



eBizLink jana lebih RM40 juta jualan eksport

20 January 2022, Sinar Harian, Bisnes

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Matrade eBizLink programme garners over RM40 million export sales in 2021

20 January 2022, The Borneo Post (Sarawak), Business / Bizbytes

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20 January 2022, The Sun, News Without Borders

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Program eBizLink jana lebih RM40 juta jualan eksport pada 2021

20 January 2022, elite.org.my

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19 January 2022, Bernama Online

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19 January 2022, www.utusanborneo.com.my

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19 January 2022, Newswav.com

AVE: MYR 2,000.00 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: English Audience: N/A

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EBizLink programme garners over RM40 mln export sales in 2021 — Matrade

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19 January 2022, Selangor Journal

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Bernama-2021 eBizLink program earns over RM40 million export sales

19 January 2022, worldakkam.com

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eBizLink: Malaysian Exporters Going Global Digitally

19 January 2022, www.businessstoday.com.my

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19 January 2022, Bernama Radio 24

AVE: MYR 543.90 Duration: 63 Country: Malaysia Category: 1~~MATRADE News - Corporate Language: Bahasa Audience: N/A

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EBizLink Program Generates Over RM40 Million In Export Sales In 2021

19 January 2022, Traxx FM (90.3)

AVE: MYR 441.00 Duration: 49 Country: Malaysia Category: 1~~MATRADE News - Programmes Language: English Audience: N/A

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eBizLink jana lebih RM40 juta jualan eksport

KUALA LUMPUR: - Program Electronic Business Linkage (eBiz-Link) telah menjana jualan eksport melebihi RM40 juta dan memanfaatkan 350 pengeksport Malaysia melalui 18 kempen global yang dilaksanakan pada 2021, kata Perbadanan Pembangunan Perdagangan Luar Malaysia (MATRADE).

Dalam satu kenyataan, MATRADE berkata, sektor makanan dan minuman (F&B) menyumbang RM25 juta atau 60 peratus daripada jumlah jualan program berkenaan, diikuti produk penjagaan diri dan sarung tangan perubatan.

“Produk dan perkhidmatan lain yang diperoleh dari Malaysia termasuk barangan pengguna bergerak pantas (FMCG), produk kesihatan dan perkhidmatan e-dagang,” katanya pada Rabu.

Menurut MATRADE sehingga kini, sembilan kempen eBizLink telah selesai, termasuk Ekspo Digital Festival Beli-belah JD618 di China, Hari Jualan Dalam Talian ASEAN (AOSD) di Myanmar, Vietnam, Singapura, Indonesia dan Thailand; dan Choose Malaysia Promotion Programme di Kemboja.

“Lain-lain termasuk Program Promosi Malaysia sempena CAEXPO



SHARIMAHTON

2021 di China, Flavors of Malaysia di Belanda, Asian Grocery & eMarket Place di Australia, Festival Malaysia di Hong Kong, Kempen Dalam Talian dengan Platform e-Dagang di Pakistan, serta Kempen Dalam Talian dengan Health & Glow di India,” katanya.

Sembilan lagi kempen masih diteruskan di Asia

Timur Laut, Asia Tenggara, Asia Tengah dan Amerika Utara, tambahnya. Antara kempen global yang berjaya ialah CAEXPO di Nanning China.

Timbalan Ketua Pegawai Eksekutif, Sharimahton Mat Saleh berkata, inisiatif eBizLink menyediakan alternatif baharu untuk pengeksport Malaysia mempromosikan produk dan jenama mereka kepada bakal pelanggan antarabangsa melalui platform dalam talian dan luar talian (O2O), terutamanya dengan memanfaatkan pengaruh pasaran dan pemimpin pendapat utama (KOL) yang mempunyai jutaan pengikut di media sosial masing-masing.

“Bagi 2022, lebih daripada 20 kempen global telah disusun dan dijadualkan untuk mencapai sasaran KPI eBiz-Link iaitu 600 syarikat yang dibantu dan menjana RM60 juta jualan eksport.

“Antara pasaran utama disasarkan ialah Amerika Utara, Amerika Selatan, Eropah, Asia Barat dan Asia Tenggara,” katanya. -Bernama



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Matrade eBizLink programme garners over RM40 million export sales in 2021

KUALALUMPUR: The Electronic Business Linkage (eBizLink) Programme has generated more than RM40 million export sales, benefitting 350 Malaysian exporters through 18 global campaigns executed in 2021, the Malaysia External Trade Development Corporation (Matrade) said.

In a statement yesterday, Matrade said the food and beverage (F&B) sector contributed RM25 million, or 60 per cent, of the total sales of the programme, followed by personal care products and medical gloves.

"Other products and services sourced from Malaysia included fast-moving consumer goods (FMCG), health products and e-commerce services," it said.

Matrade said to date, nine eBizLink campaigns had been completed, including the JD618 Shopping Festival Digital Expo in China, Asean Online Sales Day (AOSD) in Myanmar, Vietnam, Singapore, Indonesia, and Thailand, and Choose Malaysia Promotion Programme in Cambodia.

"Others include Malaysia Promotion Programmes in conjunction of CAEXPO 2021 in China, Flavours of Malaysia in the Netherlands, Asian Grocery & eMarket Place" in Australia, Malaysia Festival in Hong Kong, Online Campaign with eCommerce Platform in Pakistan, as well as Online Campaign with Health & Glow in India," it said.

Another nine campaigns are still on-going in Northeast Asia, Southeast Asia, Central Asia and North America, it added.

Launched in July 2021, eBizLink is a new initiative under the government's Strategic Programme to Empower the People and Economy (Pemerkesa) mandated to Matrade with the aim of intensifying promotion of Malaysia's export digitally.

Deputy chief executive officer Sharimahton Mat Saleh said eBizLink initiative provides new alternatives for Malaysian exporters to promote their products and brands to potential international customers through online and offline (O2O) platforms, particularly by leveraging market influencers and key opinion leaders (KOLs)

who have millions of followers on their social media.

"Matrade global offices have engaged local KOLs to promote Malaysian products and brands through various online social media channels that reach wider audience at faster rate compared to traditional media," she said.

According to Matrade, among successful global campaigns were Malaysia's participation in the China-Asean Expo (CAEXPO) in Nanning, China, in which Matrade Guangzhou had collaborated with overseas prominent brands (OPB), whereby local KOLs were engaged to promote the event through various social media channels in China.

"The campaign was held from Sept 1 to 30, 2021 and recorded export sales of RM4.78 million, with main products sourced included durian products, spices, bird nest and cream crackers," it said.

Meanwhile in Pakistan, Matrade said RM8.69 million sales had been generated from eBizLink through the collaboration between Matrade Mumbai and Ecommerce Private Ltd, under a business-to-business (B2B) portal, EcomBRI.com.

The campaign was held from Nov 30 until Dec 3, 2021 with personal care being the main products, along with rubber gloves and F&B that were sourced by Pakistan trade buyers, it said.

In Myanmar, it said a campaign themed "Malaysia Ayatha: The Most Exclusive Live Showcase of Malaysian Brands" had been promoted via Facebook through the Malaysia Ayatha page and media partner Duwun, which has over 8.6 million followers on Facebook.

"Over 100 Malaysian brands were promoted during the campaign from Dec 3 to 26, 2021 with RM12.16 million export sales generated," it said.

Matrade said for 2022, more than 20 global campaigns have been scheduled to achieve eBizLink KPI target of 600 companies assisted and RM60 million export sales generated.

Among key markets targeted are North America, South America, Europe, West Asia and Southeast Asia, it said.
— Bernama



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EBIZLINK CONNECTS M'SIAN EXPORTERS TO REST OF THE WORLD

PETALING JAYA: Malaysia External Trade Development Corp's (Matrade) Electronic Business Linkage (eBizLink) programme has generated more than RM40 million export sales benefiting 350 Malaysian exporters. Launched in July 2021, the programme under Pemerkasa was an initiative to promote Malaysia's export digitally. The programme provided cost-effective solutions for SME and mid-tier companies to seize new business opportunities arising from the Covid-19 pandemic in the global marketplace.