



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN HAL EHWAL PENGGUNA

KEYNOTE SPEECH

BY

**YB DATUK SERI SAIFUDDIN NASUTION BIN ISMAIL
MINISTER OF DOMESTIC TRADE AND CONSUMER AFFAIRS**

**THE LAUNCH OF SHOPEE 10.10 BRANDS FESTIVAL
AND BUY MALAYSIA CAMPAIGN ON SHOPEE**

ON

3rd OCTOBER 2019

AT

**SOFITEL KUALA LUMPUR DAMANSARA,
KUALA LUMPUR**

SALUTATIONS

Zed Li

Head of Business, Shopee Malaysia

Brand partners;

Our local Malaysian celebrities;

Members of the media;

Ladies and gentlemen.

Bismillahirrahmanirrahim

Assalamu'alaikum wa rahmatullahi wa barakatuh

A very good evening and Salam Sejahtera

1. First and foremost, on behalf of the Ministry of Domestic Trade and Consumer Affairs, I would like to express my gratitude to Shopee for organising this event and for partnering with my Ministry on our national “Buy Malaysian” campaign.
2. The e-commerce industry is growing exponentially all over the world and presents great opportunities for consumers and entrepreneurs alike. Shopee’s own rapid growth is a testament to this fact. Since entering the market in 2015, Shopee today has over 200 million users in the ASEAN and Taiwan region and 20 million users in Malaysia alone.
3. At the Ministry of Domestic Trade and Consumer Affairs, we firmly believe that e-commerce is the new frontier of retail and made it our mission to ensure that local entrepreneurs, especially SMEs, are not left behind by the tides of change.
4. As such, for the first time ever, we are expanding the Ministry’s “Buy Malaysian” campaign beyond the ambits of traditional retail and partnering with airlines, airports, petrol stations and e-commerce platforms to comprehensively and aggressively promote local entrepreneurs across all channels.

Ladies and Gentlemen,

5. For the benefit of those who are not familiar with the “Buy Malaysian” campaign, it was launched back in 1998 by our Prime Minister, Tun Dr Mahathir when he was the fourth Prime Minister of Malaysia.
6. The initiative was aimed to educate consumers on the vast array of high-quality Malaysian-made products and to encourage them to take pride in the works of their fellow citizens.
7. Further, from a macroeconomic standpoint, when Malaysians support locally-made products, it will boost domestic consumption and lessen reliance on exports. This will not only be beneficial for our currency but also help improve the livelihoods of Malaysians as well as their purchasing power.
8. The “Buy Malaysian” campaign was responsible for the rise of many great Malaysian brands and has the potential to unite all Malaysians. Sadly, along the way, this vision was sidelined and forgotten by our predecessors, and so it is time that we reignite the campaign to set our domestic trade back on the right track.
9. But we cannot do this on our own - we need the support of the private sector to push this national agenda forward. As such, we have been ramping up our efforts and started several new initiatives, including partnering with e-commerce players like Shopee to provide local entrepreneurs with new platforms to sell their products and to give them the exposure, priority, branding and marketing support from world-renowned companies.

Ladies and Gentlemen,

10. I am excited to have a leading e-commerce platform like Shopee collaborating with us on the “Buy Malaysian” campaign. Listening to Mr Zed’s presentation earlier, I am very grateful to know that Shopee has made the “Buy Malaysian” campaign a top priority even though it already has a string of other sales campaigns to focus on.
11. I am happy to see that Shopee has created a dedicated “Buy Malaysian” collection page featuring more than **2,300 Malaysian-made SKUs** where Shopee users can discover truly Malaysian products including cosmetics, electronics, coffee, batik, curry paste, sambal belacan and much more from local traders. The “Buy Malaysian” collection page can be accessed either through the 10.10 Brands Festival microsite or at shopee.com.my/buatanmalaysia.
12. The collection page will also receive celebrity endorsement from the Shopee Celebrity Squad whose products are also made in Malaysia including Tya Arifin, Rita Sosilawati, Nana Mahazan, Fynn Jamal, Amy Search, and Sophia Liana.
13. Further, by making the “Buy Malaysian” collection page a part of their mega campaigns such as the 10.10 Brands Festival, Shopee is offering Malaysian products tremendous exposure. I am sure that our local entrepreneurs will benefit greatly, especially since year-end e-commerce sales campaigns often record huge spikes in shopping activities.

14. On top of that, Shopee is also making sure that the “Buy Malaysian” campaign will be marketed and featured through fun and interactive activities such as Shopee’s in-app games like Shopee Quiz and Shopee Live as well as educational videos like the one we watched earlier. All these efforts will help garner interest and promote Malaysian-made products.
15. Last and most excitingly, Shopee is also looking to help Malaysian SMEs expand into all the seven markets they operate in, starting with the Singaporean market with the help of Shopee International Platform, an end-to-end cross-border solution for retailers. This is a game-changer for Malaysian entrepreneurs as they will now have the opportunity to penetrate the export market as well.
16. On this note, my Ministry will be working tirelessly with Shopee to identify gaps and engage with Malaysian SMEs who are currently not selling their products online. The opportunities presented to us by our various e-commerce partners are great and we want to ensure all Malaysian entrepreneurs get an opportunity to benefit from these efforts.
17. With the support Shopee is providing to our local traders, including access to its 20 million users in Malaysia and 200 million users in the ASEAN and Taiwan region, I am confident that the “Buy Malaysian” campaign on Shopee will be a great success.

Ladies and Gentlemen,

18. Before I end my speech, I would like to thank Shopee again for joining us on this adventure. I would also like to congratulate Shopee on all its successes. As Shopee continues to grow bigger and better, it will, in turn, spur the growth of Malaysia's digital economy and Gross Domestic Product.
19. Today's collaboration is only the tip of the iceberg; there will be more partnerships to come between my Ministry and industry leaders like Shopee to help local SMEs and to bring Malaysia's economy to greater heights.
20. We will work tirelessly, explore all possible avenues and do whatever it takes to spur the growth of the domestic economy for the benefit of all Malaysians. I would like to end my speech with a simple message for all Malaysian consumers – "Buy Malaysian First".

Thank you.