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# MATRADE to Step-Up Msmes Capabilities in Digital Trade With The Launch of Ebizlink 2024 Programmes

**TUESDAY, 30 JANUARY 2024, KUALA LUMPUR:** Malaysia External Trade Development Corporation (MATRADE) is intensifying effort in encouraging more micro, small and medium enterprises (MSMEs) to seize opportunities abroad with the launch of the Cross Border e-Commerce Development Programme or eBizLink. The new initiative serves as a platform to support local MSMEs to uncover new approach for growth by embracing innovative technologies and digitalisation. It also aims to fostering strategic partnership and adapting to evolving market trends by Malaysian enterprises and established international solution providers.

“At MATRADE, we are confident that by prioritising digital trade including a strong emphasis on digital marketing and e-commerce solutions, we can cultivate new values and competencies for Malaysian MSMEs to scale up and future-proof their business” stated Mr. Abu Bakar Yusof, the Deputy CEO of MATRADE.

“By collaborating with a network of international industry partners, we aim to spearhead a series of campaigns and promotional activities abroad, leveraging cutting-edge digital channels for maximum impact”.

The eBizLink programme which will run until 2025, has been carefully crafted to support the government's goal of achieving 15% contribution to exports from Malaysia MSMEs, as outlined in the Mid-Term Review of the 12th Malaysia Plan. This initiative aligns seamlessly with the MADANI Economy Framework, the National Trade Blueprint (NTBp), and the recently unveiled New Industrial Master Plan (NIMP) 2030 where these strategic frameworks prioritise digitalisation as a pivotal force driving economic development and resilience. By fostering digitalisation, the programme will also create a more optimistic global outlook and enhance inclusivity among local entrepreneurs.

A comprehensive series of thirteen (13) digital campaigns and marketing initiatives will be strategically executed across global markets, including ASEAN, China, Nigeria, United Kingdom, Hong Kong, Chile, United Arab Emirates, and more. These activities will leverage on networks of established international partners and industry experts. Concurrently, MATRADE is set to collaborate with key partners like DHL Express, Amazon, TikTok Shop, and PGMall domestically to coordinate capacity-building and skill enhancement programmes, specifically focused on cross-border digital trade, contributing to the overall growth and competitiveness of Malaysian businesses.

This year, the eBizLink programme is poised to make a significant impact, aiming to provide support to 650 MSMEs transitioning into the realm of digital exporters. The anticipated outcome is not merely a numerical achievement but a strategic elevation of their digital presence on the global stage. By facilitating access to international markets and fostering digital trade capabilities, the programme aspires to catalyse an estimated RM90 million in e-commerce export sales. This goal underscores MATRADE’s commitment to empowering MSMEs, ensuring their sustained growth, and contribute sustainably to the economic landscape.

As these businesses embrace digital trade, the eBizLink programme stands as a beacon, illuminating the path toward a future of enhanced competitiveness and growth for Malaysian enterprises in the global marketplace. MSMEs keen on participating in the eBizLink 2024 programmes are encouraged to reach out to MATRADE's e-Commerce Ecosystem Unit for comprehensive information about the scheduled activities.

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online



Menara MATRADE,  
Jalan Sultan Haji Ahmad Shah,  
50480 Kuala Lumpur, MALAYSIA

Tel: [+603-6207 7077](tel:+603-62077077) (Tel:60362077077)

Faks : [+603-6203 7037](tel:+603-62037037) (Tel:603-6203 7037)

Emel: [info@matrade.gov.my](mailto:info@matrade.gov.my)  
([Mailto:info@matrade.gov.my](mailto:info@matrade.gov.my))

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