

eTRADE 2.0 for export growth

THE Covid-19 pandemic has had a far-reaching impact. Lockdowns worldwide have caused a massive disruption to global trade and economic growth.

This is the best time for companies to digitalise their businesses as the pandemic has led to a surge in ecommerce and digitalisation initiatives.

In 2019, retail e-commerce sales worldwide amounted to US\$3.53 trillion (RM14.5 trillion) and are projected to grow to US\$6.54 trillion (RM26.9 trillion) by 2023. With the growing global ecommerce market and the current travel curbs, there is no better time for SMEs to capitalise on ecommerce platforms.

Under the 11th Malaysia Plan, the Malaysia External Trade Development Corporation implemented the eTRADE Programme from 2017-2020 to offer export facilitation to cover part of the onboarding cost for companies to join cross-border ecommerce platforms.

A total of 3,358 SMEs benefited in terms of increased global business opportunities and enhancing technical know-how.

Under the 12th Malaysia Plan, the government has approved the enhancement of the eTRADE programme. Under eTRADE 2.0, SMEs will be offered two types of financial aid – the Onboarding Scheme worth RM5,000 and the Digital Marketing and Training Scheme (DMT) Scheme worth RM20,000.

Through the Onboarding Scheme, qualified Malaysian SMEs can utilise up to RM5,000 per company as reimbursement for expenses incurred on onboarding cross-border ecommerce platforms of their choice.

The Time to
EXPORT
is Now.

eTRADE PROGRAMME 2.0

Your Online Access to Global Markets



PROGRAMME BY MATRADE TO:



Increase participation of Malaysian companies in cross border eCommerce and grow their exports.



Sustain Malaysian SMEs digital presence via digital marketing and related training activities.

Onboarding Scheme

- Financial incentive worth **RM5,000** to cover part of the onboarding cost to join one or multiple eCommerce platforms.
- Open to **all CROSS-BORDER** eCommerce Platforms.



Digital Marketing and Training (DMT) Scheme

- Financial incentive worth **RM20,000** to cover part of the cost in the undertaking digital marketing activities and/or eCommerce training programmes.
- Digital marketing activities must be **focusing on exports**.

More information at
www.matrade.gov.my/en/etrade



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Grow your export with eTRADE 2.0.

For the DMT Scheme, qualified SMEs can receive up to RM20,000 per company as reimbursement for their expenses in conducting digital marketing activities to promote products abroad and for ecommerce training programmes they choose to attend.

■ SMEs can apply for the eTRADE Programme 2.0 at www.matrade.gov.my/en/etrade