



FOR IMMEDIATE RELEASE

**ACCELERATING SMEs EXPORTS VIA MATRADE - ALIBABA
STRATEGIC PARTNERSHIP**

WEDNESDAY, MAY 27, 2015 KUALA LUMPUR: Realising the importance of SMEs to be more visible and competitive, Malaysia External Trade Development Corporation (MATRADE) continue to collaborate with the world's largest business-to-business (B2B) platform, Alibaba. This collaboration is for the second consecutive year, an initiative under the eTRADE programme which was launched in June 2014.

Dato' Dzulkifli Mahmud, Deputy Chief Executive Officer of MATRADE said, "eTRADE will allow SMEs to be listed with e-commerce marketplaces at a preferred rate. A total of 20,000 SMEs are expected to take part in eTRADE programme until the year 2020, with 2,000 SMEs targeted for this year." During the event, MATRADE was represented by Dato' Dzulkifli Mahmud and Alibaba was represented by Timothy Leung, Head of Global Business Development, Alibaba.

Under the collaboration, MATRADE will issue an e-voucher worth RM2,500 to qualified SMEs which can be redeemed to pay part of the subscription fees as Alibaba Global Gold Supplier Package. eTRADE is a project under Digital Malaysia and as the lead implementing agency, MATRADE hopes that the programme could assist SMEs in increasing their export and expand their market share globally.

Among the eligibility criteria for Malaysian companies to participate in the eTRADE Programme are:

1. Small and Medium Enterprises (SMEs);
2. At least 60% Malaysian equity;
3. Incorporated under the Companies Act 1965;
4. Exporting made in Malaysia products and/or services;



5. Registered with MATRADE under the Malaysia Exporters Registry (MER);
6. Minimum Rating of 4 Star under SME Competitiveness Rating for Enhancement (SCORE), AND Export Ready as qualified by MATRADE's Readiness Assessment, OR Currently Exporting.

Further information on eTRADE is available on MATRADE portal www.matrade.gov.my/en/etrade. Enquiries can be forwarded by email to etrade@matrade.gov.my.

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NOTE TO EDITORS

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About MATRADE

The Malaysia External Trade Development Corporation (MATRADE) was established on March 1, 1993 as the external trade promotion arm of Malaysia's Ministry of International Trade and Industry (MITI). Its functions are:

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and services;
- To formulate and implement export marketing strategies and trade promotion activities to promote Malaysia's export;
- To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of Malaysia's trade;
- To organise training programmes to improve the international marketing skills of Malaysian exporters;
- To enhance and protect Malaysia's international trade investment abroad; and
- To promote, facilitate and assist in the services areas related to trade.