



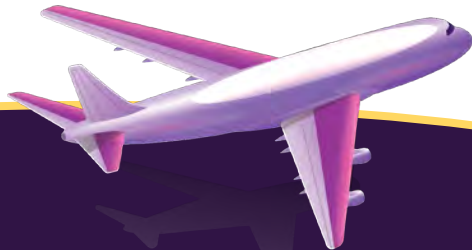
E-Commerce in MALAYSIA



MARKET OVERVIEW



Population:	32 million
GNI per Capita:	US \$11,200
Ease of Doing Business:	Rank 12/190 Score 81.5/100
Logistics Performance Indicator:	Rank 41/190 Score 3.22/5
Currency:	Malaysian ringgit RM
Free Trade Agreement:	CPTPP
Official Language:	Bahasa Malaysia
Domain:	.my



Internet Inclusivity:	Rank 35/100
E-Government Development:	Rank 47/193
% of Internet Users:	84%
Top 3 Search Engines:	Google 99% , Yahoo! .5% , bing .5%
Social Media Stats:	Facebook 86% , Pinterest 6% , YouTube 4% , Twitter 2% , Instagram 1%
Mobile vs Tablet vs Desktop:	Mobile 57% , Desktop 39% , Tablet 4%
Level of Cross-border E-commerce:	48%
E-commerce Market Value:	US \$4 billion
E-commerce Payment Methods:	Bank transfer 46% , card 29% , other 11% , digital wallet 7% , cash 7%
Top Payment Services:	Paypal, Alipay, Wechat, Google Pay

E-COMMERCE TRENDS



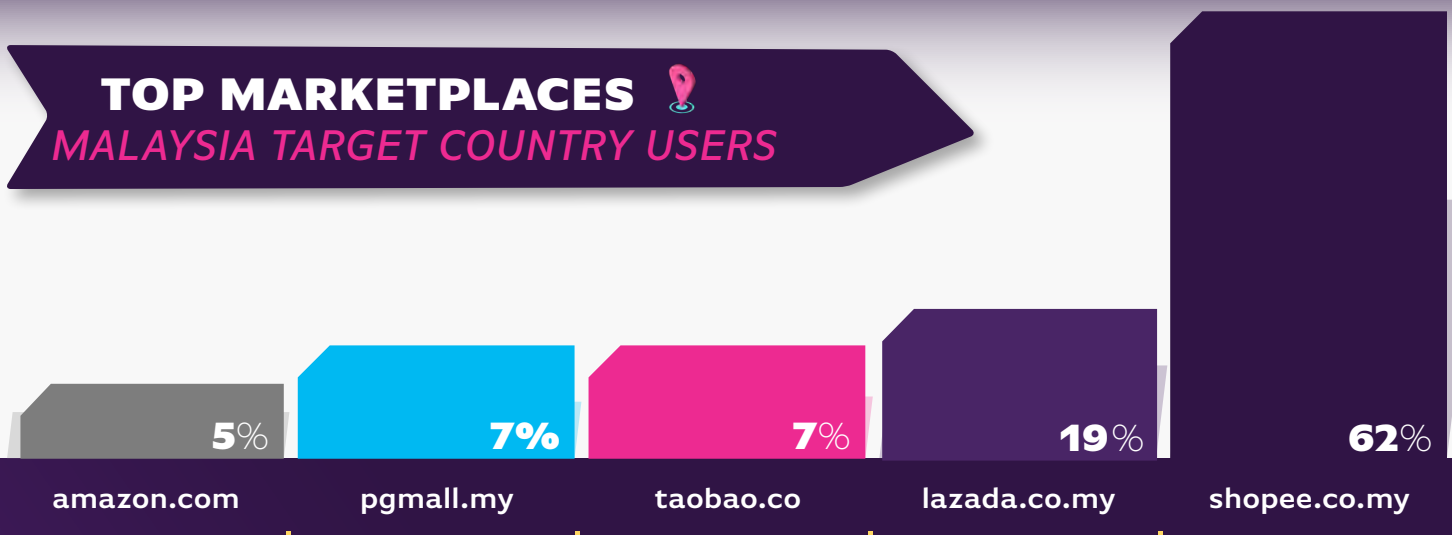
- SMEs are recommended to sell through established marketplaces like Lazada, PrestoMall, Shopee, etc.
- Secure payment and free shipping is the key to e-commerce success in Malaysia
- In Malaysia, the primary online shoppers belong to the young category, i.e. under the age of 35
- Social media platforms are the most captivating tool to drive millennials to your products
- Mobile rules E-commerce in Malaysia



TOP MARKETPLACES



MALAYSIA TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
shopee.co.my	B2B/B2C	horizontal-everything	Commission fees Shopee Marketplace Guides
lazada.co.my	B2C	horizontal-everything	Commission fees (limited to Central Asia businesses) Lazada Market Guide
taobao.co	B2C	horizontal-everything	Commission fees (limited to in-market only) Opening a Taobao Store
pgmall.my	B2C/B2B	horizontal-everything	Cash-back incentives, referral program (limited to in-market only) Consumer Merchant Concept
amazon.com	B2B/B2C	horizontal-everything	Commission model, subscription model, advertising on the website Sell on Amazon

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *SEKO Shippit BTL Borderless*
- E-commerce Payment Processors: *Paypal Alipay Wechat*
- Digital Marketing Providers: *Lizard Global Shock Media Studio*
- E-commerce Platform Providers: *Shopify Woocommerce Volusion*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Online in South East Asia*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Trade Commissioner Services

- § *Doing Business in Malaysia*
- § *Your e-commerce, your gateway to Asia*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Market Resources

- § *Malaysia Canada Business Council*

Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

Other programs

- § *LearnSphere*

