



Introduction to Digital Free Trade
Zone (DFTZ)
数字经济自贸区简介

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KLANG CHINESE CHAMBER OF COMMERCE AND INDUSTRY
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National Lead Agency in Driving the Digital Economy

推动国家数字经济发展之领导机构



**Driving
Investment**

推动投资



**Building
Local
Tech
Champions**

支援本地的科技公司



**Catalysing
Digital
Innovation
Ecosystems**

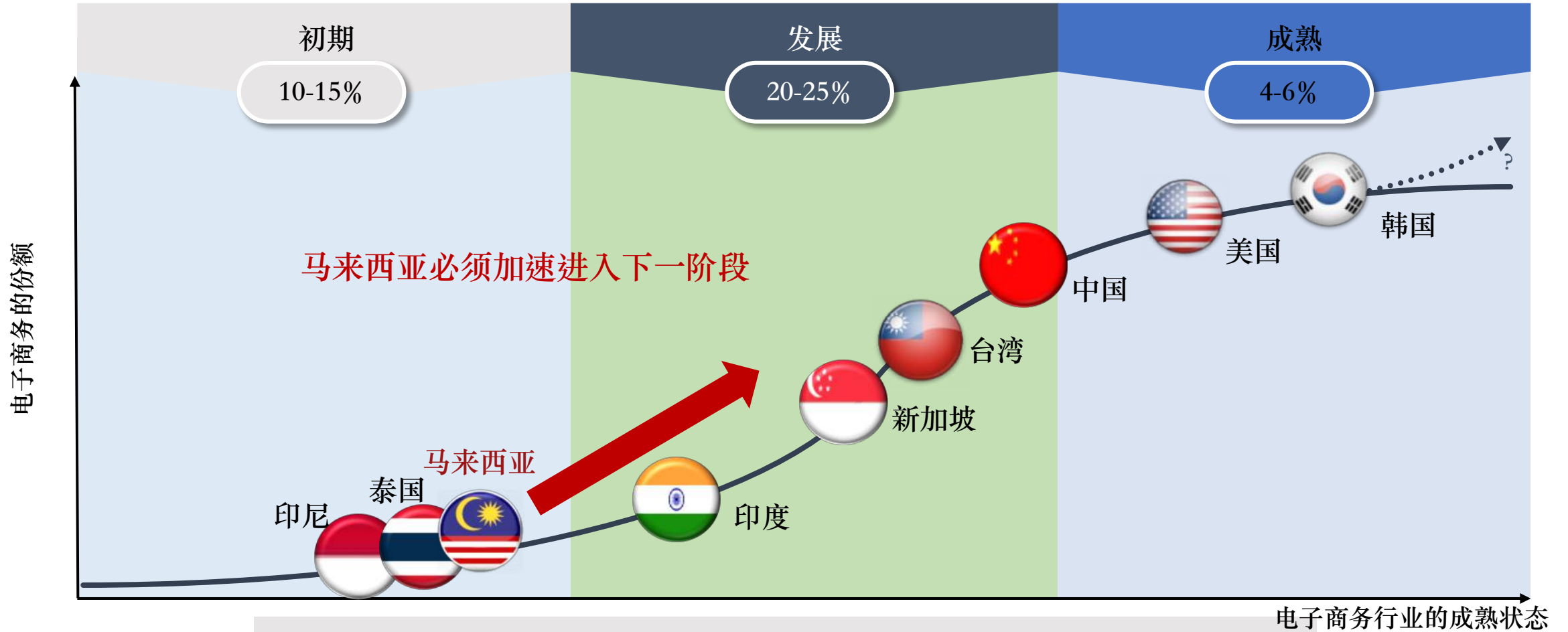
催化数字创新生态系统



**Propagating
Digital
Inclusivity**

广泛传播数字经济

Malaysia is now at a turning point in e-commerce growth 马来西亚现在处于电子商务增长的转折点



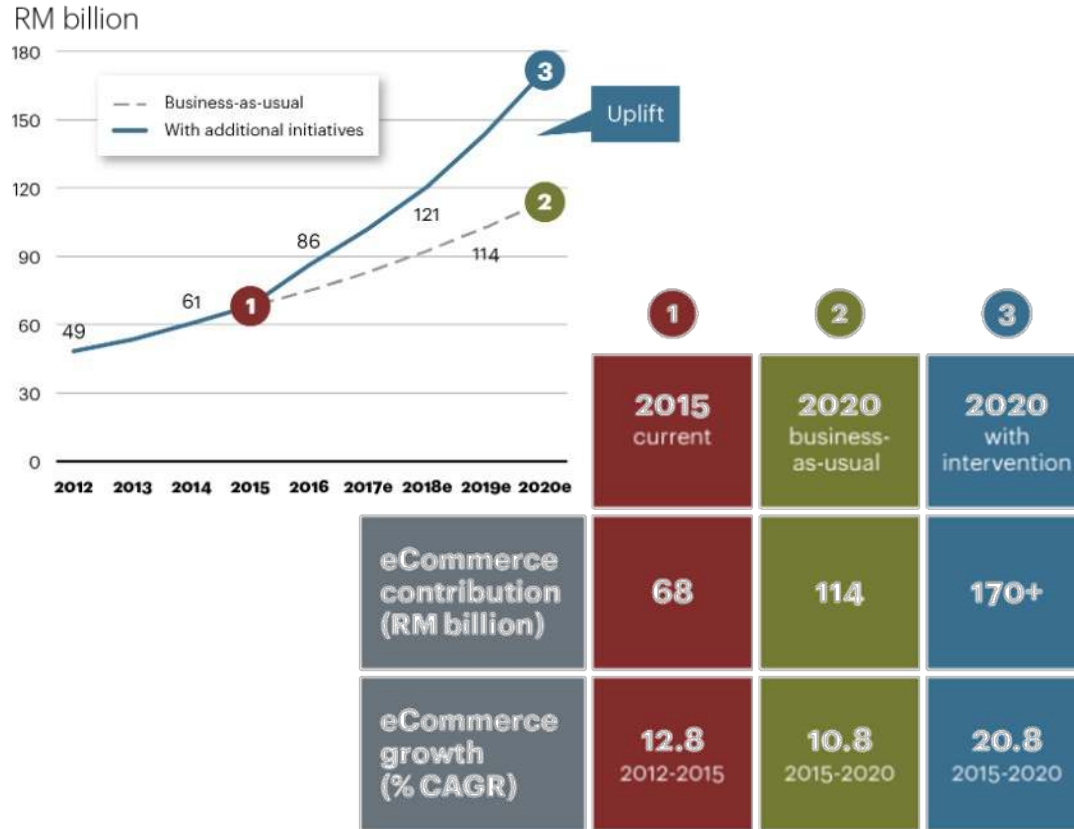
马来西亚学习其他国家的经验以推动加速电子商务增长至关重要

1. Transactions in B2C as proxy to overall eCommerce transactions
Source: A.T. Kearney

National eCommerce Strategic Roadmap (NESR)

国家电子商务战略路线图

Growth of Malaysia's eCommerce market could double by 2020



Sources: 2012-2013 data from DOSM, 2014-2020 data from EPU, MDEC; A.T. Kearney analysis

6 thrust areas 6个推力区域



Source: A.T. Kearney analysis

Accelerate Seller Adoption of eCommerce

加速卖家(中小企业)采用电子商务

SME Profile 中小企业简介

- 出口
- 已经在市场上销售
- 有一个品牌网站
- 人力：5人以上



Cross Border
eCommerce
跨境电子商务

- 已经在社交媒体上销售
- SSM注册
- 没出口
- 有产品
- 人力：2 - 5



eCommerce
电子商务

- 微小企业
- 没有SSM
- 还没有开始在线销售
- 人力：1 - 2



Digital Presence
(Social Commerce)
社群商务

On Boarding
Initiatives
登入活动



Go eCommerce



Channels /
eMarketplace
频道/电子交易市场



Demand Gen.
Campaigns
需求生成活动

- #MarchExpo
- Malaysia Week
- JulyOnDemand
- SuperSeptember
- Halal (Nov)



GO DIGITAL JOURNEY

ZERO TO EXPORT ROADMAP (从零到跨境路线图)



Cross Border eCommerce (跨境电商)

Cross Border eCommerce 跨境电商

- 商业分析
- 商业管理
- 数据库
- 高级撰稿课程
- 谷歌行销
- 商业应用高级课程

eCommerce 电子商务

- 电子行销活动
- Facebook 和 Instagram 行销高级课程
- 网页行销高级课程
- 电子商务
- 电子交易市场
- 手机应用程式

Digital Presence (Social Commerce) 社群商务

- 数字创业基础
- 搜索引擎优化
- Facebook, Instagram 和 WhatsApp 行销基础课程
- 网页和电邮行销



档案与资料剖析和相关培训匹配/电子交易市场简介向导/电子商业档案

Supplementary Training/Facilitation for High-Potential micro entrepreneurs (辅助课程/协助高潜质企业家)

- 大马公司委员会 (SSM) 注册
- 产品开发, 产品检测 & 产品认证
- 产品品牌化 & 包装
- 设计思考



DFTZ: OBJECTIVES

DFTZ : 目标

Cross Border eCommerce
跨境电子商务

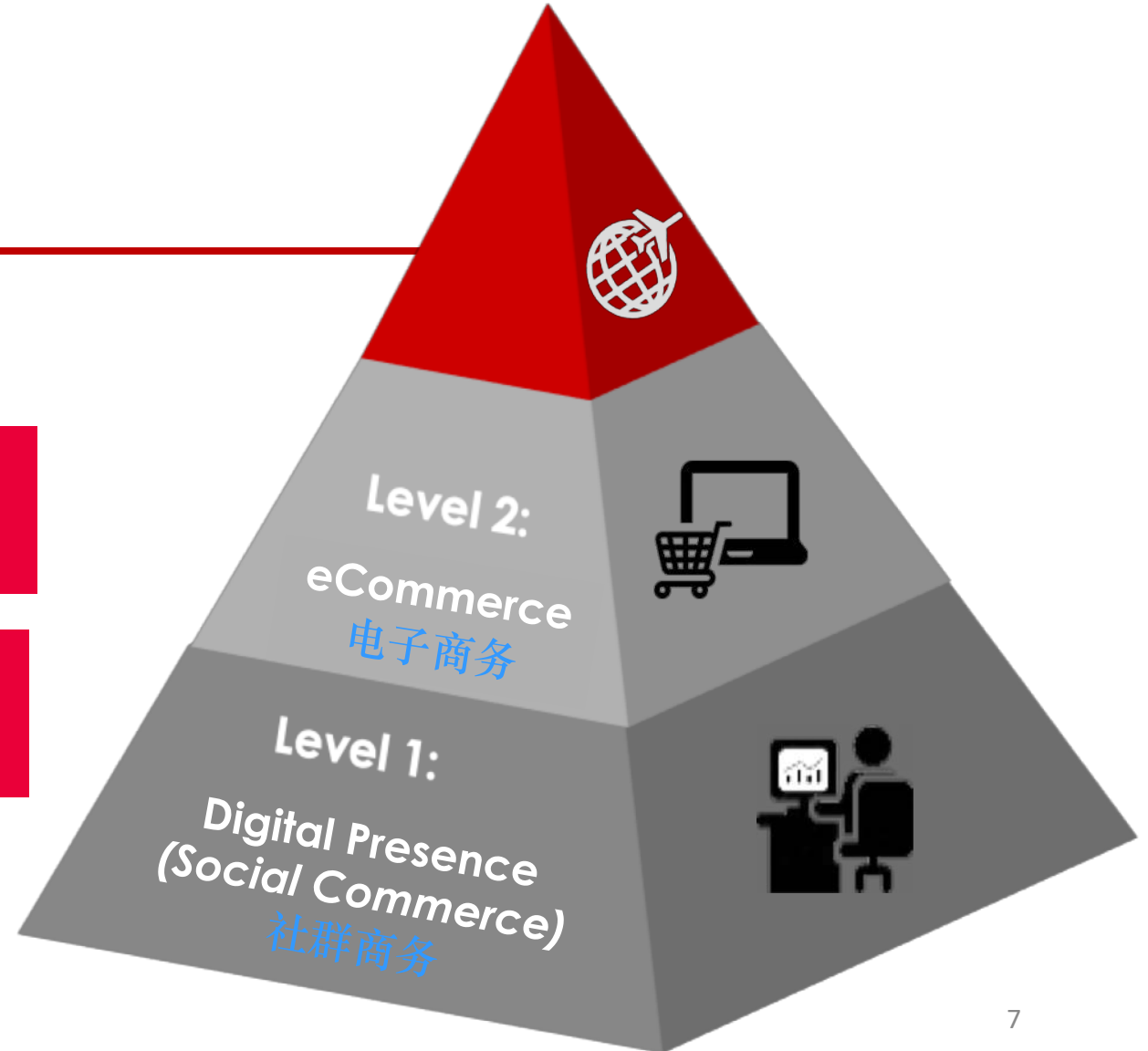
DFTZ
DIGITAL FREE TRADE ZONE



推动马来西亚中小企业通过电子商务出口
To drive export of Malaysian SMEs via eCommerce



建立马来西亚作为区域电子履行中心
To establish Malaysia as the Regional e-Fulfillment Hub





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平台 PLATFORM

- 1** 跨境贸易便利化的端至端平台
End-to-end platform for cross border trade facilitation

流程改进 PROCESS IMPROVEMENT

- 2** 提高电子商务物流中心的效率和竞争力，尤其是转运
Enhance efficiency and competitiveness in eCommerce fulfilment esp. transshipment

- Average clearance KLIA 6hrs, vs Spore(3.5hrs), HKG(5hrs)
- Clearance time down from 6 to 3hrs

驱动中小企业出口

DRIVE SME EXPORT

与eMarketplaces合作推动中小企业出口：

- 本地中小企业登陆全球和区域 eMarketplaces
- 提升中小企业的能力
- 推动需求

Collaborate with eMarketplaces to drive SME export:

- Onboard local SMEs to global and regional eMarketplaces
- Enhance SMEs' capability
- Drive demand

吸引投资

ATTRACT INVESTMENT

- 促进马来西亚电子商务和跨境贸易的增长
- 货运量和连通性的增长
- 地方物流业的成长 - 商业+就业
- Spur growth of eCommerce and cross border trade in Malaysia
- Growth in Cargo volume, & Connectivity
- Growth of Local Logistics Industry – Business + Jobs

DFTZ：重新定义跨境电子商务三大项目

DFTZ: REDEFINING CROSS BORDER E-COMMERCE

区域电子商务物流中心
Regional e-Fulfillment Hub



数字贸易便利化平台
Digitising Trade Facilitation



中小企业入职
SME Adoption



DFTZ : 流程改进 Process Improvement

OBJECTIVE:

加快货物清关的端到端周转时间
To accelerate end-to-end turnaround time for cargo clearance

- 1 货物清关 Cargo Clearance: 6 hrs → 3 hrs
- 2 货运站运营 CTO Operations: 4 hrs → 90 min



空港 Air [Pilot]



海港 Sea



陆港 Land

端到端的改进
(政策, 流程, 系统)

End-to-End improvement
(Policies, Process, Systems)

- ✓ 多点实时货物跟踪
Real time cargo tracking at multiple points
- ✓ 通过数据分析和机器学习提高效率
Efficient enforcement through data analytics and machine learning
- ✓ 90% 服务水平协议 (SLA)



DFTZ电子服务平台

DFTZ eServices Platform



- 电子交易市场 eMarketplaces
- 仓库服务 Warehousing Service
- 物流服务 Logistic Service
- 报关服务 Customs Declaration Service
- 金融服务 Finance Service

端到端平台 end-to-end platform

... etc

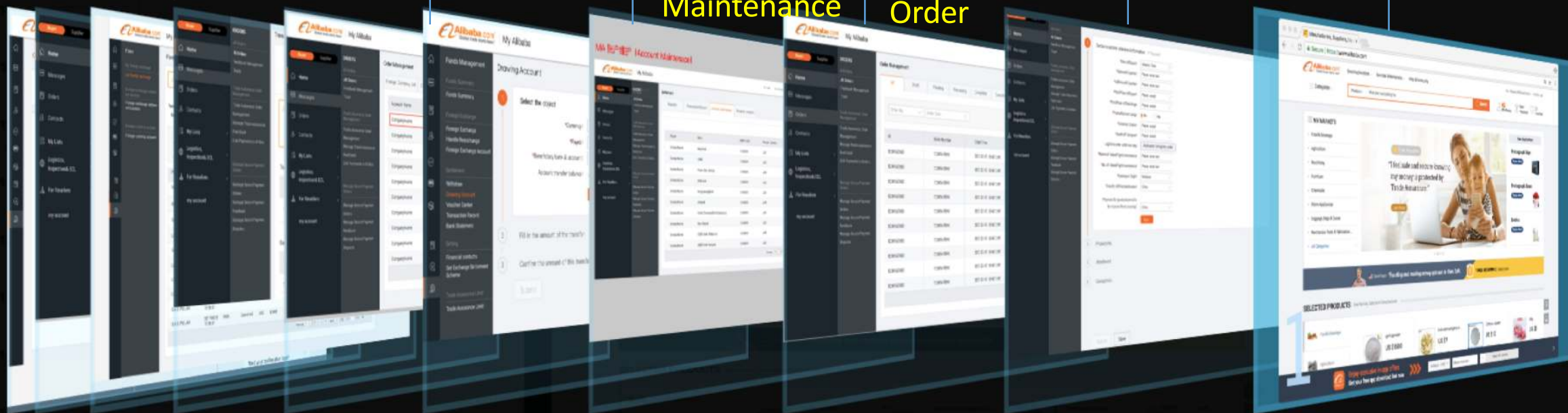
交易记录
Transaction
Record

帐户维护
Account
Maintenance

海关申报订单
Customs
Declaration
Order

建订单
Create Order

网络营销
eMarketing



** Depend on eMarketplace

驱动中小企业出口 DRIVE SME EXPORTS

- ✓ **>900,000** Malaysian SMEs
- ✓ **5%** Malaysian SMEs transact online
- ✓ **5.9%** SME on e-commerce are exporting

Source: Dept. of Statistic, Malaysia

与eMarketplaces合作推动中小企业出口

Collaborate with eMarketplaces to drive SME export):

1. 本地中小企业登上全球和区域eMarketplaces
Onboard local SMEs to global and regional eMarketplaces
2. 提升中小企业的能力 Enhance SMEs' capability
3. 推动需求 Drive demand

中小企业入职合作伙伴 SME On-boarding Partners



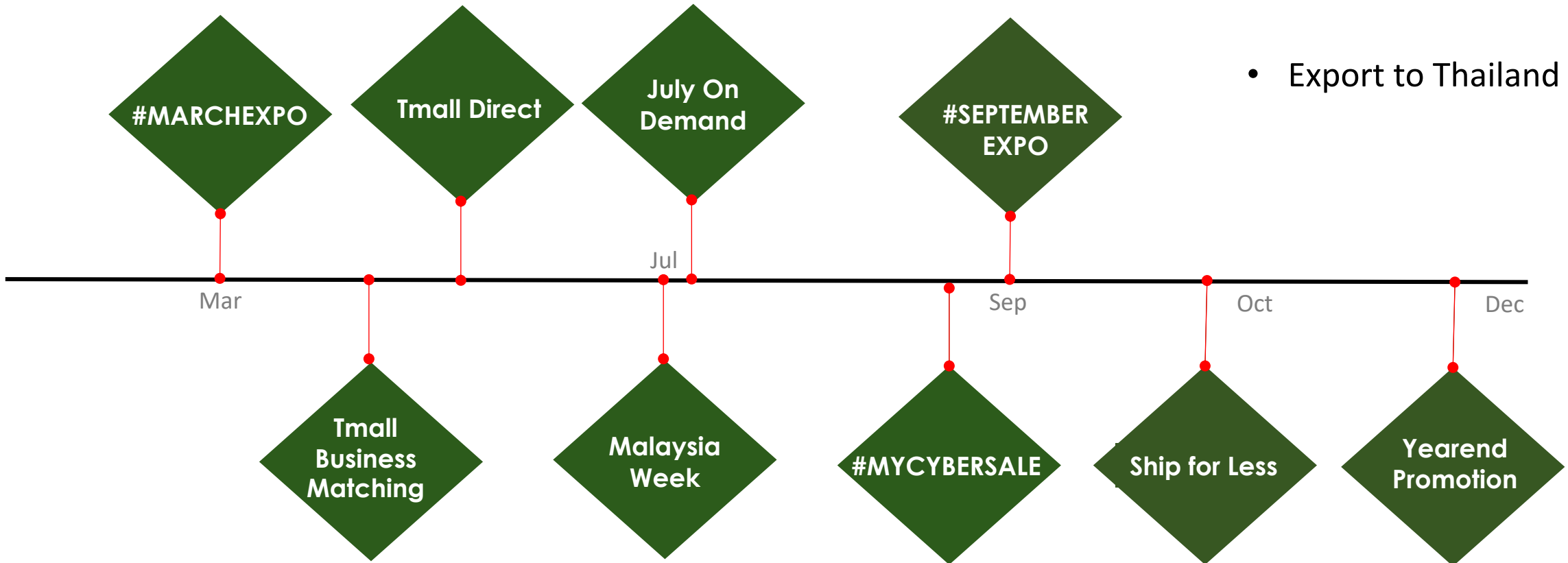
	eMarketplace							
Sign up Interest								
Qualified exporters								
Market Access	B2B	B2C	B2C	B2C	B2C	B2B2C	B2B2C	B2C
Target Market	Global	ASEAN	Singapore	Middle East	US, Aus & UK	ASEAN	Singapore	ASEAN

	Aggregators				
Sign up Interest					
Qualified exporters					
Market Access	B2B2C	B2B2C	B2B2C	B2B2C	B2B2C
Target Market	China	China & ASEAN	Global	Global	Global

	Export Campaigns / Programs		
Sign up Interest			
Qualified exporters			
Market Access	B2C	B2C	B2C
Target Market	Global	Global	Global

需求推广活动

Demand Generation Campaigns



MORE TO COME.....

- Export to Thailand

成功的故事

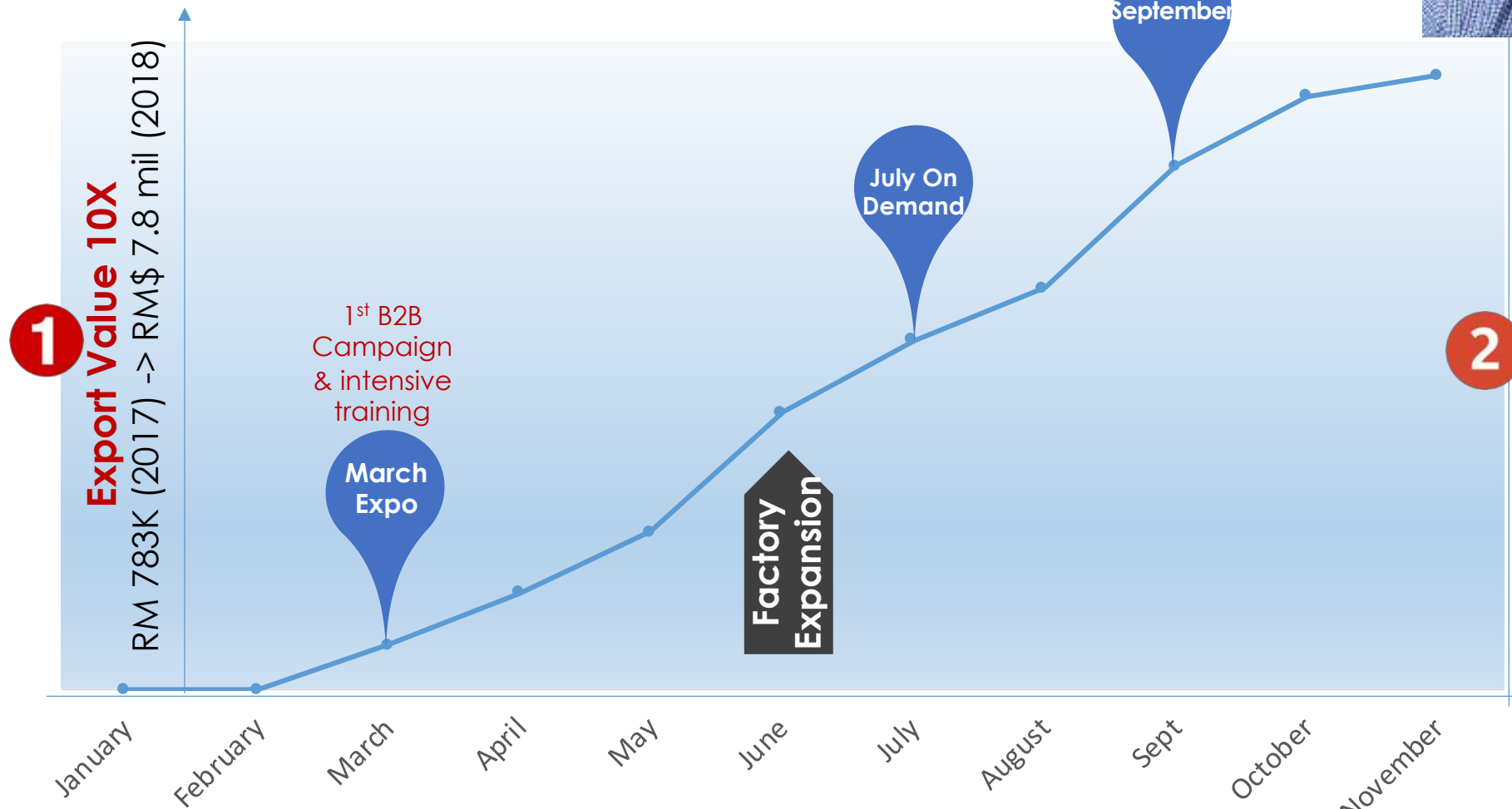
Success Stories

SME Success Story

MEGIX INDUSTRIES SDN. BHD.

(eTrade recipient)

“Excellent logistics support via the online quote, savings of 1-2% on forex really helped us”



- 2** Market Expansion
- + Brunei
 - + Nigeria
 - + Qatar
 - + UK, US, Maldives
 - + New Zealand
 - + Mauritius, UAE, PN Guinea
 - + Saudi Arabia



*Note: Data as of 12 Nov 2018

SME Success Story

JOCOM MSHOPPING SDN. BHD.

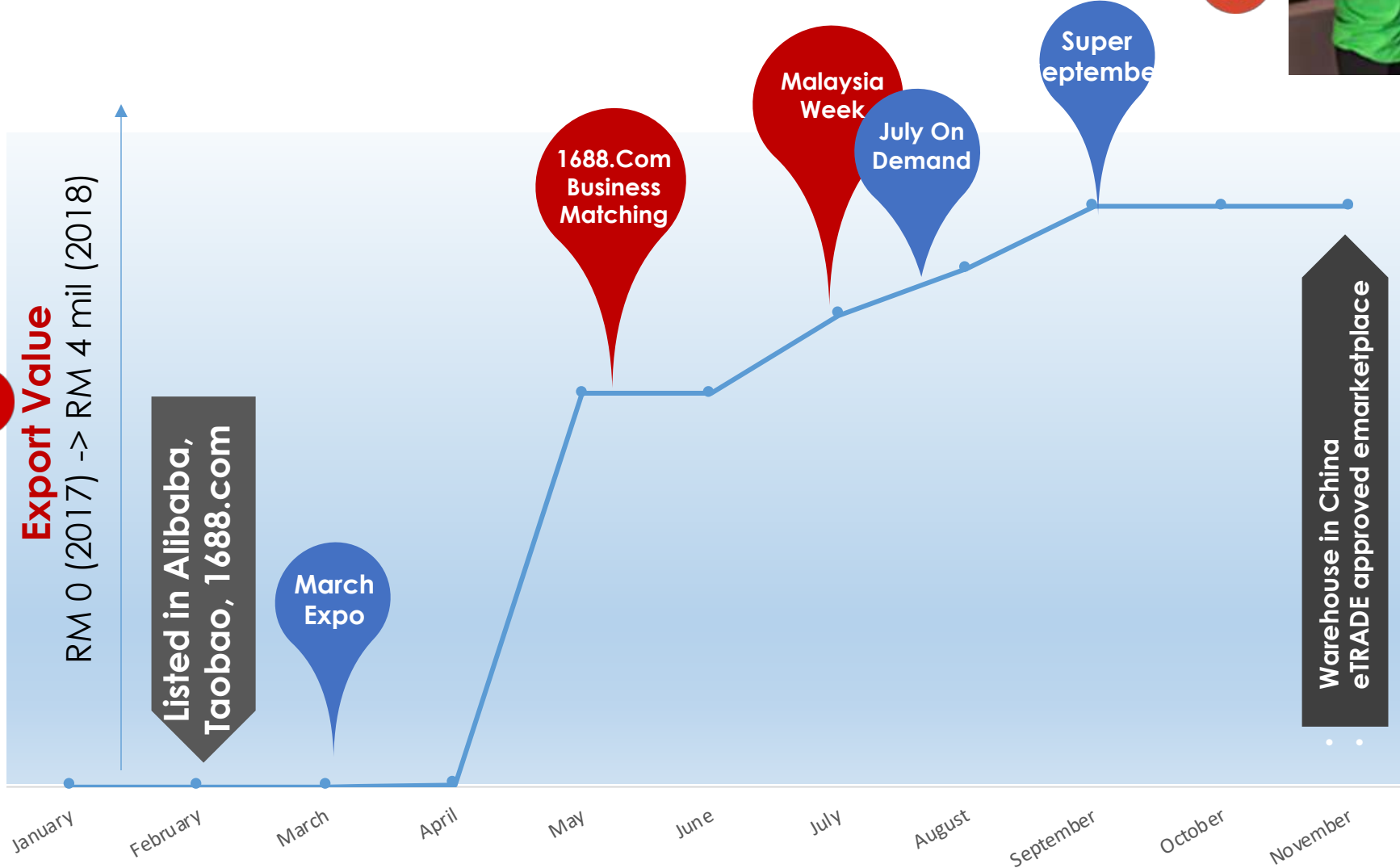
“We manage to sell uniquely Malaysia product to China – Durian Mooncake, Durian Curry Instant Noodle, Salted Egg Chips...”



1

Export Value

RM 0 (2017) -> RM 4 mil (2018)



2

Market Expansion

- + China
- + Togo
- + Mauritius and Sri Lanka

Note : Onboarded > 20 SME to JOCOM DFTZ under DFTZ On Outreach program

成功的故事

Success Stories

PBH MUSIC ART SOUND AND LIGHTING SDN BHD



- Location: Terengganu
- Traditional musical instruments - Gamelan, Caklempong, Guitars, Percussions
- Export worth **US\$30,000** to **USA**
- Potential sales: US (custom-made guitar), and Mexico (interested to become distributor)

YAN MING RESOURCES SDN. BHD.



- Location: Selangor
- Raw & clean birds nest and bottled birds nest
- Export to **China**
- 5-fold increase in export volume since DFTZ (**RM15mil** export in 2017 vs. RM3mil in 2016)

AFIQ TRADING CO



- Location: Sabah
- Fresh/Dried fruits and other products
- Export of fresh coconuts to **Poland** worth **US\$30,000**
- Orders for **seaweed, kerepek pisang, ikan bilis, udang** from **UAE, India, USA and China** – estimated to be **USD300K**

成功的故事

Success Stories

TAKASO RUBBER PRODUCTS SDN. BHD.



- Location: Muar, Johor
- Baby pacifiers and other rubber products
- Export to **China** and **Bangladesh**

MEGIX INDUSTRIES SDN. BHD.



- Location: OUG, Kuala Lumpur
- Computer forms, pre-printed computer forms, pre-sealed mailer, thermal paper roll, thermal receipt roll, POS rolls, ATM rolls, wood-free receipt rolls, flyers, brochures, namecards
- Main markets: **US, Saudi Arabia, UAE, Asia**

DULAI FRUITS ENTERPRISE



- Location: Raub, Pahang (Processing Plant)
- Fresh & frozen durians, durian pulps & paste, jackfruit
- Main markets: **South Asia & Southeast Asia**



Go Global with DFTZ – B2C 走向全球 - 企业对消费者

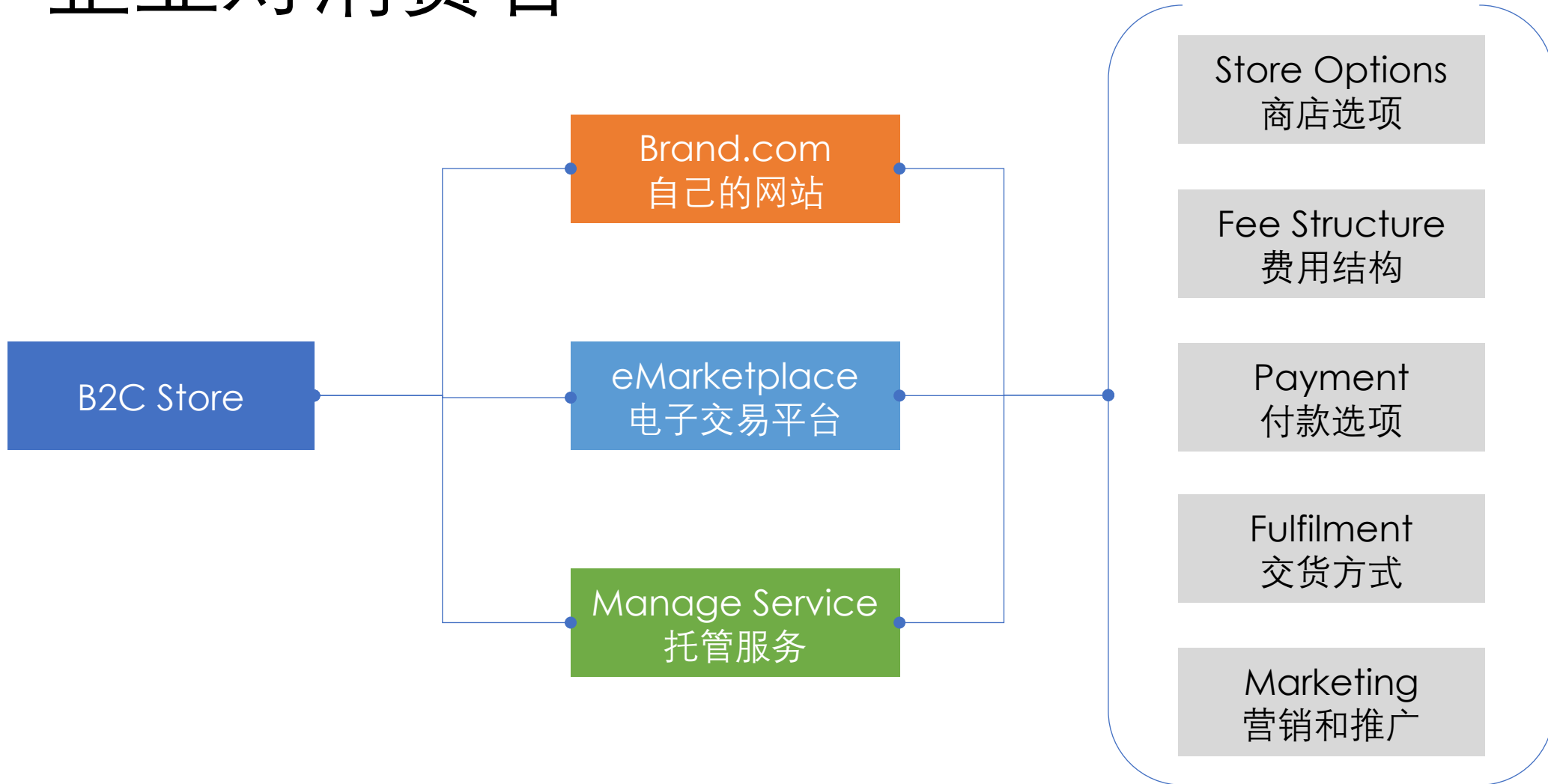
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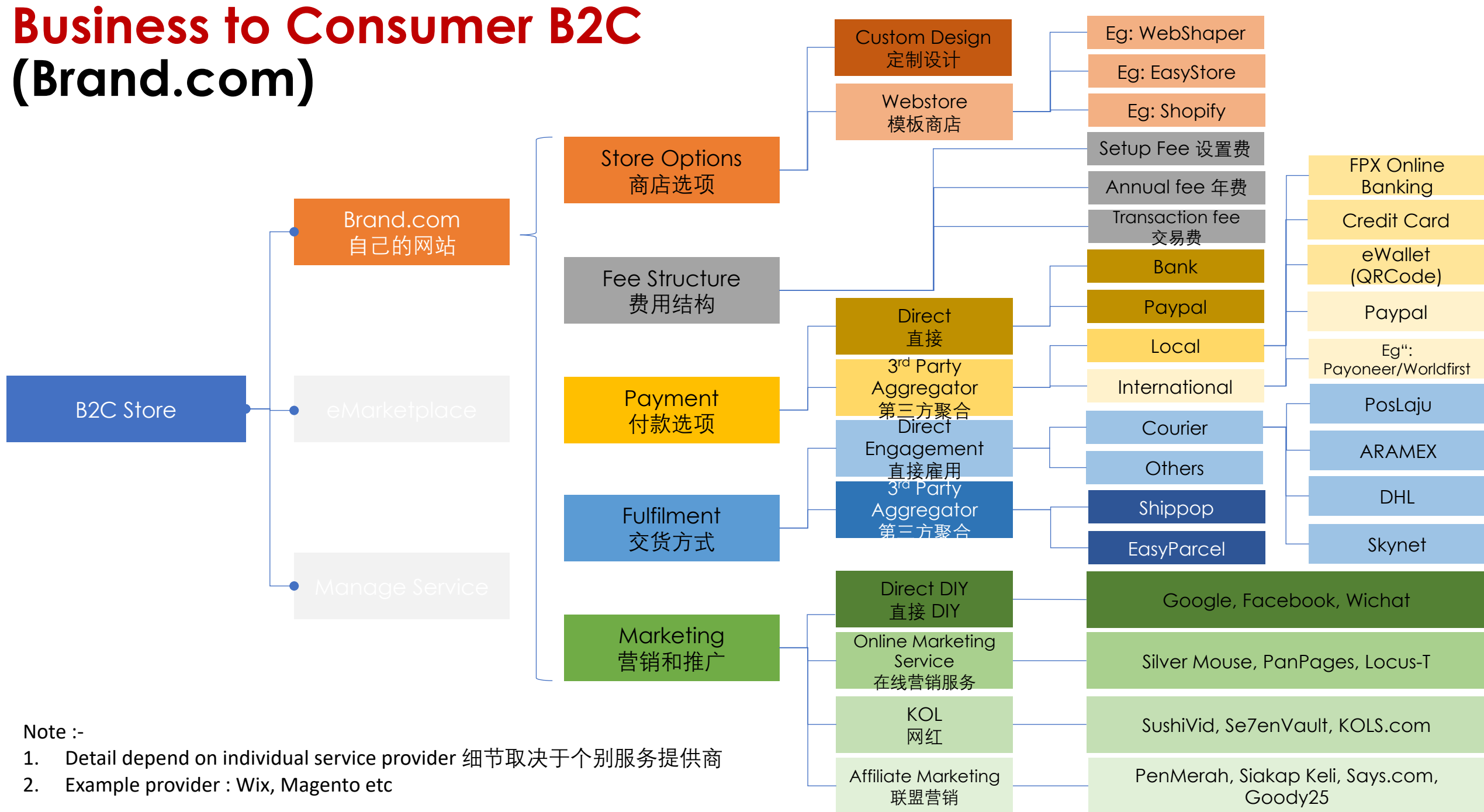


Business to Consumer (B2C)

企业对消费者

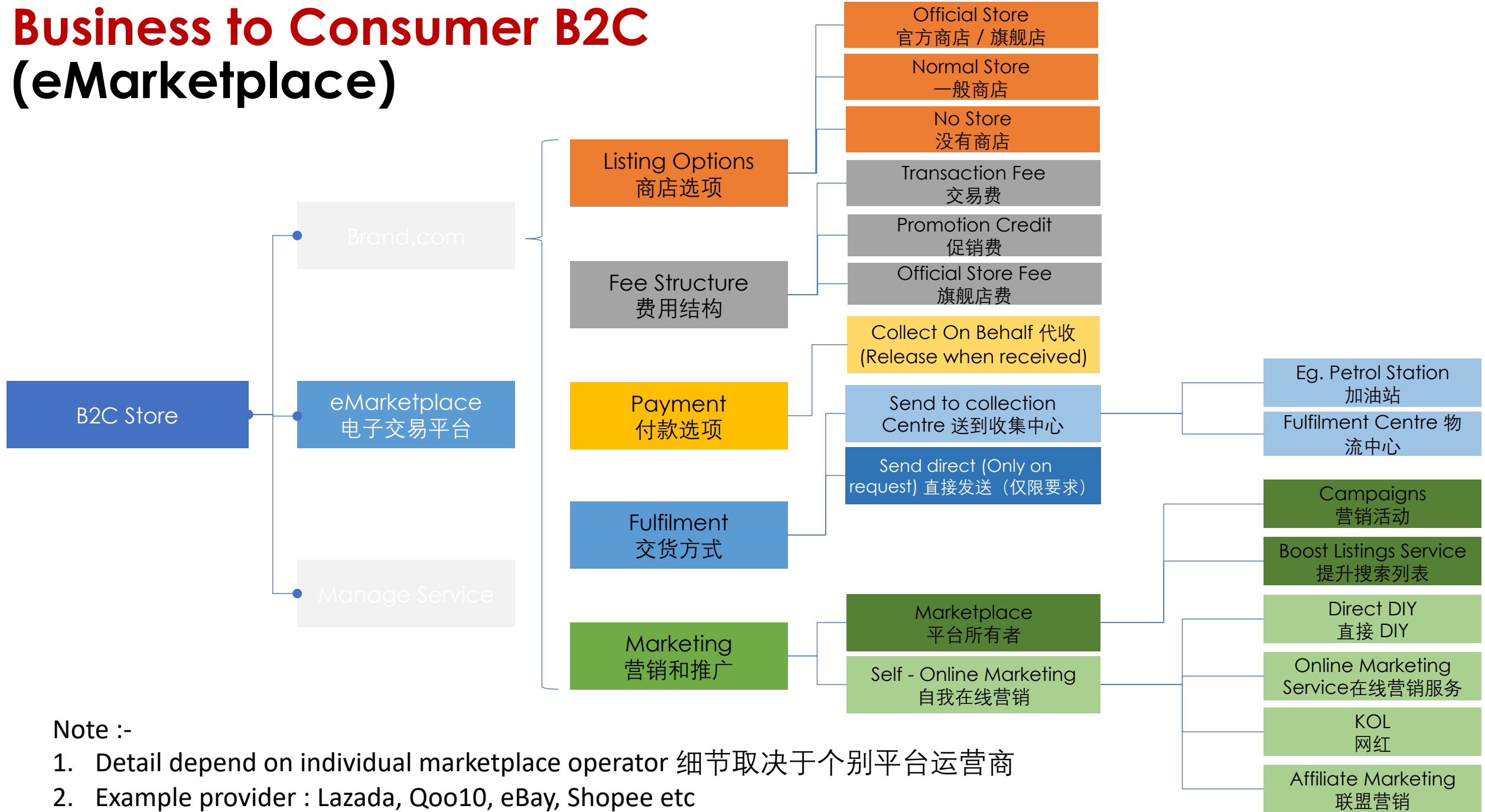


Business to Consumer B2C (Brand.com)



Note :-
 1. Detail depend on individual service provider 细节取决于个别服务提供商
 2. Example provider : Wix, Magento etc

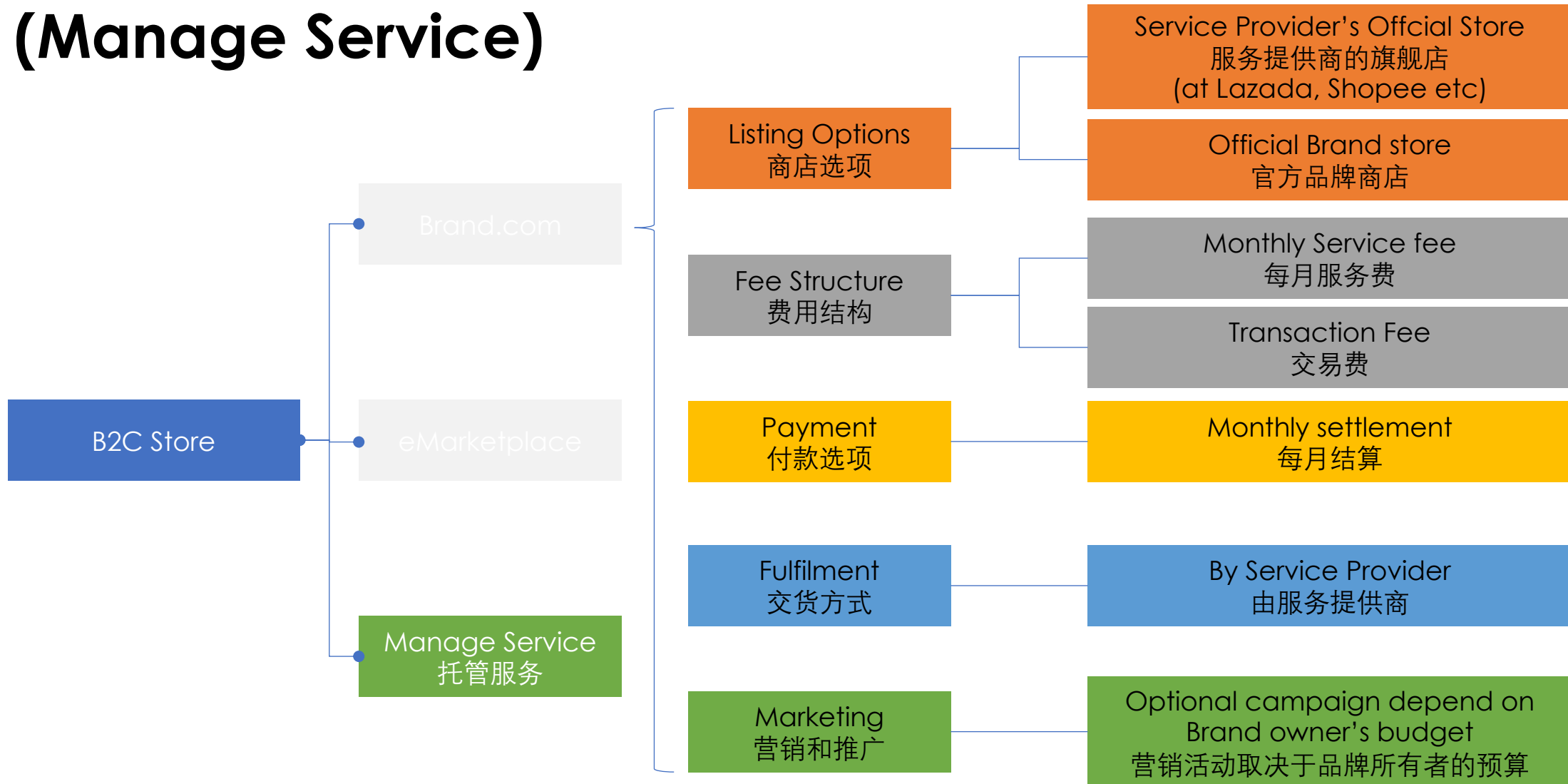
Business to Consumer B2C (eMarketplace)



Note :-

1. Detail depend on individual marketplace operator 细节取决于个别平台运营商
2. Example provider : Lazada, Qoo10, eBay, Shopee etc

Business to Consumer B2C (Manage Service)



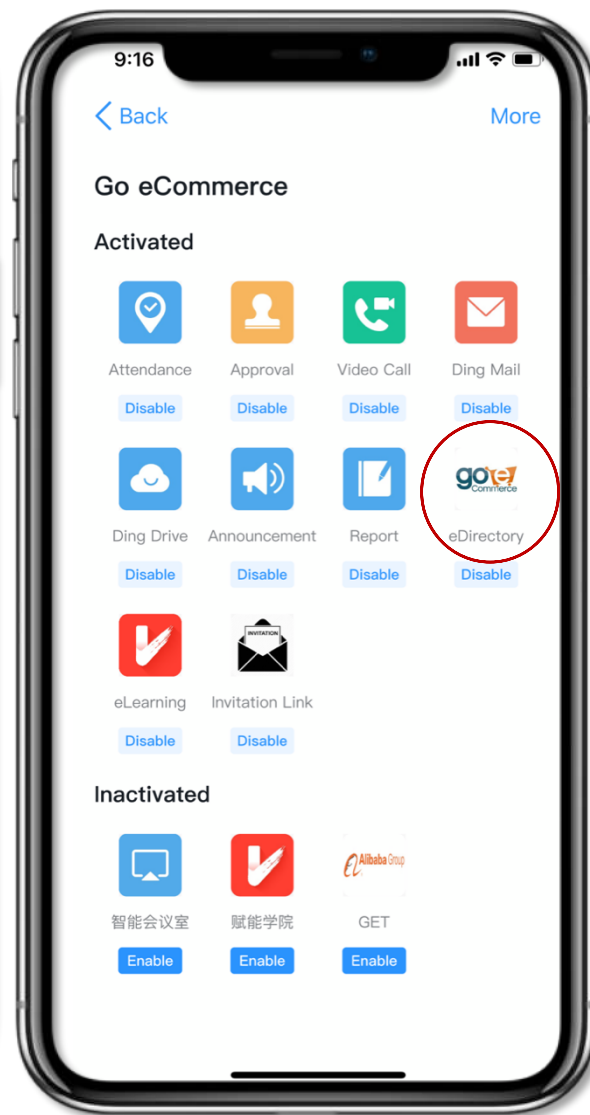
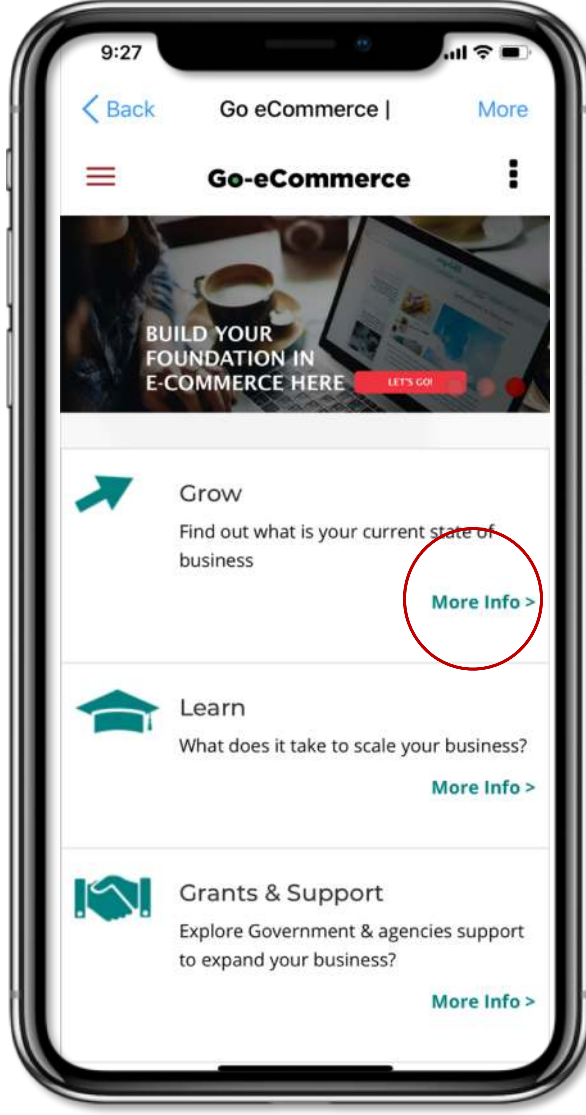
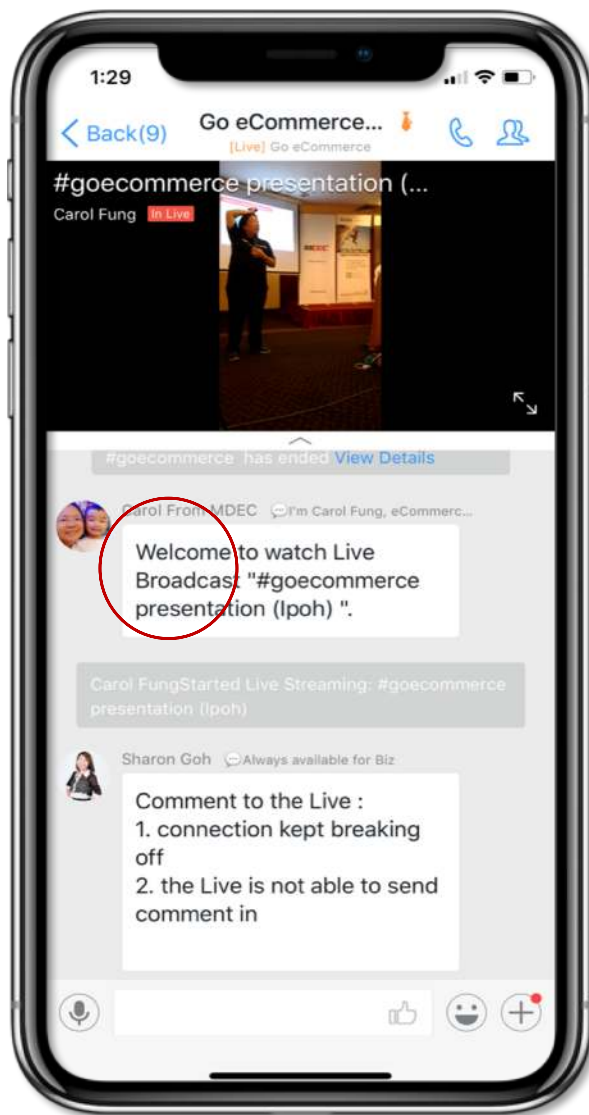
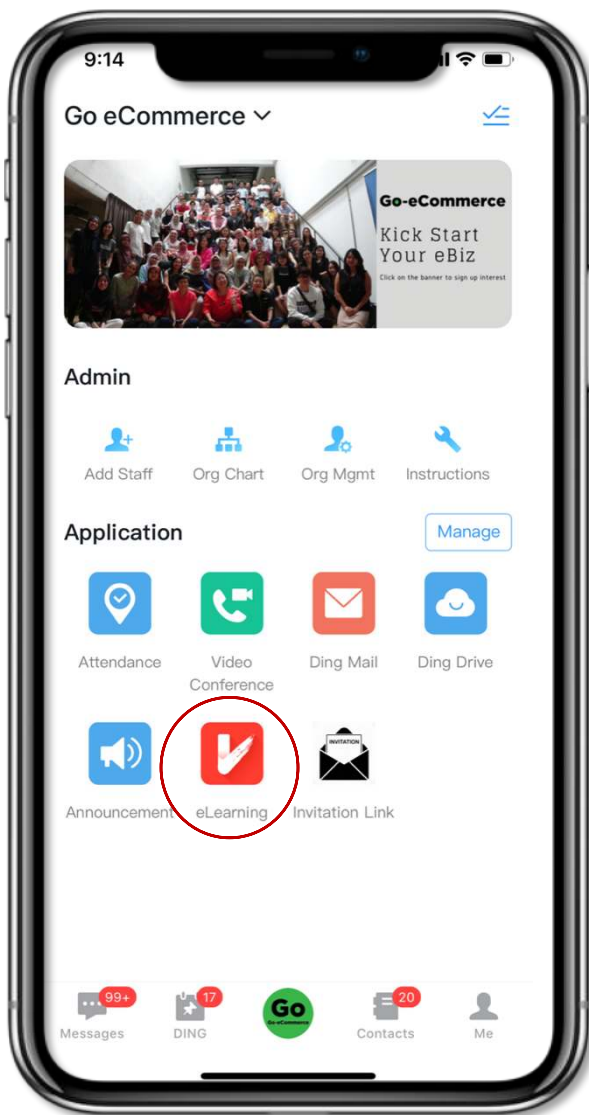
Note :-

1. Detail depend on individual service provider 细节取决于个别服务提供商
2. Example provider : Synagie.com, Red Dino

电子商务 - 中小企业应该如何转向电子商务

- 創業精神
- 不刻意去平衡电子商务与传统业务
- 对当前本地或国外的电子商务发展要非常警觉，特别是你的行业
- 加入电子商务社区(community)并向他们学习

MDEC如何帮助你 电子商务社区 (Community)



Go eCommerce 🍷



谢谢

THANK YOU

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