

**OPENING REMARKS FOR  
YBRS. ENCIK ARHAM ABDUL RAHMAN  
DEPUTY CEO I MIDA  
INVESTMENT OPPORTUNITIES IN  
E-COMMERCE FULFILLMENT INDUSTRY  
10 JULY 2019, PERDANA HALL, MENARA MITI**

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**Acknowledgement**

**YB. Dr. Ong Kian Ming**

Deputy Minister of International Trade and Industry (MITI)

**YBrs. Encik Hairil Yahri Yaacob**

Deputy Secretary General (Investment) of MITI

**YBhg. Dato' Mathialakan Chelliah**

Acting Chairman of MDEC

**YBrs. Encik Aidid Tajuddin**

Acting Director of Customs Division, Royal Malaysian Customs Department

Distinguished Speakers and Panelists

Members of the Media

Ladies and Gentlemen,

1. A very good morning. It is our pleasure to welcome all of you at today's Seminar on Investment Opportunities in e-Commerce Fulfillment Industry. I want to thank the organising team, which consist of officials from MITI, MIDA and MDEC for making today's event a success.
2. We are here for the same interests of leveraging on each other capacities and capabilities towards mutually beneficial and profitable business partnership. The excellent turnout today shows that many stakeholders are interested in finding out more about the opportunities in this area.

Ladies and Gentlemen,

3. As the principal investment promotion agency of the country, MIDA takes the helm in developing the nation's e-Fulfilment hub, under the Malaysian National E-Commerce Strategic Roadmap (NESR). We work hand in hand with various stakeholders to attract domestic and foreign investments in this area to achieve the target of doubling Malaysia's e-commerce growth rate and reach a GDP contribution of RM211 billion by 2020.
4. We focus on developing the capability and efficiency of logistics service providers in operating e-fulfilment facilities to cater to the diverse needs of the online shopping market. We continuously encourage logistics companies to invest in physical and virtual ICT systems, such as Warehouse Management Systems (WMS) and Smart Logistics. This would enable them to undertake complex activities such as managing large orders and inventories, coordinating and tracking real-time delivery and processing returned items.
5. To date, several key logistics companies have undertaken e-fulfilment projects in Malaysia. This includes YCH Logistics, which has partnered with E-commerce giant, Zalora to develop a Regional Hub in Malaysia. Other logistics companies facilitated by MIDA in their venture into the E-fulfillment sector in Malaysia include big players such as GDEX, Century Logistics, Tiong Nam and Sing Kung Logistics.
6. Apart from providing support to the logistics service providers, MIDA also attracted investments from global e-merchants, such as Zalora, Alibaba and Lazada into Malaysia. These companies act as catalysts in Malaysia's e-commerce sector as they create the demand for support facilities, including online payment platforms and e-fulfilment infrastructure.
7. Recognising that human resource sufficiency is a critical component in determining the performance of the services sector, MIDA has taken the initiative alongside MDEC to enhance talent development in the e-Commerce and e-fulfilment industries. Some of the measures in place include improving industry readiness of new graduates and encouraging SMEs to provide training for employees.
8. We are optimistic that the nation's growth potential will be stimulated to generate high-income jobs for Malaysians in the services sector by eliminating labour market mismatch and maximising productivity.

Ladies and Gentlemen,

9. I hope the seminar today will open up more doors for our local companies to take part in significant development projects that are taking shape in the country.
10. We are optimistic that Malaysian companies will be able to upgrade their capabilities through direct and indirect involvements in such mega projects.
11. Rest assured that MIDA will continue to be your strategic partner in providing assistance and facilities to support your venture at the local and international stages.
12. I am sure all of us will benefit from the seminar as well as business networking/pitching session throughout the day. On that note, I wish you all a very productive day ahead.

Thank you.