

## **MATRADE hosts cross-border online trade meetings in Bangkok to boost e-commerce**

BANGKOK (Aug 17): Malaysia External Trade Development Corporation (MATRADE) in Bangkok is hosting online meetings between Malaysian small and medium enterprises (SMEs) and Thai companies to access new and emerging e-commerce markets.

In a statement today, MATRADE Bangkok's Trade Commissioner Norman Dzulkarnain Nasri said the national trade promotion agency's ongoing meetings, until Aug 31, 2021, are aimed at both the business-to-consumer (B2C) segment and business-to-business (B2B) cross-border e-commerce between Malaysian sellers and Thai companies.

"Through the B2B platform, we can facilitate more sourcing initiatives for Malaysians products and services among businesses.

"Malaysian SMEs and Thai companies can leverage on e-commerce platforms to access new and emerging markets while embarking on collaborative ventures and regional engagement with their ASEAN counterparts," he said.

Norman also said that the meetings are in conjunction with the ASEAN Online Sale Day 2021 (AOSD 2021), which is held collectively among ASEAN member countries to revitalise demand for goods and services inhibited by the Covid-19 pandemic.

This year's AOSD is hosted by Singapore, Vietnam and Brunei, after the success of the inaugural edition of AOSD in 2020, said MATRADE.

"It is held in August to coincide with ASEAN Day, which is celebrated annually on Aug 8.

"Through AOSD 2021, all 10 ASEAN member states will be organising online shopping events through a globally accessible dedicated portal.

"The portal enables member countries to highlight their homegrown businesses in a digital Country Pavilion," the agency said, adding that the Malaysia Pavilion will be featuring products and services from 53 local enterprises.

"Under the MyDIGITAL agenda, Malaysia aims to leverage the progressive development of the e-commerce market in ASEAN as the digital economy sector is expected to create 500,000 jobs and contributing 22.6% to Malaysia's gross domestic product (GDP) by 2025," said MATRADE.

**The Department of Statistics Malaysia also reported recently that the income from e-commerce transactions in 2020 was RM896.4 billion, with an annual growth rate of 32.7%, compared with 22.8% in 2019.**

Thai and Malaysian companies that are keen to explore the cross-border e-commerce market are encouraged to contact Norman at [bangkok@matrade.gov.my](mailto:bangkok@matrade.gov.my).

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