

## IMMEDIATE RELEASE

# THE MEGA #MYCYBERSALE RETURNS TO WOO SHOPPERS WORLDWIDE

- *MDEC Partners With PIKOM To Bring The Fourth Annual #MYCYBERSALE Online Sale Event*
- *#MYCYBERSALE to be held round-the-clock from October 9 to 13 2017*
- *Organisers set the bar higher this year, with a target of RM300 million gross merchandise value and RM20 million export revenue*

**PETALING JAYA, JULY 24 2017:** The fourth **#MYCYBERSALE** online sale event is back from October 9 – 13 and is poised to be a game changer in making Malaysia a rising star in the global e-Commerce realm.

At the stroke of midnight on October 9, **#MYCYBERSALE 2017** will start ringing in the sales 24 hours a day until 11.59 pm on October 13.

This non-stop five-day event in the virtual space is bound to create excitement among passionate shoppers hungry for incredible online deals.

For the first time, PIKOM - the National ICT Association of Malaysia (PIKOM) behind the successful PC Fair cash and carry event since 1995 - will be the lead organiser of the **#MYCYBERSALE 2017**.

This new role was made possible through a strategic partnership between PIKOM and the Malaysian Digital Economy Corporation (MDEC), the caretaker of this national initiative since 2014.

In line with its theme of ***Catalyzing Micro Enterprises and Global Trade***, **#MYCYBERSALE 2017** aims to lure SMEs and micro retailer enterprises to be part of the e-Commerce ecosystem and contribute to the domestic and export revenue.

In 2016, **#MYCYBERSALE** notched RM211million gross merchandise value (GMV) and attracted 140 Malaysian brands as well as 16,600 foreign buyers.

Buoyed by the performance of the previous three **#MYCYBERSALE** events, a target of RM300 million in GMV, an export revenue of RM20 million, as well as attracting 360 exporters and 10 participating countries, has been set for **#MYCYBERSALE 2017**.

The organisers also aim to draw 1,000 merchants and 50 partners to participate in the event.

This national initiative will be the first major project of PIKOM's recently formed their **e-Commerce Malaysia** Chapter.

In commenting on PIKOM's maiden role in the **#MYCYBERSALE 2017**, chairman Chin Chee Seong said the association is honoured to play a leading role in organising this significant online sale event.

"The strong strategic partnership between PIKOM & MDEC for the past 20 years, has resulted in another milestone with the organisation of this event of such magnitude and scale," said Chin.

"We want to encourage micro e-tailers and SMEs to be part of the e-Commerce ecosystem which is to create a vibrant and secured online shopping platform for shoppers to buy confidently and with ease," he added.

Although online retail sales in Malaysia is growing at an encouraging level, it is still far behind the more developed countries such as US and China, said Chin.

However, the future of e-Commerce looks bright as online retail sales in Malaysia is expected to grow 23% a year until 2021, according to AT Kearney's latest report on global retail development index, he said.

The increasing growth of the GMV in the event since 2014, shows that Malaysians are becoming savvier and more confident in buying online, said Chin.

Micro retailer enterprises and SMEs should not miss the opportunity to be part of the event, he added.

"The convenience of buying products not easily found in brick and mortar outlets and having them delivered to their doorsteps at affordable rates, are factors that are driving Malaysians to shop online," he said.

MDEC chief operating officer Dato Ng Wan Peng said beginning 2017, MDEC will collaborate with industry players to scale **#MYCYBERSALE** further.

"This is to ensure **#MYCYBERSALE 2017** will continue to be self-sustainable initiative and continues to be led by the industry. For this purpose, MDEC will partner with PIKOM to bring the 4th annual **#MYCYBERSALE**," said Ng.

The **e-Commerce Malaysia** chapter Chaired by PIKOM Deputy Chairman Ganesh Kumar Bangah, recently formed a task force comprising merchants, marketplaces, payment providers, logistics and fulfilment players.

"The year 2017 will be a game-changing year with **#MYCYBERSALE** being driven by the industry through PIKOM's strategic partnership with MDEC," said Ganesh.

He added that PIKOM's objective is also to spin off the event to become a self-sustainable, and industry-led yearly initiative.

He added that making this online sale event a yearly affair is one of the initiatives the chapter has set to align closely with the National eCommerce Strategic Roadmap.

“The event is also aimed at accelerating the SMEs adoption of e-commerce and contribute towards National eCommerce Strategic Roadmap 2020 goals,” said Ganesh.

Over the next few months leading to the **#MYCYBERSALE** event, the newly formed **e-Commerce Malaysia** chapter task force, will hold merchant recruitment drives at road shows nationwide, he added.

“We will be collaborating with our partner associations, Malaysian Retail Chain Association (MRCA), SME Association, Malaysian Wholesale Federation and Associated Chinese Chamber of Commerce and Industry of Malaysia (ACCCIM) to reach out to new merchants and bring them on board,” said Ganesh, adding that the association will also leverage on its own PIKOM CIO chapter to achieve this objective.

PIKOM will also work closely with MDEC on the e-Usahawan initiative to promote **#MYCYBERSALE 2017** to micro enterprises in several locations nationwide and hold international marketplace onboarding and training event with ASOCIO.

The organisers will be sharing more details on these events in the weeks to come.

**#MYCYBERSALE 2017** is an unmissable event and the organisers invite interested parties to visit <https://mycybersale.my/> or call 03-40650078 soon on how they can get on board. The deadline for registration is August 15 2017.

## **About PIKOM**

PIKOM, THE NATIONAL ICT ASSOCIATION OF MALAYSIA is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at over 900 comprising companies involved in a whole spectrum of ICT products and services which commands about 80% of the total ICT trade in Malaysia. PIKOM works to improve the business climate in the interests of all its member companies and to promote industry growth in line with national aspirations. PIKOM's membership is open to all Malaysian companies who supply ICT products and services in the computing and telecommunications industries. However, non-ICT companies are also welcome to join the Association as associate members.

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## **About MDEC**

Malaysia Digital Economy Corporation or MDEC (formerly known as Multimedia Development Corporation Sdn. Bhd.) is the lead agency in driving the digital economy in Malaysia under the Ministry of Communications and Multimedia Malaysia. Since its inception 20 years ago, MDEC's mission is to develop the nation's digital economy. MDEC's implementation efforts are centred on driving investments, building local tech champions, catalysing digital innovation ecosystems and propagating digital inclusivity. MDEC is also responsible to ensure that Malaysia plays an integral part in developing and nurturing talent to drive digital innovation around the world, while attracting participation from global ICT companies to invest and develop cutting edge digital and creative solutions in the country.