

Accelerating Digital Transformation and Innovation: Helping Government in Post-Pandemic Recovery and Resilience.

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Vice President, Digital Trade, MDEC

NAPSAC, 18 May 2022

EVOLUTION OF THE MDEC BRAND 1996-2022

'Making MSC Happen'



1996 - 2006

1996
Multimedia Super Corridor initiative was introduced to accelerate Vision 2020.
Multimedia Development Corporation (MDC) was established to execute the initiative.

'Driving Transformation'



2006 - 2014

2006
Multimedia Super Corridor was renamed as MSC Malaysia and MDC was rebranded to **MDeC**
2012
Digital Malaysia initiative was introduced

'Championing Digital Economy'



2015 - 2018

2016
Multimedia Development Corporation Sdn Bhd was renamed to Malaysia Digital Economy Corporation Sdn Bhd. **MDeC** changed to **MDEC**
2016
Digital Malaysia logo usage was discontinued
2017
Introduction of new brand mnemonic

'Leading Malaysia's Digital Economy Forward'



2019 - 2021

2019
Redefining the brand's purpose to 'Leading Malaysia's Digital Economy Forward'

'Leading Malaysia's Digital Economy'



2022 - now

2022
Brand refresh introduced with the MDEC's 'ray' brandmark removed to create a refreshed look. While preserving the equity of the current brandmark for quick recall, the simplified brandmark is to give a more sophisticated and modern look.
MSC Malaysia is renamed to Malaysia Digital.



VISION	For Malaysia to be the region's leading digital economy			
MISSION	Driving the digital economy through catalytic high-impact initiatives, strategic and sustainable investments, and inclusive policies			
THRUST	NEW SKILLS	ADOPTION	DIGITAL SCALEUPS	INVESTMENTS
GOALS	Drive digital skills rakyat	Accelerate business digital adoption	Facilitate ScaleUps & Unicorns	Attract High Quality Digital Investments
FOCUS	Learn and Earn: Grow In-demand digital skills pool	Policy recommendations: to drive National Economic Agenda	Expand and Export: Nurture a conducive ecosystem	Investment Promotion: Malaysia Heart of Digital ASEAN
ROLE	Advocate Adoption	Boost Collaboration	Connect Communities	Drive inclusive growth and shared prosperity

ACCELERATE THE DIGITAL ECONOMY

Facilitate national targets by developing digital ecosystems and driving high-value investment

POLICY

STRATEGIC ROADMAP

CATALYTIC PROJECT

Key Outcomes

Aligned to Malaysia Digital Economy Blueprint

- ↑ Digital Economy contribution to GDP
- ↑ Digital Exports
- ↑ Digital Investments
- ↑ High value digital jobs

Government Interventions/Initiatives/Programs

RANCANGAN MALAYSIA KEDUA BELAS

2021-2025
MALAYSIA MAKMUR, INKLUSIF, MAMPAN

National E-Commerce Strategic Roadmap (NESR)

E-Commerce as the Engine for Catalytic Growth for Businesses in Malaysia

GUIDING PRINCIPLES	Intensify E-Commerce Adoption and Growth		Enhance Ecosystem Development		Strengthen Policy and Regulatory Environment	
	Effective e-commerce adoption	Capitalise on export potential	Strengthen e-commerce fulfillment capabilities	Spearhead e-commerce innovation	Tap the power of data	Improve consumer & seller protection
STRATEGIC THRUSTS						

MALAYSIA DIGITAL ECONOMY BLUEPRINT

Pelan Jana Semula Ekonomi Negara

BELANJAWAN 2021

BAJET 2022

Building Sustainable E-Commerce Ecosystem

RMK 12 Project





Roadmap & Collaboration

National E-Commerce Strategic Roadmap (NESR)

Ecommerce as **Springboard** in Digital Trade for both private and public sectors

NESR for MDEC to assert **Leadership** role across private and public sectors

Cross Border Collaboration

To **influence** Malaysia's commitment in international trade arrangements through domain knowledge on e-commerce and participation in trade negotiations and cooperation

To foster and explore collaboration with regional counterparts on digital trade to **align** programmes and initiatives, and **harmonize** regulatory approaches

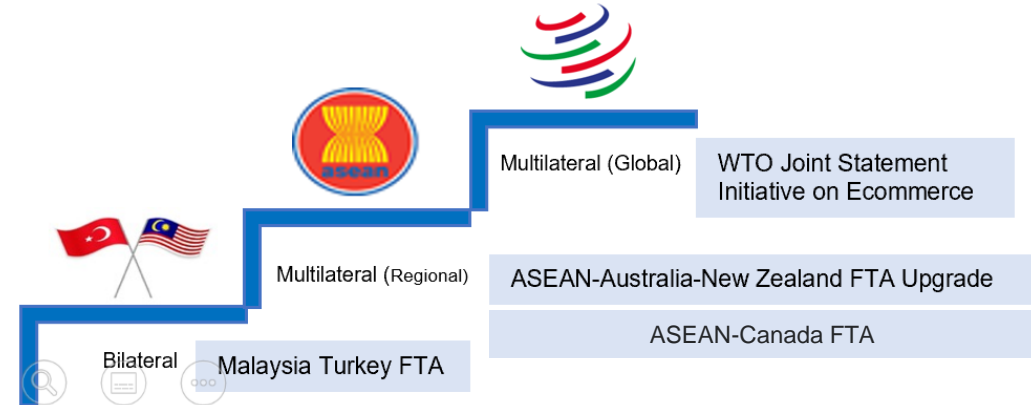
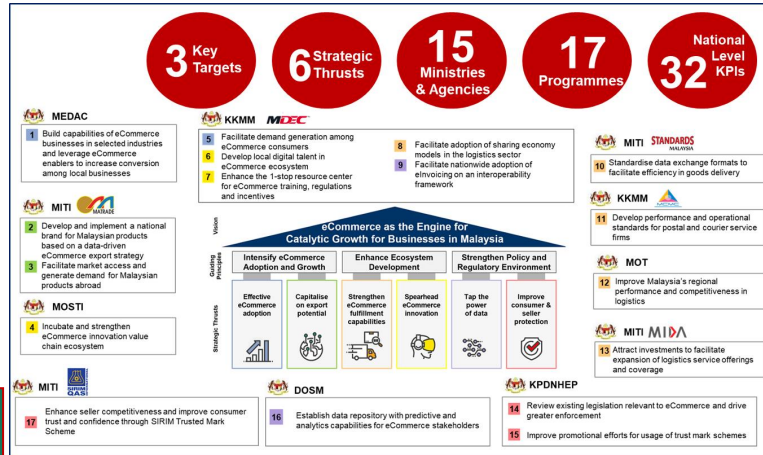
MED4IR Council
YAB PM

Economy Cluster
MITI Minister

NESR Taskforce
MITI TKSU & MDEC CEO

Ecommerce Industry Roundtable

MDEC as NESR PMO



NESR 2.0 (2021 – 2025)

Collaboration across 15 Ministries and Agencies to enhance and accelerate growth & innovation of Malaysia's eCommerce Ecosystem via 6 Strategic Thrusts with 17 Strategic Programmes



MEDAC

1 Build capabilities of eCommerce businesses in selected industries and leverage eCommerce enablers to increase conversion among local businesses

KKMM MDEC

5 Facilitate demand generation among eCommerce consumers

6 Develop local digital talent in eCommerce ecosystem

7 Enhance the 1-stop resource center for eCommerce training, regulations and incentives

8 Facilitate adoption of sharing economy models in the logistics sector

9 Facilitate nationwide adoption of eInvoicing on an interoperability framework

MITI STANDARDS MALAYSIA

10 Standardise data exchange formats to facilitate efficiency in goods delivery

MITI MATRADE

2 Develop and implement a national brand for Malaysian products based on a data-driven eCommerce export strategy

3 Facilitate market access and generate demand for Malaysian products abroad

KKMM MCMC

11 Develop performance and operational standards for postal and courier service firms

MOSTI

4 Incubate and strengthen eCommerce innovation value chain ecosystem



MOT

12 Improve Malaysia's regional performance and competitiveness in logistics

MITI SIRIM QAS

17 Enhance seller competitiveness and improve consumer trust and confidence through SIRIM Trusted Mark Scheme

DOSM

16 Establish data repository with predictive and analytics capabilities for eCommerce stakeholders

KPDNHEP

14 Review existing legislation relevant to eCommerce and drive greater enforcement

15 Improve promotional efforts for usage of trust mark schemes

MITI MIDA

13 Attract investments to facilitate expansion of logistics service offerings and coverage

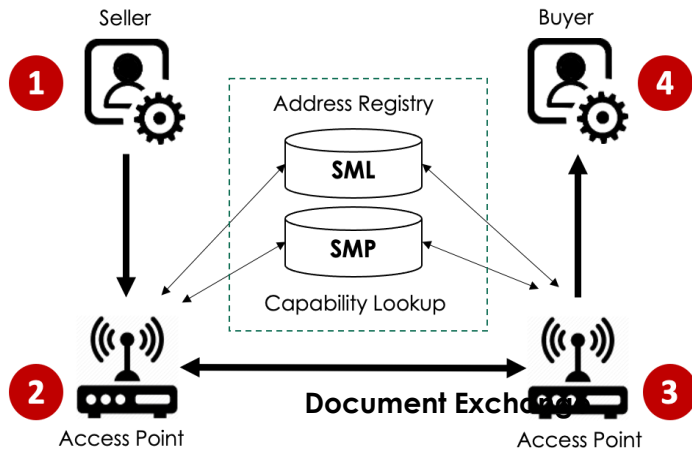
- Moving forward, NESR will be the **Springboard** towards **Digital Trade**, to capitalise on opportunities in Digitalisation
- Underpinning Digital Trade is the seamless & end-to-end **Movement of Data** between businesses to enhance **efficiency, accuracy and reliability** of transactions across sectors and industries

Digitalisation



National eInvoicing Initiative

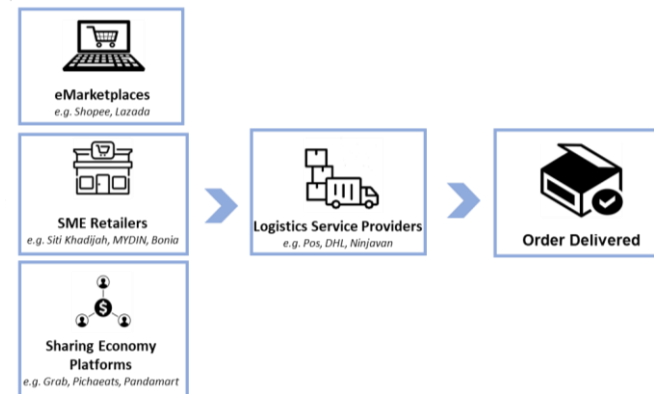
4-CORNER eINVOICING MODEL FOR INTEROPERABILITY



- The Nationwide eInvoicing Initiative adopts the Peppol framework which allows direct transmission of e-invoices from one finance system to another without human intervention, speeding up invoice processing.
- Help businesses improve efficiency, reduce cost, enjoy faster payment and stay green at the same time.

Standardisation of Logistics Dataset

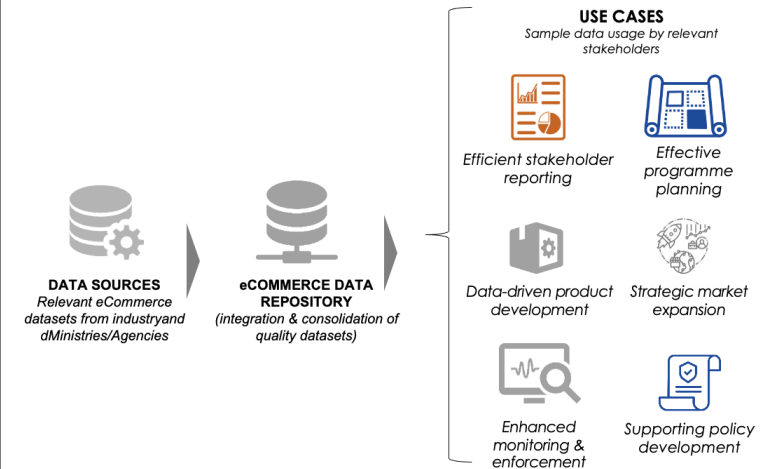
MALYSIAN STANDARD (MS) ON ECOMMERCE DATASET



- Serves as a guide to improve logistics efficiency by defining and standardising the process flow and order fulfilment datasets between eCommerce platforms and logistics service providers
- Improved accuracy and exchange of data transfer, cut down delivery timings to a third of usual time and lowered delivery errors by 50%

Trade Data Repository

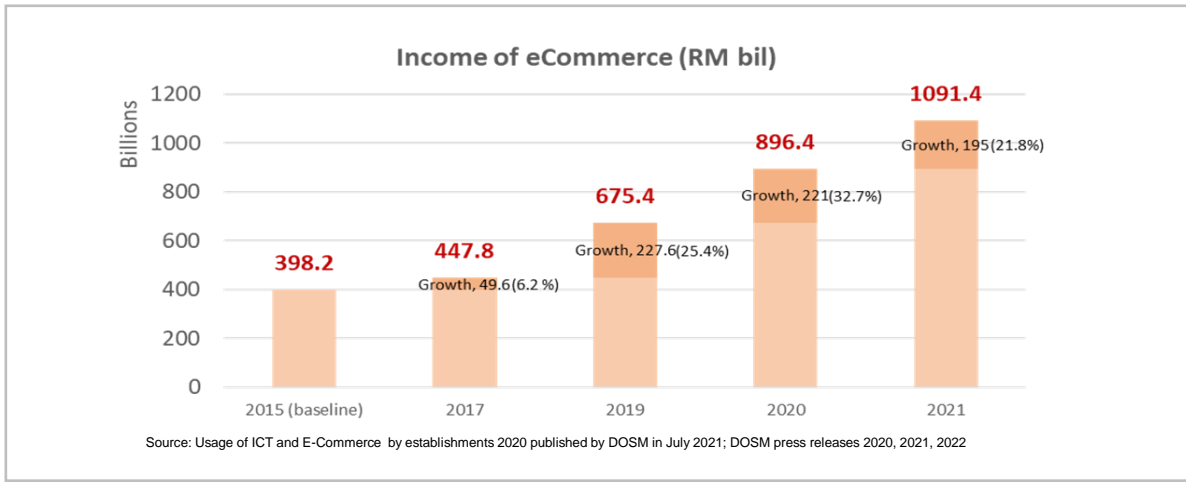
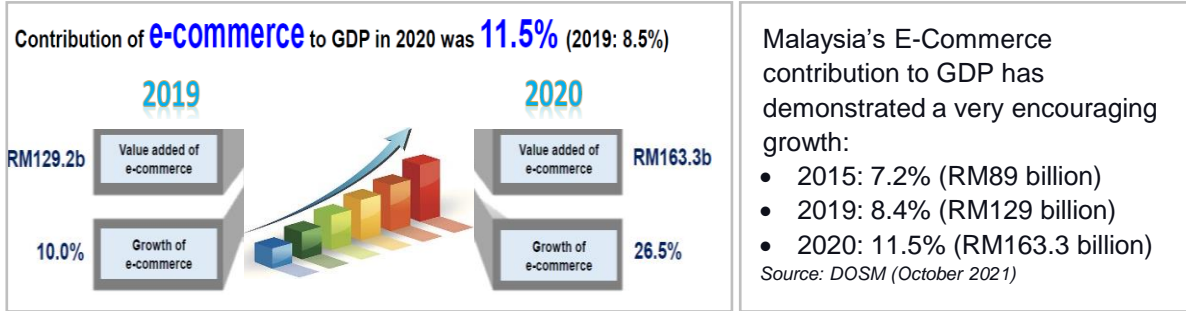
HOLISTIC DATASETS ON ECOMMERCE FOR MALAYSIA



- The eCommerce data repository is envisioned as a collaborative effort for each stakeholder to share data anonymously and / or aggregately to create insightful holistic eCommerce datasets that can be useful for eCommerce development.
- To provide timely and holistic eCommerce trade data to the private and public sectors for insightful decision making to expand eCommerce growth

PAST ACHIEVEMENTS & INDUSTRY OUTLOOK: EVOLUTION FROM E-COMMERCE

Past Achievements:



Through the collaboration across Ministries, Agencies and the Industry, key achievements of NESR as at the end of 2021 include:

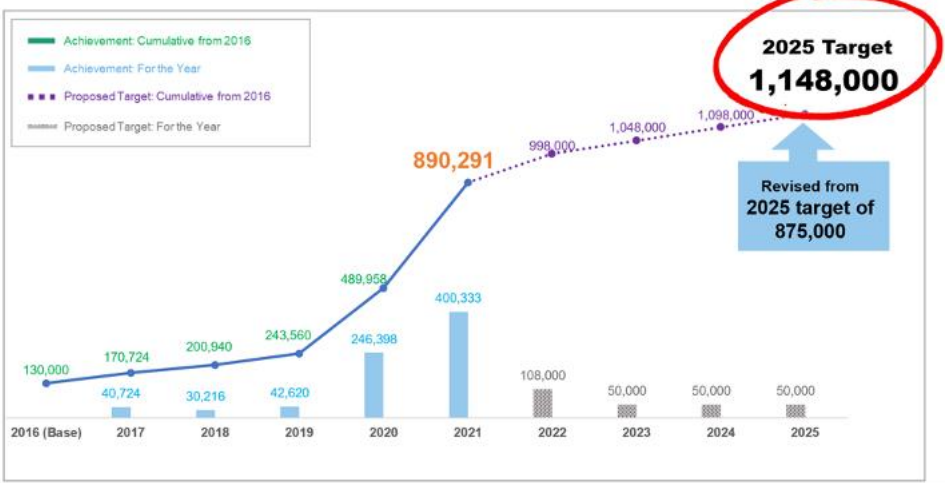
- 890,291 MSMEs adopting e-commerce
- 447,469 MSMEs trained in e-commerce
- 77,733 Businesses adopting e-commerce for export

Industry Outlook & Projections:

As digital economy becomes increasingly prevalent, traditional business practices have been disrupted and are now being moved online. Benefits both buyers and sellers alike as it enables transactions to be conducted in a more convenient and faster manner. In addition, for sellers, sales via the online medium creates new channels to expand the market reach within and beyond a country's border.

The Covid-19 pandemic which halted physical business operations and disrupted supply chains has also created an impetus for businesses to accelerate digitalisation of operations, which includes conducting sales online, to stay afloat and remain relevant among their customer base as movement restrictions were imposed locally and around the world to curb the spread of the virus.

With the foundation laid down by the National E-Commerce Strategic Roadmap from 2016 to 2020 (NESR 1.0), the NESR 2.0 has been developed to continue the digital transformation journey from 2021 to 2025 ; setting the strategic direction and providing a holistic and coordinated approach at the national level in formulating and implementing relevant interventions to ensure more inclusive outcomes for a conducive e-commerce ecosystem to be the springboard to digital trade



2025 Projection
1,148,000 MSMEs Adopting Ecommerce

penjana
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BELANJAWAN



BAJET



penjana

Pelan Jana Semula Ekonomi Negara

E-COMMERCE INITIATIVE

June – Sept 2020

Successful partnership with

22 e-commerce partners



Generated over
RM1.87
BILLION
in sales for
Malaysian
businesses

SHOP MALAYSIA ONLINE
#ShopMalaysiaOnline

8.2
MILLION
Transactions
Benefitting PENJANA
Shop Malaysia Online
Campaign



More than
33,000
New Micro & SME have
Registered on various
e-commerce platforms



202,000
Malaysian merchants who
have greatly benefited

An initiative by

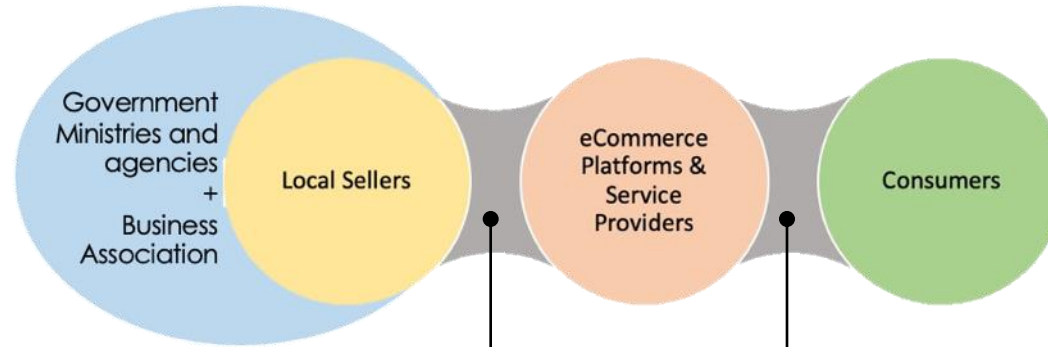
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Powered by

MDEC

E-commerce Initiative



Go-eCommerce Onboarding Campaign

SHOP MALAYSIA ONLINE Campaign

Objective

- To provide support to Malaysian Micro & SMEs to onboard onto eCommerce and/or ePayment platforms and to enhance their sales capability in eCommerce and/or ePayment, focusing on **halal, craft, agriculture and retail & services** to help boost their sales

- To drive ecommerce purchase from Malaysian sellers, focusing on **halal, craft, agriculture and retail & services**
- To drive export of Malaysian brands & products

Impact

- Reduce operation costs and be more responsive to new opportunities
- Strengthen Micro and SME agility and build resilience against future aftershocks

- Saving Malaysian businesses and jobs **#SaveBusinessSaveJob**
- Increase consumer confidence to spend on local products and/or buy from local businesses

Approach

Focus on micro enterprises and SMEs will be on-boarded onto eCommerce platforms to shift towards business digitalisation through a co-funded programme with the Government and eCommerce platforms

The Government will collaborate with eCommerce platforms to co-fund digital discount vouchers to encourage online spending on products from local retailers

BELANJAWAN

2021

E-COMMERCE
INITIATIVE

Go-eCommerce
ONBOARDING 

CAMPAIGN PERFORMANCE REPORT



More than
886,000
Local Merchants have
benefited from the campaign



More than
414,000
Businesses newly onboarded
into E-commerce Platform



Generated over
RM6.45
BILLION
in sales for Malaysian
businesses over
153.92
MILLION
In transactions



With more than
279,000
Businesses are owned
by Women

An initiative by,





Powered by,



Thank You

 MyMDEC  mymdec  mymdec  mdec.my

  Malaysia Digital Economy Corporation