



**Asia-Pacific
Economic Cooperation**

2019/SOM1/EC/WKSP2/008

Measurement of the Digital Economy – Economy Perspectives: Malaysia

Submitted by: Malaysia



**Workshop on the Digital Economy:
Measurement, Regulation and Inclusion
Santiago, Chile
6 March 2019**



Asia-Pacific
Economic Cooperation

Digital Economy Measurement Workshop

Malaysia's Perspective

6 March 2019

The **digital economy**,
in particular eCommerce,
presents
**unprecedented
opportunities** for
Malaysian businesses
to achieve economic scale
& serve customers globally



Continuous increase for
the period of 7 years to
RM85.8 bil (RM37.7 bil
in 2010)

*Source: Department of Statistics
Malaysia (DOSM)*

MALAYSIA :
PENETRATING
GLOBAL
MARKETS

FASHION
VALET

MP@U
Simple - Trusted - Complete

حجاب
hijab

p
Photobook
Malaysia



LWE
LOGISTICS
WORLDWIDE EXPRESS

avana

shoppr

MALAYSIA's eCOMMERCE AGENDA

MALAYSIA's eCOMMERCE COUNCIL

Chairman : MITI Minister
Joint Secretariat : MITI & MDEC
Membership : Ministries & Agencies

ROLE OF THE COUNCIL

- (i) Plans & initiatives to **develop** Malaysian **eCommerce ecosystem**
- (ii) **Oversee implementation of the Malaysia's eCommerce Strategic Roadmap** →
- (iii) Address **issues** relating to **eCommerce ecosystem**
- (iv) Strengthen **cooperation & coordination** between Ministries, agencies and industry



6

Thrust Areas

By 2020

Double eCommerce growth

>20.8%

eCommerce GDP contribution

1. Accelerate **eCommerce Adoption**
2. Adoption of **eProcurement** by businesses
3. Lift **NTBs**
4. Realignment of **Incentives**
5. Strategic **Investments** in Key Sub-Sectors

13 Programmes by 10 Agencies

Talent Development

Go eCommerce
www.GoeCommerce.my

LAST MILE DELIVERY & LOGISTICS

DFTZ
DIGITAL FREE TRADE ZONE

e-Fulfillment Hub

E-PROCUREMENT

E-PAYMENT



One of the initiatives under the Malaysia's eCommerce Strategic Roadmap

OBJECTIVES

- ❖ Establish Malaysia as regional eCommerce eFulfilment hub
- ❖ Drive export of Malaysian SMEs via eCommerce

GOING FORWARD

Expansion (air mode & sea mode)

Monitor export performance of SMEs

Get more SMEs to export through DFTZ

Other industry players to participate in the DFTZ



DFTZ eSERVICES PLATFORM

To deliver expedited and seamless cross border eCommerce fulfilment

▶ Receive declaration information and validate based on agreed business rules

▶ Facilitate payment collection on behalf of Customs for duty and taxes

PROCESS IMPROVEMENT


To accelerate end-to-end turnaround time for cargo clearance

▶ Real time cargo tracking

▶ Efficient enforcement through data analytics and machine learning

Achievements



>120,000 **online** businesses registered with 

20,000 **SMEs** registered with **Go eCommerce**
www.GoeCommerce.my

>5,000 **SMEs** onboarded through the **DFTZ** **PILOT PROJECT**
DIGITAL FREE TRADE ZONE

> **RM500 mil** sales generated through **#MYCYBERSALE**

Establishment of **eFulfilment Hubs** in Malaysia by   



AREAS DISCUSSION

- **How Malaysia use data to evaluate the impact of Digital Economy?**
- **What Specific Digital Economy Measurements are being used, or contemplated for use?**

INTERNET USERS SURVEY

INTERNET USERS SURVEY 2018



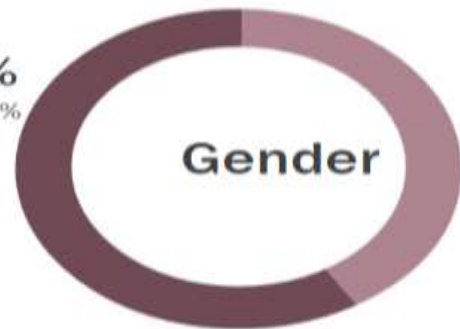
Internet users and non-users

28.7 million Internet users
in 2018

2016 24.5 million



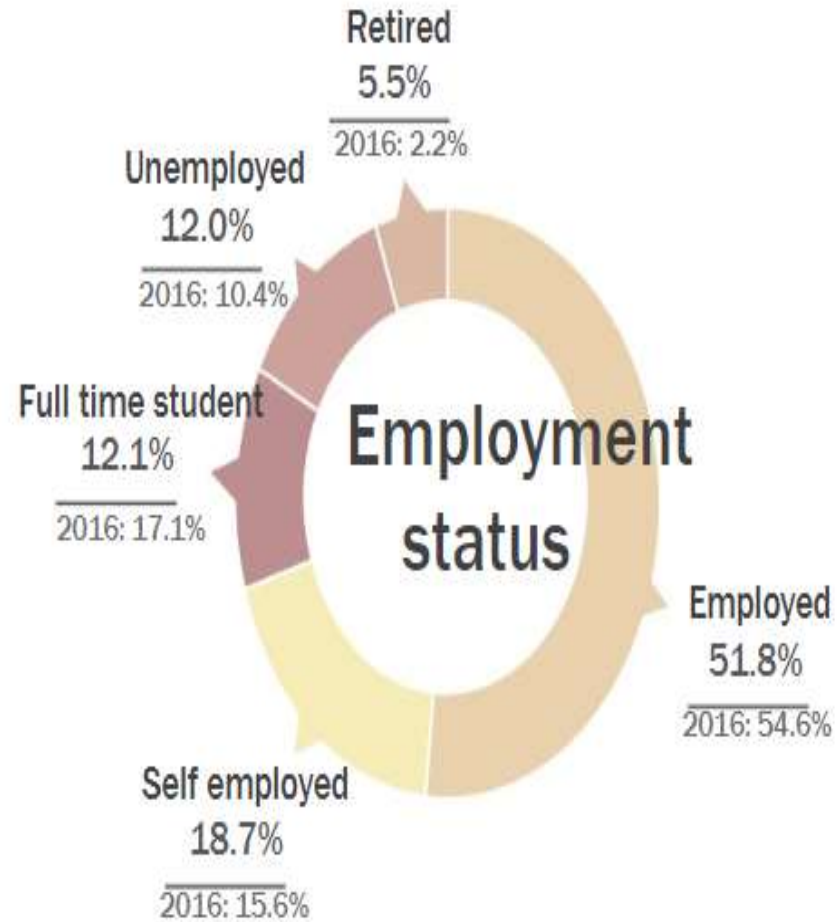
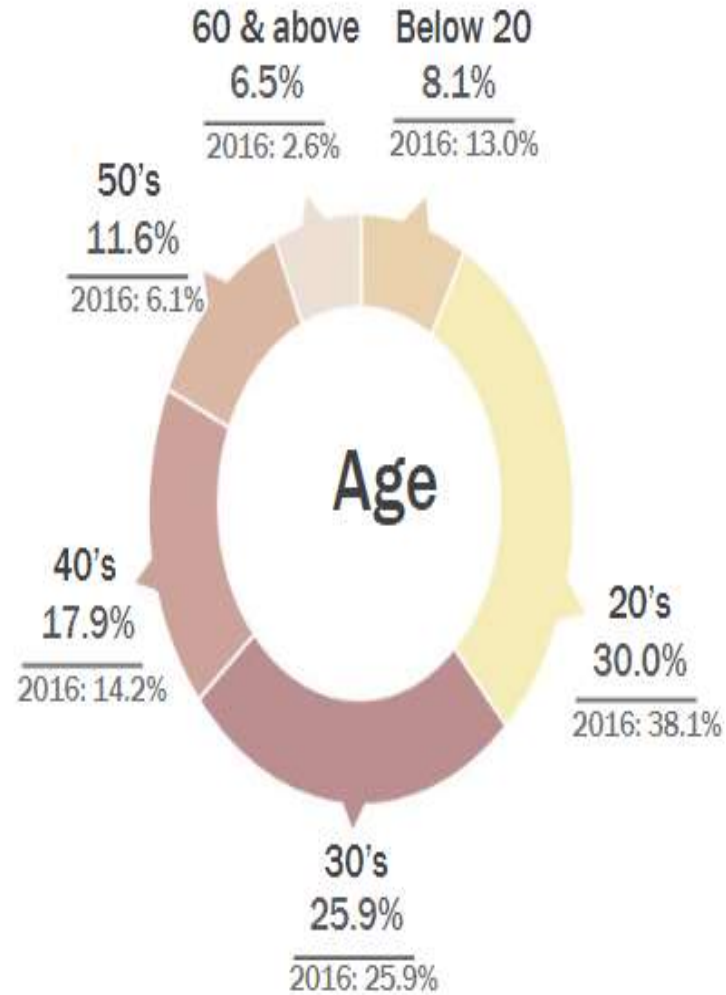
Male
59.0%
2016: 57.4%



Female
41.0%
2016: 42.6%



INTERNET USERS SURVEY

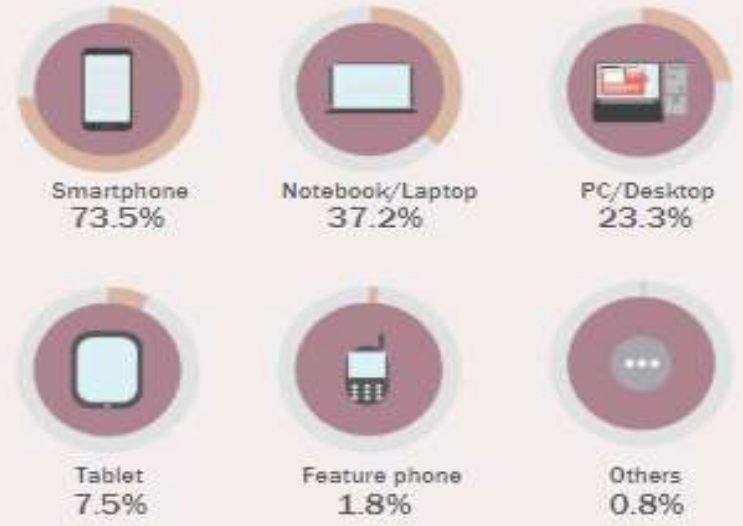


ONLINE BANKING AND FINANCIAL ACTIVITIES

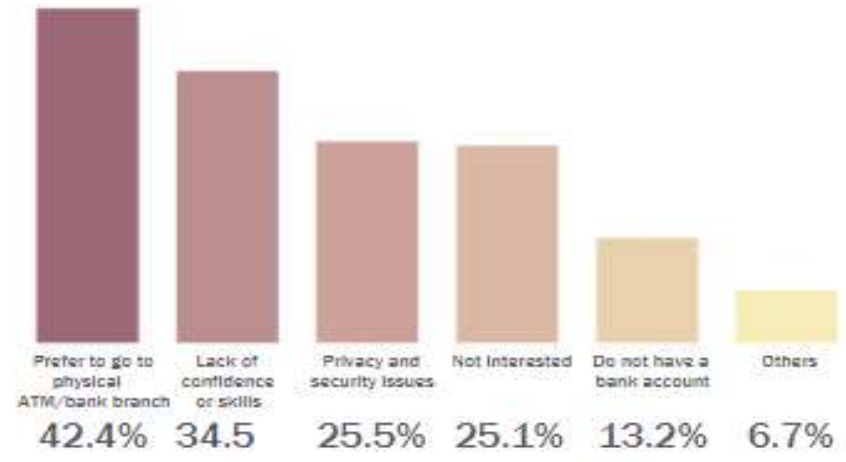
Online banking and financial activities



Device used for online banking



Reason for not using online banking



Online banking activities



Integrated Strategic Intelligence and Transformative System (INSIGHTS)

INSIGHTS* is an **advanced data analytics and AI platform** to provide **actionable and interactive insights**

*An RMK11 project approved by EPU under KKMM.
MDEC is appointed to manage the project initiated since Feb 2017.*

“INSIGHTS” is provided as a Service to Ministries & Agencies



INSIGHTS

Integrated Intelligence and Transformative System

CENTRALISED PLATFORM

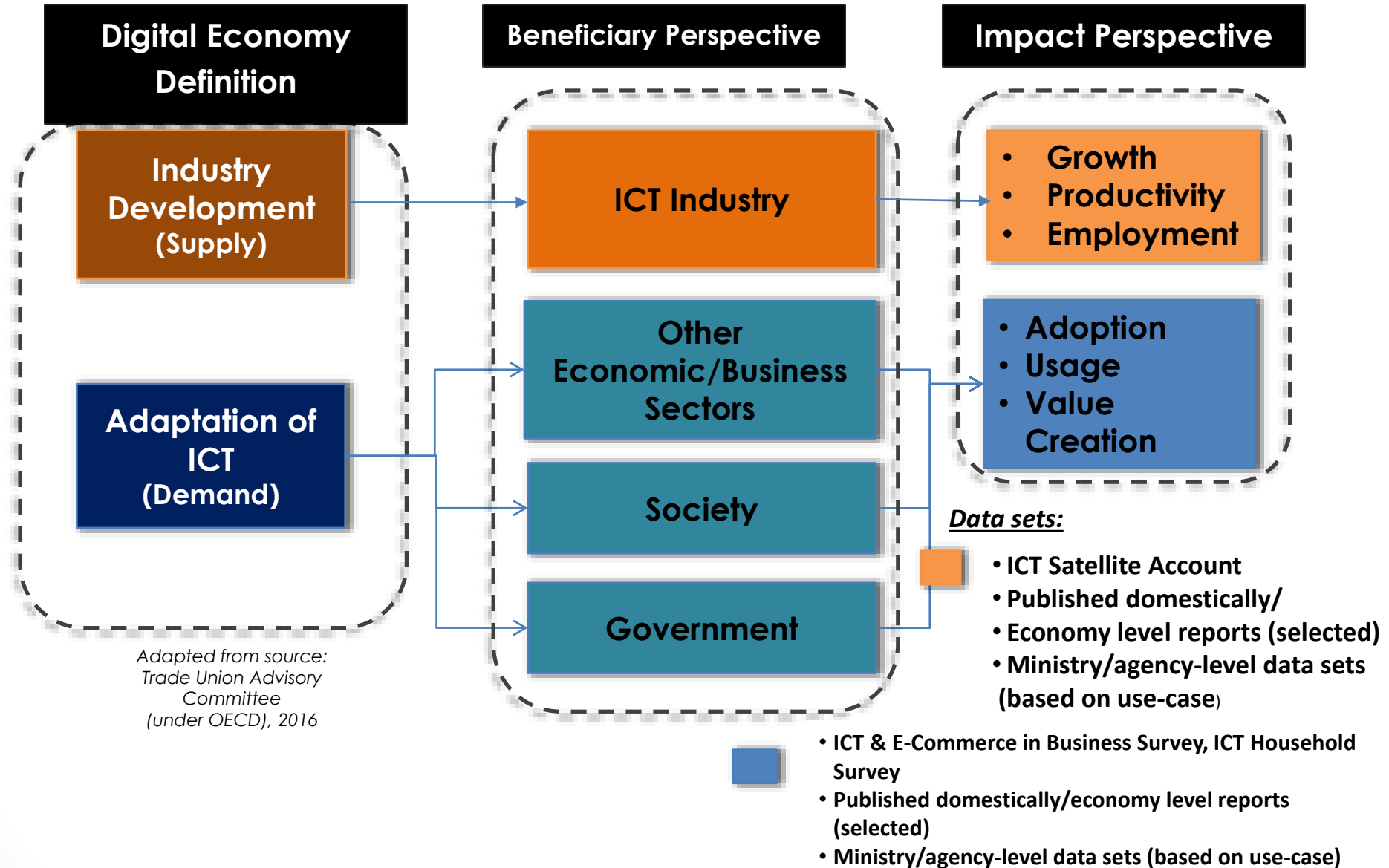
Integrated Strategic Intelligence and Transformative System

- ✓ **Secured Data Lake** with Actionable Interactive Insights
- ✓ **Advanced Analytics & AI Platform**



**Previously known as the Digital Economy Satellite Account (DESA)*

INSIGHTS IS DEVELOPING HIGH IMPACT USE CASES FOR DIGITAL ECONOMY



eCOMMERCE AGENDA AT INTERNATIONAL FRONT

*Aims to facilitate
cross-border
eCommerce
transactions and
provides
opportunity for
Malaysia to expand
trade to other
markets via
eCommerce*





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THANK YOU

