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Headline: MYCYBERSALE 2019 Aims to Reap RM500m GMV

# MALAYSIA SME<sup>®</sup>

## MYCYBERSALE 2019 aims to reap RM500m GMV

This year Taiwan joins Malaysia's largest online shopping • 1500 merchants registered

The sixth MYCYBERSALE 2019, Malaysia's largest online sale, is optimistic of reaping RM500 million in revenue during the week-long period.

To top this year's attraction, organiser PIKOM welcomes FPX, as the Title Partner. FPX, operated by PayNet, is a Malaysia's premier online payment used by more than 21,000 merchants.

Consumers who pay for their online purchases of at least RM 5 through FPX would be eligible to participate in a FPX contest offering RM270,000 worth of prizes, including two units of Proton X70 and a total of RM50,000 worth of shopping vouchers.

"PIKOM is extremely proud to announce that this year, the online shopping sale is fully private-sector funded. It took us six years to reach this far, making this an industry-led event as has been the original intent from the very beginning. With further support from both the Government and the private-sector, we will see growth in gross merchandise value (GMV) and numbers of merchants participating, from Malaysia and Asian countries," says PIKOM chairman Ganesh Kumar Bangah.

PIKOM's strength in international relations, has led to the presence of Taiwan's Commerce Development Research Institute (CDRI) participating in this



(from left) Song, Schiesser, Eddin Syazlee Shith, Ganesh and Hsu

year's sale.

Taipei Economic and Cultural Office in Malaysia director of Economic Division David Hsu says, "This event marks the first co-operation of online shopping festival between Taiwan and Malaysia. Serving as the model for future expansion, this event is also the foundation of creating a regional online shopping festival among ASEAN countries. Through multinational co-operation, we expect to offer consumers in ASEAN countries high quality products at competitive prices. Additionally, its sets to encourage e-commerce industries to exchange and co-operate among regional partner countries."

There will be over 60 Taiwanese

merchants representing 2,000 brands offering unique products during the sale.

The inclusion of Taiwan and FPX as the title sponsor has resulted in this year's event being called "FPX #MYCYBERSALE ASIA 2019". Thus far, around 1,500 Malaysian and Taiwanese merchants have registered, pushing the event beyond geographical borders.

"We are extremely privileged to collaborate with PIKOM as the title partner to bring the benefits of paying with FPX to all 30.8 million internet banking users and 15.6 million mobile banking users in Malaysia. With FPX, customers may opt to debit from their savings, current or credit card accounts. FPX is one of the most popular modes of

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online payment in Malaysia, with more than 15 million transactions monthly," says PayNet Group chief executive officer Peter Schiesser.

The Malaysian Digital Economy Corporation (MDEC) believes that the full potential of eCommerce has yet to be harnessed. According to MDEC director of eCommerce Song Hock Soon the GDP contribution of domestic eCommerce sub-sector is still small compared to China or the USA. Nonetheless, the future of eCommerce is bright as online retail sales in Malaysia is expected to grow 23% a year until 2021.

In line with the marketing strategy this year, PIKOM has received strong support from the community partners such as PrestoMall, One Utama, Boost, iPay88, eGHL and over 20 participating banks through PayNet.

Other partners alongside PayNet's FPX are Pinnacle Partners Commerce Asia and Fusionex; Premier Partners being CJ Century, Unifi; Gold Partner Malaysia Productivity Council (MPC) and Regional Partner Commerce Development Research Institute Taiwan (CDRI).

The sale will see the following categories of items being sold, covering electronics, fashion, children's apparel, travel, health and beauty, home and living, food and beverage, wellness services, home appliances, and sporting equipment.

The FPX #MYCYBERSALE ASIA was launched by Tuan Eddin Syazlee Shith, the deputy Minister of Communications and Multimedia Malaysia, and attended by over 250 eCommerce merchants and industry partners. [MSME](#)