

## KPDNHEP seals partnership with Shopee to bring "Buy Malaysian" campaign online



Domestic Trade and Consumer Affairs minister Datuk Seri Saifuddin Nasution Ismail (second from left) said the partnership aims to encourage the purchase of Malaysian-made products and help local entrepreneurs grow their business in a highly competitive environment. (Bernama pix)

By Azanis Shahila Aman - October 3, 2019 @ 8:27pm

**KUALA LUMPUR:** The Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) has struck a partnership with Shopee to bring the "Buy Malaysia" campaign online and to the region.

Its minister Datuk Seri Saifuddin Nasution Ismail said the partnership aims to encourage the purchase of Malaysian-made products and help local entrepreneurs grow their business in a highly competitive environment.

"Through partnerships with e-commerce platforms like Shopee, we hope to drive up demand for Malaysian-made products and push local entrepreneurs to be more competitive and export-ready.

"With Shopee offering access to its 20 million users in Malaysia, I am confident that the Buy Malaysia campaign on Shopee will be a great success," he told reporters at the launch of Shopee 10.10 brands festival here today.

Saifuddin added that the ministry would be working with Shopee to enable Malaysian entrepreneurs to expand into all the seven markets they operate in, starting with the Singaporean market with the help of Shopee International Platform (SIP).

This is a game-changer for Malaysian entrepreneurs as they will now have the opportunity to penetrate the export market as well," he said.

Shopee regional managing director Ian Ho said the company had made the campaign a top priority even though it already had a string of other sales campaigns to focus on.

"The collaboration is in line with Shopee's ongoing commitment to educate consumers on the vast array of high-quality Malaysian-made products with the current campaign collection page featured more than 2,300 Malaysian made Stock Keeping Units(SKU).

"It also complements our existing efforts such as Shopee University, which has helped and equipped around 6,000 SMEs and sellers with e-commerce trading and marketing knowledge," he added.

