

Lazada partners with MDTCA to accelerate local eCommerce scene



Minister of Domestic Trade and Consumer Affairs Datuk Seri Saifuddin Nasution Ismail (right) and Chief executive officer of Lazada Malaysia, Leo Chow launched the “Buy Malaysian” campaign during Lazada WECOMMERCE Satellite Tradeshow.

By Nur Zarina Othman
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KUALA LUMPUR: Lazada Malaysia and the Ministry of Domestic Trade and Consumer Affairs (MDTCA) today announced a partnership to rollout new trade activities and training programmes to support digital acceleration growth for Malaysian SMEs.

Also at the event, MDTCA minister Datuk Seri Saifuddin Nasution Ismail and Lazada Malaysia's chief executive officer, Leo Chow, launched the “Buy Malaysian” campaign during Lazada WECOMMERCE Satellite Tradeshow, a lead-up event to Lazada's upcoming WECOMMERCE 2019 sellers summit.

“I would like to express my deepest appreciation to Lazada Malaysia for coming on board the Ministry's ‘Buy Malaysian’ campaign to support and uplift our local entrepreneurs. I believe that by combining our strengths, we will be able to increase the adoption of eCommerce amongst local SMEs and accelerate the growth of Malaysia's Digital Economy,” said Saifuddin.

As part of this collaboration, Lazada Malaysia will work closely with the MDTCA to implement a series of initiatives to promote and upskill local SMEs through Lazada's platform, which includes:

Promoting local sellers with home-grown brands on the site; encourage local products to use the platform and increase visibility of these products; feature the “Buy Malaysian” campaign on various sales campaigns; train and upskill sellers; and promote local designers in conjunction with KL Fashion Week to increase the exposure of local fashion brands.

Chow in his speech said that the collaboration will bring the country to the forefront of the digital economy.

“We extremely excited about this partnership, and joining hands with MDTCA towards the same goal—to double the country’s e-Commerce growth. We believe that by focusing on the professional development of our current and potential sellers we can boost the local e-Commerce ecosystem and make it sustainable for the future.

“Through WECOMMERCE 2019, we aim to nurture digital entrepreneurship amongst Malaysian SMEs by providing the right technology, tools and training to accelerate the growth of their businesses,” added Chow.

The Lazada WECOMMERCE Satellite Tradeshow provides an avenue for Malaysian sellers to connect directly with global traders, to grow their businesses through assortment and better value by eliminating intermediary channels.

The tradeshow also serves as a business-matching platform for regional traders to network and connect with local sellers.

Themed “Reinventing e-Commerce Together” is a follow-up to the Lazada e-Commerce Seller Conference that was held in September 2018 where budding entrepreneurs were taught how to upskill their e-commerce knowledge and grow on Lazada.

The event will take place at Malaysia International Trade and Exhibition Centre (MITEC) on Oct 8, 2019 in Kuala Lumpur.

More than 3,000 attendees with over 100 Lazada partners and renowned industry expert speakers are expected to join the event.

Malaysia’s e-Commerce space has grown tremendously in recent years, and Lazada Malaysia has seen an impressive 45 per cent jump in local sellers in the last 12 months alone with high concentration of sellers emerging from Selangor, Kuala Lumpur, Johor, Perak and Penang.

“We are aiming to provide greater training and support for sellers in other parts of the country, including Kelantan, Terengganu, Sarawak and Sabah,” said Chow, adding that the collaboration is timely with Lazada’s “Kita MerdeKawan” campaign.

As part of the Merdeka month campaign, it highlights the best deals from Malaysian sellers from August 7 culminating with a mega sale on Aug 21, 2019.