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For Immediate Release:

## DIGITAL MALAYSIA UNVEILS NATION'S BIGGEST ONLINE SALE WITH #MYCyberSALE

First National Cybersale featuring more than 225,000 online deals aims to boost the local e-commerce industry

**KUALA LUMPUR, September 15, 2014:** The Multimedia Development Corporation (MDeC), via the Digital Malaysia initiative today announced #MYCyberSALE, the first Government-led online sale in the world. #MYCyberSALE will see the participation of 4,500 merchants featuring more than 225,000 online deals, offering up to 90% discounts from September 29, 2014 to October 1, 2014.

The biggest online sale event in Malaysia will include a total of 250 e-Marketplaces including reputable local and foreign online retailers. #MYCyberSALE is also promoted by its premium partners Astro Radio, CIMB, Golden Screen Cinemas (GSC), LINE, Pos Malaysia and Telekom Malaysia (TM), and supported by PIKOM and the E-commerce Association of Malaysia.

"E-commerce is a key component of the digital economy and has been identified as one of the ICT sub-sectors to be developed under the Digital Malaysia 354 Roadmap. #MYCyberSALE comes at an opportune time to not only boost the adoption of e-commerce in Malaysia, but also to increase the country's domestic e-commerce revenue in line with the increase in the worldwide business-to-consumer (B2C) e-commerce sale, which will reach USD \$1.5 trillion (RM4.78 trillion) by the end of 2014," said Dato' Yasmin Mahmood, the CEO of MDeC.

The #MYCyberSALE campaign is an initiative to leverage Malaysia's rising number of Internet users which currently stands at 19.8 million, representing 66% of the population as well as the increased adoption of smart devices amongst local consumers. Globally, e-commerce is growing much faster than sales at bricks-and-mortar stores as shoppers seek low prices, convenience, faster shipping and wider selection of products and services.



[www.digitalmalaysia.my](http://www.digitalmalaysia.my)



[www.mscomalaysia.my](http://www.mscomalaysia.my)

The online sale is endorsed and governed by the Ministry and regulators such as the Ministry of Domestic Trade, Cooperative and Consumerism (MDTCC) which oversees the overall e-commerce Act, regulation and buyer protection; the Malaysian Communications and Multimedia Commission (MCMC), which oversees regulations around communication and multimedia; SMECorp which governs the participation of Malaysian SMEs; and CyberSecurity Malaysia which oversees the e-commerce and cyberspace security, code of conduct and trust.

“The #MYCyberSALE solidifies our commitment to take Malaysia’s e-commerce industry to global standards by bringing all end-to-end parties: e-marketplaces such as online retailers and merchants, providers of payment gateways, logistics and fulfilment, industry players, financial institutions as well as telecommunication and infrastructure service providers, together. In fact, with such strong developments to the ecosystem, the Malaysian e-commerce industry is expected to grow to RM72.3 billion by 2015. This is in line with our digital economy aspirations under Digital Malaysia,” Dato’ Yasmin Mahmood concluded.

Digital Malaysia is the nation’s programme to advance the country towards a developed digital economy by 2020 by creating an ecosystem that promotes the pervasive use of ICT in all aspects of the economy. This will include connecting communities globally and in real time, in order to increase the nation’s Gross National Income (GNI), enhance productivity and improve standards of living.

Collectively, Digital Malaysia aims to achieve the following; create 160,000 high value jobs, increase Malaysia’s ICT contribution from 10.5% to 17%, provide an additional 1% SME contribution to Gross Domestic Product and create an additional RM7,000 of digital income per annum for 350,000 Citizens.

For all the great deals in #MYCyberSALE, please visit [www.mycybersale.my](http://www.mycybersale.my).

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**About Multimedia Development Corporation (MDeC), MSC Malaysia and Digital Malaysia**

MDeC was incorporated in 1996 to strategically advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia). MSC Malaysia became the platform to nurture the growth of Malaysian companies in the IT industry whilst attracting participation from global ICT companies to invest and develop cutting-edge digital and creative solutions in Malaysia.

In 2011, MDeC's mandate was broadened by the Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through Digital Malaysia. Founded on three strategic thrusts, Digital Malaysia is a natural progression to harness the building blocks already laid by MSC Malaysia. Digital Malaysia will drive generational change through its three-phase implementation which is set to take place between 2012 to 2020, 2021 to 2030, and 2031 to 2040 respectively.

The Digital Malaysia 354 (DM354) roadmap was introduced in 2013 as a structured approach to game-change Malaysia's digital landscape in Phase 1 by addressing 3 key ICT Enabling Environment Focus Areas, growing 5 ICT sub-sectors, which will eventually benefit 4 initial Digital Malaysia Communities (Digital Entrepreneur, Bottom 40 (Bottom 40% of the income pyramid), Youth & SMEs.

For more information, please visit [www.mdec.my](http://www.mdec.my), [www.mscomalaysia.my](http://www.mscomalaysia.my) and [www.digitalmalaysia.my](http://www.digitalmalaysia.my)