



# The Malaysian Reserve

## Shopee's 'Buy Malaysian' campaign aims to lessen reliance on imports



Friday, October 4th, 2019 at , Business | News

by S BIRRUNTHA/ pic by TMR FILE

SHOPEE Malaysia has dedicated a "Buy Malaysian" collection page to promote local products and reduce the country's dependence on imported goods.

With over 2,300 Malaysian-made SKUs, shoppers can discover truly Malaysian products including cosmetics, electronics and much more. Shopee has also partnered with the Domestic Trade and Consumer Affairs Ministry (MDTCA) to educate consumers on the quality and vast array of Malaysian-made products in the market.

Its Minister Datuk Seri Saifuddin Nasution Ismail said the "Buy Malaysian" campaign was responsible for the rise of many great Malaysian brands.

"Sadly, along the way, this vision was sidelined and forgotten by our predecessors, and so it is time that we reignite the campaign to set our domestic trade back on the right track.

"We need the support of the private sector to push this national agenda forward, therefore we have teamed up with e-commerce platform like Shopee.

"Through this partnership, we hope to increase demand for Malaysian-made products and push local entrepreneurs to be more competitive and export ready.

Shopee has 20 million users in Malaysia and with the potential to reach 200 million, I am confident that this campaign will be a success," he told reporters at Shopee's 10.10 Brands Festival event in Kuala Lumpur yesterday.

He added that on a macroeconomic standpoint, Malaysians' support to local-made products will boost the domestic consumption and help local businesses grow.

"This will not only be beneficial for our currency but also help improve the livelihoods of Malaysians and their purchasing power. We will continue to work with Shopee to identify gaps and engage with Malaysian small and medium-sized enterprises (SMEs) who are currently not selling their products online," he said.

Meanwhile, Shopee Malaysia regional director Ian Ho (*picture*) said the decision to embark on this collaboration with MDTCA was in line with their mission to empower local entrepreneurs.

"This complements our existing efforts like Shopee University, our free workshop which has helped and equipped around 6,000 SMEs. We will continue working with the government to support Malaysian-made goods and services and boost the domestic economy," he said at the event.

Shopee's 10.10 Brands Festival will offer Malaysians free shipping with a minimum spend of RM10, daily deals from as low as RM10, and exclusive discounts up to 80%.

Shopee is also enabling Malaysian entrepreneurs to expand their businesses to international markets with the Shopee International Platform (SIP).

It will offer a wide range of logistical, payments and customer service arrangements to homegrown sellers at no extra cost.

With SIP, Malaysian sellers can now further grow their businesses in the region, starting with Singapore.

