

## National e-Commerce Strategic Roadmap (NeSR) 2016 -2020

### Malaysia

Electronic Transactions

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#### Definitions of Data:

N/A

#### Main Focus of Document:

services sector, retail sector, logistic sector, financial services sector, e-commerce players (consisting of large enterprises, SMEs and MSMEs), exporters, investors

#### Target Beneficiaries or Sectors:

services sector, retail sector, logistic sector, financial services sector, e-commerce players (consisting of large enterprises, SMEs and MSMEs), exporters, investors

#### Key Elements:

In order to maximise the impact and accelerate e-Commerce GDP growth, the National e-Commerce Strategic Roadmap has outlined focused Government interventions through its six thrust areas, built on good and affordable infrastructure, a supportive governance framework across Ministries and Agencies as well as smart partnerships with industry.

The 6 thrust areas will enable all key stakeholders in the e-commerce ecosystem to contribute towards the national agenda, they are:

1. Accelerate seller adoption of e-commerce;
2. Increase adoption of eProcurement by businesses;
3. Lift non-tariff barriers (e-Fulfillment, cross-border, e-Payment, consumer protection);
4. Realign existing economic incentives;
5. Make strategic investments in select e-commerce player(s); and
6. Promote national brand to boost cross-border e-commerce.

Across these (6) six thrust areas (as above), various programmes and initiatives have been prioritised for the duration of the Roadmap to deliver significant impact throughout the Malaysian e-commerce ecosystem. These programmes and initiatives are championed and co-owned by various Ministries/Agencies, 38 in total to date. For the purpose of governing, monitoring and fostering coordination in the implementation of NeSR, the National E-Commerce Council (NECC) was established.

For over four (4) years of its implementation, the Roadmap has indeed bared fruition particularly in establishing sound e-commerce supporting infrastructure and policies, as well as making entrepreneurs in Malaysia to be more e-commerce ready and adaptive to digital tools and technologies related to e-commerce.

Digital ecosystem Digital technology Electronic commerce Legislative framework Private sector Procurement

#### Policy/regulation mirrored:

e-Commerce policies and strategies

#### Countries:

##### Bangladesh

##### India

##### Fiji