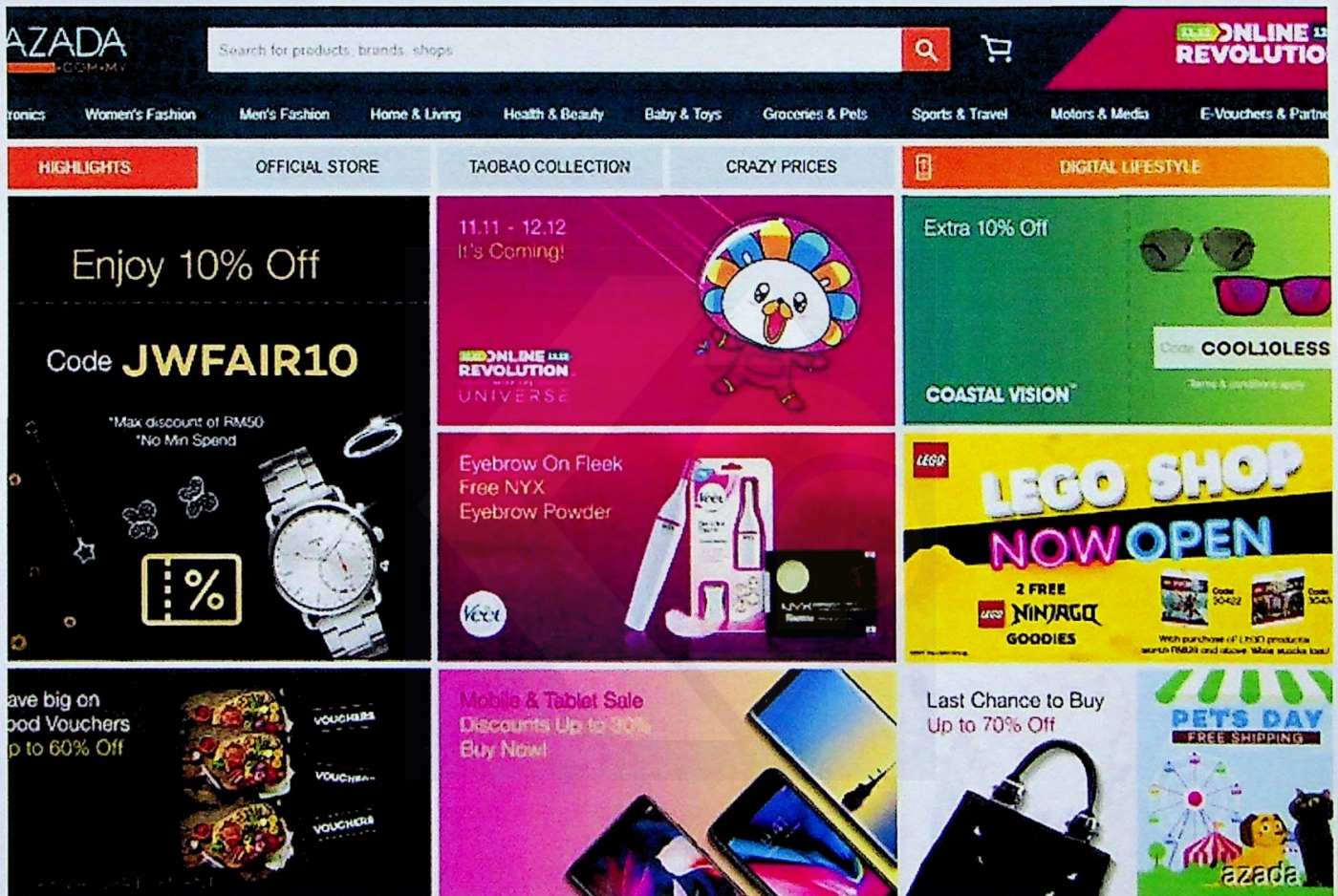


Ministry of Domestic Trade ties up with Lazada to support 'Buy Malaysian' campaign

Chester Tay / theedgemarkets.com
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KUALA LUMPUR (Aug 15): The Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) is partnering with Lazada Malaysia to roll out new trade activities and training programmes to support the Government's "Buy Malaysian" campaign and digital acceleration of Malaysian small and medium enterprises (SMEs).

In a joint statement today between his Ministry and the e-commerce platform, Minister of Domestic Trade and Consumer Affairs Datuk Seri Saifuddin Nasution said the partnership would increase the adoption of e-commerce amongst local SMEs.

"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," he said.

As part of this collaboration, Lazada Malaysia will work with the Ministry to implement a series of initiatives to promote and upskill local SMEs through Lazada's platform.

These initiatives include identifying and collaborating with the Ministry to promote local sellers with homegrown brands on Lazada; designing a "Buy Malaysian" branded frame and encourage sellers with local products on Lazada to use them so that local products can be easily identified on the platform.

Lazada will also feature the Ministry's "Buy Malaysian" campaign on Lazada's various sales campaigns

Apart from that, Lazada will also organise competency training sessions for local sellers to upskill them, share valuable insights and data and ensure that they are well prepared for upcoming Lazada campaigns.

Additionally, Lazada will carry out promotional activities on Lazada's platforms such as promotional posts, creative content and competitions to generate awareness and promote the Ministry's "Buy Malaysian" campaign.

Lazada Malaysia chief executive officer Leo Chow believes that the way forward is to focus on the professional development and business growth of current and potential sellers, who are critical players for the local eCommerce ecosystem boost, and sustainability for the future.

"Through WECOMMERCE 2019 [leadership summit], we aim to nurture digital entrepreneurship amongst Malaysian SMEs by providing them with the right technology, tools and training to accelerate the growth of their businesses," he said.

Lazada Malaysia has seen a 45% jump in local sellers in the last 12 months alone, with most of them emerging from Selangor, Kuala Lumpur, Johor, Perak and Penang.

The statement said the aim of Lazada's collaboration with the Government is to provide greater training and support for sellers in other parts of the country, including Kelantan, Terengganu, Sarawak and Sabah.

