



MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY

**ENHANCING THE ECONOMIC COMPETITIVENESS OF
MALAYSIA THROUGH DIGITALISATION -
APPROACHES VIA ENTREPRENEURSHIP, INVESTMENT,
AND INTERNATIONALISATION**

COMCEC TRADE WORKING GROUP MEETING
16 OCTOBER 2023

MINISTRY OF INVESTMENT, TRADE AND INDUSTRY (MITI)

PHILOSOPHY

- Nation Before Self
- Service With Dedication
- Excellence In Endeavour
- Success Through Team Work
- One Ministry One Aspiration

**DRIVING
TRANSFORMATION,
POWERING GROWTH**

ROLE

- **Develop** and **implement policies** on **industrial development**, **international trade** and **investment**
- **Attract** quality **foreign** and **domestic investments**
- **Promote** and **increase** Malaysia's **exports** of high value-added goods and services by **international trade relations** and **cooperation**
- **Enhance** national **productivity** and **competitiveness**
- **Conducive** business ecosystem to facilitate trade and investment
- **Provide** credible **standardisation**, **accreditation** and **conformity assessment services**
- **Promote** and **accelerate adoption** of **digitalisation** and **innovative technologies**
- **Facilitate** the development of **small and medium enterprises**, including **homegrown industries**, and the **Bumiputera community** to become globally competitive and integrate into the global value chain



List of Agencies



MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY



MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY



INSTITUT AUTOMOTIF ROBOTIK DAN IoT MALAYSIA
MALAYSIA AUTOMOTIVE ROBOTICS AND IoT INSTITUTE



SIRIM



MALAYSIA PRODUCTIVITY CORPORATION



NATIONAL METROLOGY
INSTITUTE OF MALAYSIA



MAJLIS REKABENTUK MALAYSIA



Halal Development
Corporation



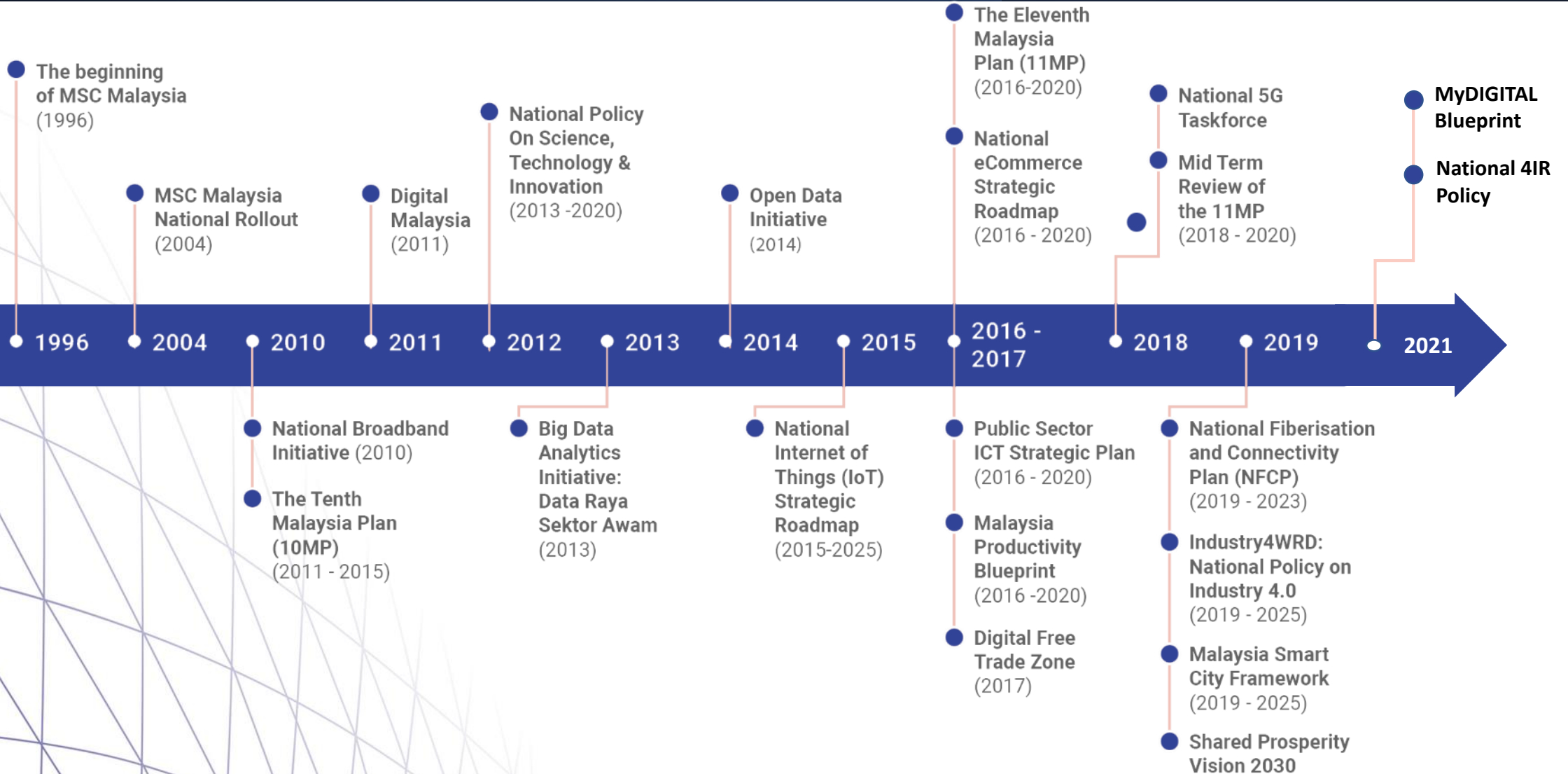
MALAYSIA
STEEL
INSTITUTE



COLLABORATIVE RESEARCH IN ENGINEERING, SCIENCE & TECHNOLOGY



The Journey



MITI DIGITALISATION AGENDA

MyDIGITAL Agenda (under the Economy Cluster) –
Leading National Efforts to Boost Economic Competitiveness through
Entrepreneurship, Investment and Trade

2025 TARGETS



DE : 25.5 %



2 Unicorns



RM70 billion digitalisation investments



5,000

ENTREPRENEURSHIP

INVESTMENT

TRADE

Main Initiatives

- Overseeing implementation of :
 - Second National e-Commerce Strategic Roadmap 2021-2025 and;
 - Development of the **SME Digitalisation Roadmap**

- Digital Investment Office (DIO)** – formed on **22 April 2021** to enhance investment in digitalisation



- Foster Malaysian interests in **digital economy arrangements** and **cooperation** – to support competitiveness of businesses at international level

MyDIGITAL AGENDA : ENTREPRENEURSHIP

The Second National e-Commerce Strategic Roadmap 2021 – 2025 (NeSR 2.0)

- Under the **MyDigital Agenda**, **MITI** alongside Malaysia Digital Economy Corporation (**MDEC**) are the **main coordinators** of the **NeSR 2.0**. The NeSR 2.0 aims to **enhance** and **accelerate growth** of **e-commerce ecosystem**.
- The NeSR 2.0 was endorsed by the **National Council on Digital Economy and Fourth Industrial Revolution Meeting** chaired by **The Honourable Prime Minister of Malaysia** in April 2021.

Key Achievements of NeSR 2.0



1,126,047

MSMEs adopting e-commerce
from 2016 to 2022

2025 Target : 1,148,000 MSMEs



91,0777

Businesses **exporting** via
e-commerce from 2017 to 2022

2025 Target : 84,000 MSMEs



RM1.16 trillion

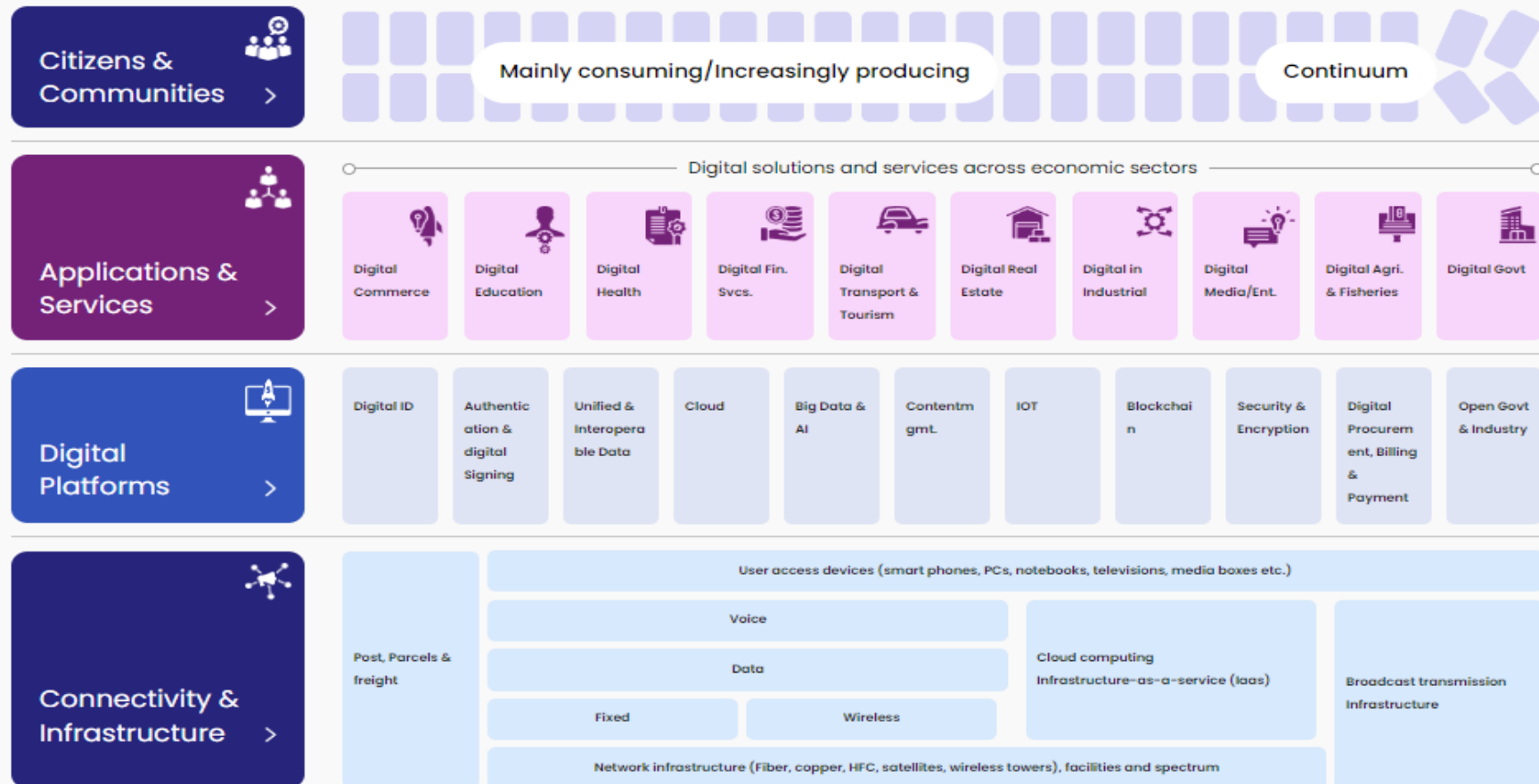
Total **income** of **e-commerce transactions** for the year 2022

2025 Target : RM1.65 trillion
e-commerce market size

MyDIGITAL AGENDA : INVESTMENT



NEW INVESTMENT POLICY OF MALAYSIA : Digital Economy is one of the Priority Sectors



MyDIGITAL AGENDA : INVESTMENT

MyDigital Agenda of **RM70 billion investment in digitalisation by 2025** :

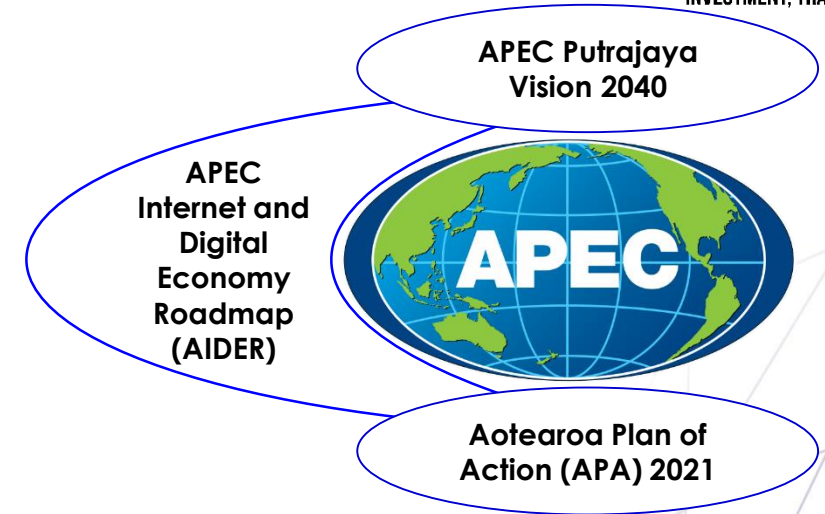
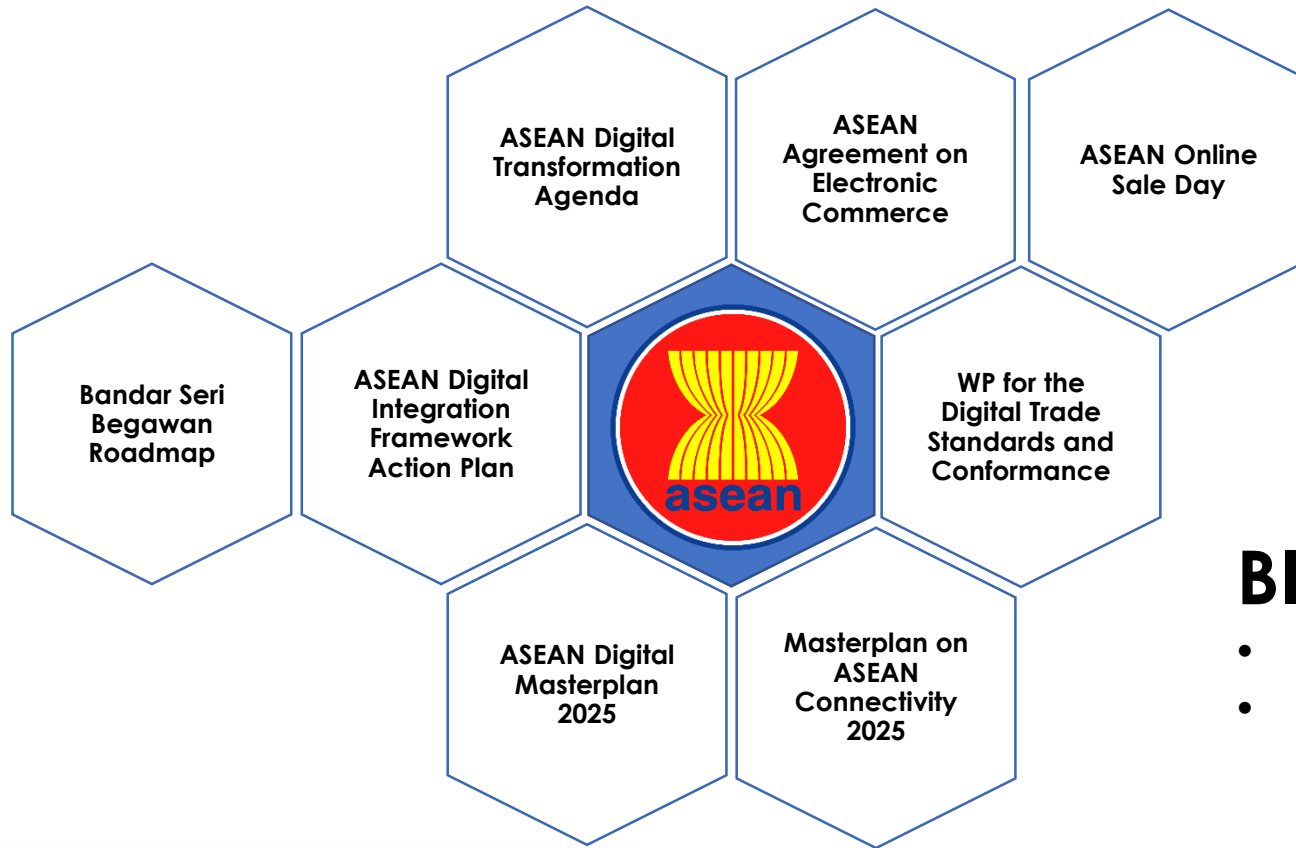
DIGITAL INVESTMENT OFFICE – a joint collaboration between 2 agencies – MIDA and MDEC



MyDIGITAL AGENDA : INTERNATIONALISATION



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BILATERAL

- Free Trade Agreements
- Framework on Cooperation in Digital Economy with Singapore



Regional Comprehensive Economic Partnership



WORLD TRADE ORGANIZATION



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- **Digitalisation** – strategic way to enhance the economic competitiveness of Malaysia
- **National Digitalisation Agenda (MyDigital)**: Whole of Nation Approach – policy and governance involving multiple Ministries and Agencies
- **MITI Digitalisation Agenda**: Approaches via Entrepreneurship, Investment and Internationalisation



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Thank You

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Our Agencies

MIDA

MATRADE

MPC

midf

MARi

MSI
Malaysia
Sovereign
Investment

SIFM

HDC

EXIM
BANK

STANDARDS
MALAYSIA

INVEST
KL

MRM

MAJLIS
PENGUKURAN
KEBANGSAAN

NAICO

CREST

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