Expanding the Horizon for MSMEs in International Trade: Role of e-Services
MSME eServices in Malaysia
Challenges for MSME’s Participation in International Market
MSME’s Challenges

◊ Competition with overseas SME
  ♦ Niche product – rubber products, local fruits – durian, palm oil products

◊ Knowledge in cross-border trades
  ♦ Proof / track records of international trade experiences
  ♦ Regulatory requirement of different customs regime
  ♦ Underestimated the business volumes from eCommerce marketplace

◊ Lacking of skills in online business
  ♦ Product information management / product content quality
  ♦ Online CRM – meeting SLA requires skillful resources in handling customer enquiry and complains
Standards and Policy Guidance in Promoting eServices
Standards and Policy for eServices

◊ eCommerce Trade Settlement policy
◊ Trade compliance
  ♦ Regulation in eCommerce Free Trade Zone
  ♦ eCommerce goods control and monitoring
◊ Connectivity to NSW
◊ Open loop eService platform
Dagang Net Digital Platform (DNDP)
Thank you!

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