

# SME WEEKLY NEWS

(10 August 2020 – 14 August 2020)

Countries	Highlights
<p><b>MALAYSIA</b></p> <p><b>MDEC urges SMEs to register with Digital Xccelerator platform</b></p>	<p>MDEC urged Malaysian SMEs to accelerate &amp; scale up its digital transformation journey. The entrepreneurs could register with the Digital Xccelerator (DX) platform and take the #digitalleap to ensure they can sustain their operations and expand further from there. CEO of MDEC said that the DX platform is designed to help SMEs gain access to available programmes, incentives and technology solutions that best match their specific digitalisation needs. The DX platform is a new free-of-charge initiative that was launched during the MDEC inaugural SME Digital Summit which is the first digital conference of its kind in Malaysia and organised as a virtual platform to help empower Malaysia's SMEs to take the digital leap by cultivating an innovative and transformative mindset. It also inaugurated MDEC's #SayaDigital Month, an initiative designed to accelerate the growth of a digital society in Malaysia. The month-long campaign aims to expand digital competence and adoption among all Malaysians, empowering them to navigate the new normal within society and business.</p> <p style="text-align: right;"><i>(Source: Bernama, 14 August 2020)</i></p>
<p><b>PHILIPPINES</b></p> <p><b>7 of 10 Pinoys prefer online SME presence</b></p>	<p>Based on the YouGov study commissioned by Visa, 75% of Filipinos believe it is important for small businesses to have online presence. Likewise, 95% of the respondents said they were willing to shop at local retailers more often to support them in business recovery due to the COVID-19 pandemic. One in six active Visa cardholders in the Philippines who did not make an online purchase last year shopped online for the first time this year. To encourage consumers to support local businesses while helping SMEs to go digital following the onset of COVID-19, Visa has launched Where You Shop Matters. The initiative is part of Visa's broader small business strategy and follows commitments the company has made to support 10 million small and micro businesses in the Asia Pacific, and a global commitment from the Visa Foundation of \$210 million to provide COVID-19 emergency relief for the small business sector. As part of the initiative, Visa has partnered with leading e-commerce platform Shopee to help support thousands of local small businesses. Visa is providing SMEs with a Visa eCommerce Starter Kit to help them start, manage, and grow their online storefronts. It also partnered with BigCommerce to provide onboarding support and special discount rates for SMEs to sign up and start selling online.</p> <p style="text-align: right;"><i>(Source: The Philippines Star, 14 August 2020)</i></p>
<p><b>INDONESIA</b></p> <p><b>Shopee teams up with 20,000 SMEs to export local products to Malaysia, Singapore</b></p>	<p>E-commerce Shopee has partnered with 20,000 SME merchants to export locally produced goods to neighboring Malaysia and Singapore. Shopee Indonesia public policy and government relations said that the platform promoted Indonesian products to Asian markets during the 2020 ASEAN Online Sales Day on 8 August 2020. The export efforts are part of Shopee's Kreasi Nusantara program, which aims to market and export the products of Indonesian SMEs to Asian markets. Earlier this year, the company announced it planned to expand its business by exporting 1 million locally made products to the Philippines, Thailand, Taiwan and Vietnam by year-end. The plan came after Shopee reported having exported more than 5,000 Indonesian products to Malaysia and Singapore last year. During the Covid-19 pandemic, among the most hardest-hit businesses are SMEs, which account for more than half of the economy, as they lose demand and access to financing. Shopee has launched online training programs to help SMEs go online through its platform, training more than 40,000 merchants nationwide so far, including those in remote areas.</p> <p style="text-align: right;"><i>(Source: The Jakarta Post, 13 August 2020)</i></p>

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Knowledge Management & Strategy Division  
SME Corp. Malaysia  
14 August 2020