

Govt launches MalaysiaBiz portal to boost SMEs

PUTRAJAYA: The digital economy, designated as one of the main pillars of the Shared Prosperity 2030 vision, will be given special attention to spearhead the country's post-Covid-19 revival, says Tan Sri Muhyiddin Yassin.

One of the areas that will be given emphasis is the development of small and medium enterprises (SMEs), especially those trying their hand at e-commerce.

"In facing the economic impact of the Covid-19 pandemic, the government has taken an inclusive approach in ensuring the economic survival of the people.

"This digitisation process will be

intensified and focus will be given to the development of the digital economy to boost the country's economic growth after Covid-19," the Prime Minister said in his speech at the launch of the MalaysiaBiz portal.

"SMEs contributed 38.9% to gross domestic product (GDP) in 2019 and the government wants the percentage to reach 50% by 2030.

"Measures to boost the growth of our SMEs will continue to be given priority. This is especially looking at today's online buying trends, which is a potential for SMEs to grow rapidly.

"We want to simplify the digitisation process among traders," he said.

The government is targeting a 40% digitisation of end-to-end (E2E) service delivery by the end of 2020, compared to 20.2% in 2019.

Muhyiddin said the government's commitment to boost SMEs was reflected in its many initiatives, including those introduced in previous economic stimulus packages.

He said the recently tabled Budget 2021 also placed business continuity as one of three main goals.

"Special attention has been given to SMEs through fund assistance, training, digital equipment and grants.

"The government has also allocated RM1bil to boost digitalisation

activities until Dec 31, 2023.

"A sum of RM150mil has been set aside to organise sales training programmes and to procure digital equipment for 100,000 local entrepreneurs under the e-Commerce SME and Micro SME campaigns.

"Additionally, a total of RM4.6bil has been allocated to empower bumiputra and women entrepreneurs," said Muhyiddin.

Conducted virtually, the launch of the MalaysiaBiz portal was broadcast on Malaysian Administrative Modernisation and Management Planning Unit's Facebook page yesterday.

The portal will serve as a "one-

stop centre" that eases the registration of online businesses as well as licensing applications.

"The aim of the MalaysiaBiz portal is to create a trade-friendly environment, which would in turn encourage competitiveness and also spur the growth of the domestic economy," said Muhyiddin.

The Prime Minister called on more Malaysians to take advantage of the MalaysiaBiz initiative by starting new businesses.

Watch the video
TheStarTV.com

