

## **Matrade launches e-trade programme with Alibaba**

**KUALA LUMPUR** — Matrade has launched its e-Trade programme with Alibaba which aims to accelerate export of small and medium enterprises (SMEs) through participation in leading international e-marketplace. Application to the programme is now accessible through Matrade's portal. The collaboration with Alibaba will provide opportunity for Malaysian SMEs to reach out to hundreds of millions of online buyers worldwide. Approved SMEs will be given an e-voucher worth RM1,000, which they can use to pay part of the Alibaba e-Trade global gold supplier package's subscription fee of RM2,000.