



INTRODUCTION TO  
**eCommerce  
in Malaysia**



# Introduction to eCommerce in Malaysia

Malaysia's internet and mobile connectivity, combined with public sector support, have contributed to the steady growth of the country's eCommerce market. The country has a young, tech-savvy population, and rising mobile and broadband penetration rates, with the number of eCommerce users in Malaysia expected to reach 18 million by 2025.

A growing, and increasingly sophisticated, middle-income population creates a wealth of opportunities for Australian companies to market their products and services.

This program is for businesses interested in understanding the eCommerce ecosystem in Malaysia and what it takes to establish an eCommerce presence there.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 hours

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups. Please contact us for program price.

## Key takeaways



**Raise your level of understanding** of the rapidly evolving eCommerce ecosystem and platforms in Malaysia.



**Understand what it means to navigate and stand out** in this fast-paced digital landscape.



**Gain practical insights and tips** to inform your eCommerce strategy for Malaysia.

## Topics covered

1. Navigate the Malaysian eCommerce ecosystem.
2. Understand the state of play of eCommerce in Malaysia.
3. Compare and contrast the major eCommerce platforms in Malaysia.
4. Understand the digital landscape and mobile consumers in Malaysia.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Malaysia.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

*This is a Credly certified Asialink Business Academy Program*

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us



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