

## **BLIND SPOTS IN MALAYSIA'S E-COMMERCE DATA**

KUALA LUMPUR (July 5): Certain government agencies have tenuous relationships with data, with e-commerce being the latest front in the broad economic data ecosystem.

There are major historical e-commerce data gaps and disputed numbers, many of which persist today. Checks by DigitalEdge indicate Malaysia's e-commerce system dates back to 1998. Meanwhile, the earliest discernible attempts at capturing e-commerce data at the government level began at some point between 2010 and 2015, with the Department of Statistics Malaysia's economic census.

This left a roughly 10-year period (approximately 1998 to 2008) with no e-commerce data being captured at the federal level.

As the private economy becomes more digital and cloud-based, there are stark opportunity costs to "missing the boat" on key trends that reliable e-commerce trade data might have otherwise unearthed. According to Dr Yeah Kim Leng, professor of economics at Sunway University Business School, there needs to be a more robust e-commerce data ecosystem to add visibility to those parts of the private economy worth focusing on and adding value to.

"We could have used business-to-business (B2B) e-commerce trade data to help identify and capture opportunities in emerging industries that in recent years, seem to have passed us by."

<https://www.theedgemarkets.com/article/blind-spots-malaysias-ecommerce-data>