

RESELLER MALAYSIA

FREE REGISTRATION!
Premium content and free magazine delivery each month



REGISTER HERE



HOME

NEWS ▾

PRODUCTS ▾

IN DEPTH ▾

MARKET INFORMATION ▾

VENDORS & DISTRIBUTORS ▾

YOU ARE AT: Home » Market Information » PIKOM speaks up for E-Commerce in Malaysia



(From left) ASOCIO sec-gen David Chang; ASOCIO chairman David Wong; PIKOM chairman Chin Chee Seong; MDEC director of e-comm enablement Wee Huay Neo; deputy PIKOM chairman Ganesh Kumar Bangah

PIKOM speaks up for E-Commerce in Malaysia

0

BY ON JANUARY 17, 2017

MARKET INFORMATION, MARKET NEWS, NEWS

The National ICT Association of Malaysia (PIKOM) launched a new chapter, E-Commerce Malaysia, to represent the e-commerce industry in Malaysia. It aims to promote Malaysian e-commerce players, including merchants, payment and logistics providers, through regional and global initiatives.

Headed by PIKOM deputy chairman, Ganesh Kumar Bangah, the chapter will be the point of contact with the government of e-commerce matters. It will also help increase awareness and participation in online shopping.

PIKOM chairman Chin Chee Seong said, "With the advent of the ASEAN Economic Community (AEC) in 2015 and the move towards a single market, the time is ripe to take advantage of this huge market of over 630 million consumers."

PIKOM is not new to e-commerce, Ganesh said. In 1999, it introduced E-Shop Now to encourage online shopping among Malaysians. MyBeli was launched in 2009 as a marketplace with 18 retailers offering discounts on purchases. "In 2010, we published Mobile Social Commerce and this year, Facebook launched Facebook Marketplace, which is essentially mobile social commerce," he said.

E-commerce in Southeast Asia is the fastest growing industry in the fastest growing economic region in the world, he said. A lot of dominant players in the market are foreign companies. "It is important for us to make sure local players and SMEs have a voice to represent them to the government. We want to ensure the interests of the local industry are protected as our digital economy is liberalised with more foreign investments," Ganesh emphasised.

Among the initiatives taken by E-commerce Malaysia is the **ASOCIO E-Commerce Alliance** to promote cross-border trade and enable Malaysian merchants and SMEs to sell regionally. "By the first quarter of 2017, a merchant can list his products on one platform and they will be immediately listed in marketplaces such as Vietnam and Thai. By the end of the year, this will cover the whole region," Ganesh explained.

To achieve its objectives, E-commerce Malaysia will work closely with the National E-Commerce Council (NeCC) and Malaysian Digital Economy Corp (MDEC). "The chapter's initiatives and programs will be aligned closely with the

Search ...

Search

RECENT POSTS

IBM lets partners extend VMware environments to IBM Cloud

Nougat, Marshmallow making small gains

Epson launches tablet-friendly receipt printer

IBM to get Hortonworks certification

SSM goes open source with Red Hat

RECENT COMMENTS

Patrik on Honor 9 in the pipeline?

Tasha on Smartwatch market experiences first slump, says IDC

Dusan on iPay88-NTT Data forges partnership with PayPal

ARCHIVES

February 2017

January 2017

December 2016

November 2016

October 2016

September 2016

August 2016

July 2016

June 2016

April 2016

CATEGORIES

Appointments

National E-Commerce Roadmap," said Chin.

E-Commerce Malaysia will start a new paradigm for PIKOM: it will not just focus on technology or infrastructure providers of e-commerce but also merchants, Ganesh said. Membership to this chapter will comprise e-commerce merchants, marketplaces, payment providers, logistics, and fulfilment players, with fees set at RM200 a year.

SHARE.



ABOUT AUTHOR



RELATED POSTS



FEBRUARY 22, 2017 0

IBM lets partners extend VMware environments to IBM Cloud



FEBRUARY 22, 2017 0

Nougat, Marshmallow making small gains



FEBRUARY 21, 2017 0

IBM to get Hortonworks certification

LEAVE A REPLY

Your Comment

Your Name

Your Email

Your Website

POST COMMENT

Featured

Grow Your Business

How To?

In Detail

IT Business

Management

Market Analysis

Market Information

Market News

Marketing

New Arrivals

News

News

People

Products

Products

Strategy

Surveys

Trends

Vendors & Distributors

POPULAR

RECENT

TOP REVIEWS



JUNE 30, 2016

1

iPay88-NTT Data forges partnership with PayPal

JULY 25, 2016

1

Smartwatch market experiences first slump, says IDC

JANUARY 27, 2017

1

Honor 9 in the pipeline?

LATEST GALLERIES