



#MYCYBERSALE 2018 FUELS E-COMMERCE SECTOR WITH GROWING PARTICIPATION BY SMES

- The 5th #MYCYBERSALE 2018 national online sale event draws more than 1,200 merchants; nearly 70 per cent are SMEs;
- At least 600 merchants ready to ship orders overseas;
- #MYCYBERSALE 2018 attracts more than 100 partners, contributing more than 62 per cent private sector funding;
- #MYCYBERSALE 2018 has the potential to reach over 13.9 million online shoppers in Malaysia;
- Malaysian and overseas shoppers can start shopping in #MYCYBERSALE 2018 from 3rd to 7th September at www.mycybersale.my

KUALA LUMPUR, 28th AUGUST 2018 – The 5th #MYCYBERSALE 2018 is set to become Malaysia’s biggest ever national online sale event since 2014, with over 1,200 merchants offering products and services in more than 20 retail categories.

The event is proving to be a successful model for the Small Medium Enterprises (SMEs) with almost 70 per cent of the participating merchants coming from this sector.

#MYCYBERSALE 2018, happening from 3rd to 7th September, is organised by the National ICT Association of Malaysia (PIKOM) and supported by the Malaysia Digital Economy Corporation (MDEC).

The regional and international brands taking part in this online sale event include Lazada, Shopee, Shopback, 28Mall, Malaysia Airlines Berhad, Qoo10, Hermo, Shopback, Coca Cola, Mead Johnson and Unilever.

“#MYCYBERSALE merchants have lined up attractive deals and items at hugely-discounted prices for consumers to take advantage of. This is the time to grab fantastic travel deals, your favourite tech gadgets, shop for festive holiday gifts and year-end parties,” said Ganesh Kumar Bangah, Chairman of PIKOM.

Almost two thirds of the Malaysian internet users are online shoppers and #MYCYBERSALE 2018 has the potential to reach over 13.9 million online shoppers in Malaysia, said Ganesh.

He added that PIKOM is confident the targeted RM370 million in GMV for the event will be surpassed. GMV is defined as the total revenue generated during the five-day sales period before making an allowance for discounts.

In line with its theme - **‘DRIVING GROWTH THROUGH OMNI CHANNEL COMMERCE,’** #MYCYBERSALE 2018 is aimed at encouraging SMEs and micro-enterprises to adopt an omnichannel approach for their businesses to reduce dependency on social media private messaging sales.

More than 600 merchants are expected to ship orders to China, United Arab Emirates, United States and other countries in Europe and South East Asia.

With the favourable Ringgit currency rate expected to attract more overseas customers to #MYCYBERSALE 2018, PIKOM is confident that the targeted RM50 million export revenue will be achieved, said Ganesh, who was speaking at the launch of #MYCYBERSALE 2018 which was attended by more than 350 guests, here in Kuala Lumpur today.

#MYCYBERSALE 2018 online sale event has become a catalyst for merchants in Malaysia to be part of the e-Commerce ecosystem and contribute to the domestic and export e-Commerce revenue. In 2017, #MYCYBERSALE attracted 1,007 merchants generating RM311 million in GMV, with RM39 million in export revenue.

#MYCYBERSALE 2018 event drew strong support from more than 100 leading corporate and retail brands in the private sector which included Pinnacle Partners Commerce.Asia, Fusionex, Mastercard and Lazada; Premier Partners Mobiversa, SAP Malaysia, Shippop, Shopback, CapFiX and y5zone Malaysia; Gold Partners iPay88 and Malaysia Productivity Corporation (MPC) and Silver Partners eGHL, GDex, LWE, SF Express, World First and City-Link Express. The event also attracted initiative partners and marketing partners as well as lucky draw sponsors.

“This is the second year that PIKOM is helming #MYCYBERSALE and I am confident it is on a progressive road to become a fully self-sustainable event as more than 62 per cent of the event this year is funded by the private sector compared with 40 per cent last year,” Ganesh added.

He added that from this year onwards, the #MYCYBERSALE event will be held annually between the National Day and Malaysia Day for consumers to take advantage of the attractive deals and rock-bottom prices, offered by the merchants during these memorable national celebrations.

Datuk Yasmin Mahmood, Chief Executive Officer of Malaysia Digital Economy Corporation (MDEC), commended the efforts by PIKOM in taking on the mantle of organising the campaign for the second year running. "Initiated by MDEC in 2014, we are pleased to continue to support #MYCYBERSALE, which is helping more local SMEs take their rightful place in the burgeoning eCommerce arena and place Malaysia as a regional eCommerce powerhouse."

Applauding the cross-industry collaboration, she further commented: "Initiatives as #MYCYBERSALE are aligned with a most fundamental objective of the National Strategic eCommerce Roadmap, which is to accelerate adoption of eCommerce (in Malaysia). Our SMEs and microenterprises will benefit greatly from these proactive steps to boost online trade."

According to the Department of Statistics Malaysia, the eCommerce growth rate in Malaysia is expected to grow from the 10.6% in 2016 to 20.8% by 2020. With one of the highest internet penetrations in Southeast Asia at 85.7% and mobile penetration at almost 140%, Malaysia has become one of the fastest growing emerging eCommerce markets in the region.

"The nation's merchants, SMEs, industry and our consumers are forging ahead to digitalise Malaysia's proud tradition as a global trading nation," she added. "These are stepping stones to even greater things: Malaysia is now moving up the value chain and trading in ideas, innovation and new technologies in a spirit of collaboration across different sectors."

At the stroke of midnight on 3rd September, consumers will be spoilt for choice by the wide array of promotions and deals at www.mycybersale.my from over 20 retail categories to choose from. These include electronics, fashion, baby and kids, travel, health and beauty, home and living, food and beverage, wellness services, home appliances, and sporting equipment.

ENDS

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 1,000 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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PICTURES FROM #MYCYBERSALE 2018 LAUNCH CAN BE DOWNLOADED FROM THE FOLLOWING LINKS:

http://www.pikom.org.my/2018/MEDIA/PIKOM_Chairman_Ganesh_Kumar_Bangah.jpg

Ganesh Kumar Bangah, PIKOM Chairman

http://www.pikom.org.my/2018/MEDIA/Datuk_Yasmin_Mahmod_CEO_of_Malaysian_Digital_Economy_Corporation.jpg

Datuk Yasmin Mahmood, Chief Executive Officer, Malaysia Digital Economy Corporation (MDEC)

http://www.pikom.org.my/2018/MEDIA/%23MYCYBERSALE_2018_LAUNCH.JPG

#MYCYBERALE LAUNCH PICTURE CAPTION

(from left): Member, Board of Directors, Malaysia Digital Economy Corporation, Dato' Mathialakan Chelliah; Deputy Secretary, Information Technology Division, Ministry of Communications and Multimedia, Ahmad Norhad Zahari; PIKOM Chairman Ganesh Kumar Bangah and PIKOM Deputy Chairman Danny Lee