



KEMENTERIAN KOMUNIKASI
DAN MULTIMEDIA MALAYSIA

SPEECH BY
YB TUAN EDDIN SYAZLEE SHITH
DEPUTY MINISTER,
MINISTRY OF COMMUNICATIONS AND MULTIMEDIA MALAYSIA

THE OFFICIAL LAUNCH OF
THE 6TH #MYCYBERSALE 2019

24 SEPTEMBER 2019 (TUESDAY)
10.00 AM
CONNECTION@THE VERTICAL BANGSAR SOUTH

SALUTATIONS

1. Mr. Ganesh Kumar Bangah

Chairman of PIKOM

2. Mr. Song Hock Koon

Director of eCommerce, Malaysia Digital
Economy Corporation

3. Mr Peter Schiesser,

CEO of PayNet

4. Members of PIKOM E-Commerce
Malaysia Committee

5. PIKOM Council, #MYCYBERSALE
Partners and Sponsors

6. Members of the Media, Distinguished Guests, Ladies and Gentlemen.

Assalamualaikum Warahmatullah

Hiwabarakatuh dan Salam Sejahtera.

INTRODUCTION

1. Thank you PIKOM for the invitation. I am pleased to participate in the official launch of the 6th #MYCYBERSALE 2019
2. I would like to congratulate PIKOM for successfully organizing this annual edition of #MICYBERSALE 2019, which I understand is now possibly Malaysia's biggest online sale event.

3. The Ministry would like to extend its appreciation to Malaysia Digital Economy Corporation (MDEC) for successfully organising this online sale event, starting in 2014 before handing over the reins to PIKOM two years ago and making it an industry-led, private-sector funded event to ensure its sustainability and drive for more participation and revenue generation.

4. I am also pleased to mention that MYCYBERSALE this year is fully funded by the private-sector, this is testimony that the industry can lead the growth of eCommerce, and a true reflection of the

public private partnership that the government is constantly rooting for.

5. It is good to see the industry is taking a lead in organizing an online sale event of this scale as this will ensure sustainability for years to come with the support of the private sector.
6. I am delighted to hear that over 1,500 Malaysian merchants are taking part in this event, which is an increase of more than 20 per cent from 2018.
7. It is also good to know that there is a strong participation of over 70 per cent of SMEs in #MYCYBERSALE this year.

And more than 50 per cent of the merchants are ready to ship orders to overseas customers.

8. The proactive approach that SMEs are taking in getting on to the e-commerce platform, spells great progress for the growth of e-commerce sector in Malaysia.
9. This year, #MYCYBERSALE targets a total revenue of RM500 Million, export revenue of RM80 Million. I truly believe the team can accomplish this. The challenge here is being able to aggressively promote the sales during the 7-day period.

10. With PayNet as title sponsor to provide the wholesome smooth online payment experience, it is secure and safe, I believe the target revenue is possible.

11. Initiatives like #MYCYBERSALE will increase our export revenue and make Malaysia a rising e-commerce star in the world.

12. The Government's commitment to provide faster internet speed at a much-lowered cost will be an added boost to the growth of the e-commerce sector.

13. The Government is committed to continuously expand the broadband coverage area nationwide in order to close the digital gap between the urban and rural areas.

14. With the recent launch of the National Fiberisation and Connectivity Plan (NFCP), we will provide sustainable, comprehensive, high quality and affordable connectivity and it is in line with the government's goal of encouraging the involvement of people and business in developing the digital economy in Malaysia in the face of the Industrial Revolution 4.0 era.

15. The proposal is aimed at allowing Malaysians to benefit from the national e-economy and e-commerce activities such as what we are witnessing today, this #MYCYBERSALE 2019 event.

16. Every day we see around 25 million active internet users in Malaysia alone. This covers roughly 80% of the total Malaysian population. And out of that 80%, more than half spend time to browse online for things to buy. This percentage will grow within months, and therefore, we can conclude that eCommerce will be one of the key drivers of the digital economy, not just for Malaysia, but globally.

17. With the inclusion of regional participation from other ASEAN Countries, this will mark an even greater show for #MYCYBERSALE. Boosting cross border ecommerce is a given, what makes it significant is the acknowledgement and visibility #MYCYBERSALE has raised over the years with our neighboring economies. Without a doubt, this will grow even further, for all you know, one day, #MYCYBERSALE will become a mega online event that is sought after worldwide every year.

Ladies and Gentlemen,

CLOSING

18. With this, I would like to conclude by extending gracious thanks to both PIKOM and MDEC for their strong collaboration and commitment in running this unique online national sale event for all Malaysians and international shoppers to enjoy each year.

19. On that note, ladies and gentlemen, I declare the FPX #MYCYBERSALE ASIA 2019 officially opened and I wish all of you a fruitful event.

Thank you.