MALAYSIA AN INTRIGUING MELTING POT OF FLAVOURS



eBizLink
 Electronic Business Linkage
 GLOBAL CAMPAIGN

亞洲行
 Asia Market
 Ireland's Premier Asian Supermarket
 Since 1981

Taste of Malaysia at Asia Market
 May 2022

Collaboration Partner

- o Asia Market

Activity - Online to Offline (O2O)

- o Offline: In-store promotion at Asia Market
- o Online: B2C @ <https://www.asiamarket.ie/asia-market-upcoming-events/taste-of-malaysia.html>

KOLs Campaign
Myanmar MATRADE Yangon

My Ayatha

People reached: 795k
 Post engagements: 32.7k
 Link clicks: 6,990

Save the Date!
 December - 4, 11, 18
 1:00 pm - 2:00 pm



Electronic Business Linkages (eBizLink) : 12th Malaysia Plan (2021 – 2025)

- eBizLink is a new high impact initiative which focuses **on digital marketing through virtual and hybrid platforms to boost national trade via cross border ecommerce.**
- This program provides **cost-effective and sustainable solutions** to Malaysian companies including Micro, Small and Medium Enterprises (MSMEs) and Mid Tier Companies (SPPs) to seize new business opportunities and stay competitive in the global market.



The Time to
EXPORT
is Now.

GROW YOUR EXPORT BUSINESS WITH US BY YOUR SIDE

Contact MATRADE to help
you grow and succeed
internationally



[www.matrade.gov.m
y](http://www.matrade.gov.my)



MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)



www.matrade.gov.my



matradeHQ



@matrade



MATRADE



MATRADE



matrade_hq

THANK YOU

The Time to Export is Now



www.matrade.gov.my



[matradeHQ](https://www.facebook.com/matradeHQ)



[@matrade](https://twitter.com/matrade)



[MATRADE](https://www.youtube.com/MATRADE)



[MATRADE](https://www.linkedin.com/MATRADE)



[matrade_hq](https://www.instagram.com/matrade_hq)