

Selangor helps merchants embrace e-commerce

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SELANGOR, the first state in the country to venture into e-commerce in 2015, is working on expanding the initiative at local government level.

Menteri Besar Datuk Seri Amirudin Shari said this at the third series of the "Jelajah Usahawan Digital Selangor 2020" (digital entrepreneurs exploration) programme held at the Ampang Jaya Municipal Council headquarters.

"Under the Selangor Smart State programme, we allocated RM50mil and we plan to allocate a total of RM300mil until 2025.

"The high allocation shows our commitment towards digitalisation.

"The response from traders was encouraging.

"We dived into the world of digitalisation earlier than other states and we want the benefits of this initiative to be enjoyed by the people," he said.

"The state government launched the Selangor E-Bazar Raya campaign with Shopee from May to July this year.

"This initiative generated about RM341.5mil in ripple effect for the merchants.

"It is an increase of 341% from the RM1mil allocated by the state.

"The campaign also attracted 8,600 e-commerce merchants in Selangor, including 6,400 who took part in this venture for the first time," Amirudin said at the event which was attended by 200 participants comprising mostly traders and entrepreneurs.

"About four years ago, there was a dream to live in a cashless

State plans to allocate RM300mil for digitalisation initiatives until 2025



(From left) Invest Selangor chief executive officer Datuk Hasan Azhari Idris, Teng, Amirudin and Sitec chief executive Yong Kai Ping at the third series of the Jelajah Usahawan Digital Selangor programme held at Ampang Jaya Municipal Council's auditorium.

society. The Smart City concept was then raised.

"During a state exco meeting in 2015, Datuk Teng Chang Kim suggested that the Selangor Information Technology and E-Commerce Council (Sitec) be formed.

"This was in anticipation of the e-commerce market which he predicted would be worth trillions of ringgit.

"Several years ago, e-commerce was more focused on the banking sector. People were mostly familiar with Internet banking for loan repayments.

"However the Covid-19 pandemic tested the ability of the people to work, learn, carry out business transactions, make

retail purchases and function out-of-base with the help of the Internet," Amirudin noted.

He said Selangor's digital entrepreneurs exploration programme was the ideal platform to provide exposure, guidance and training to local entrepreneurs who wanted to gain new knowledge related to digital business as they now must keep up with new technology.

"Selangor acts as a hub for global trade centres and is moving forward with Sitec playing a crucial role in raising awareness as well as providing training to small and medium-size businesses in the state."

The Menteri Besar said the state had 90% Internet connec-

tion, although not all areas enjoyed high-speed connection.

"Telekom Malaysia promised that by 2022, Selangor will have 100% fast-speed Internet connection with 3G and 4G, and some areas with 5G," he added.

Entrepreneurs were exposed to the digital business aspects presented by industry players gathered by Sitec. They included Shopee, Lazada, Boost e-Wallet, Avana, BungkusIT and Youbeli as well as state agencies such as Hijrah Selangor, Halal International Selangor and Selangor Digital e-Supply Chain.

The industry players shared their services to help local entrepreneurs grow their businesses digitally.