



MALAYSIA'S EXPERIENCE AND PRACTICE: MEASURING DIGITAL TRADE

Presenter:
Norazlin Muharam
Principal Assistant Director
Services Statistics Division

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OUTLINE

- 1 Introduction**
- 2 Malaysia's Experience in Developing International E-Commerce**
- 3 Current E-Commerce Statistics**
- 4 Other Statistics Related to Digital Economy**
- 5 Moving Forward & Current Initiatives**



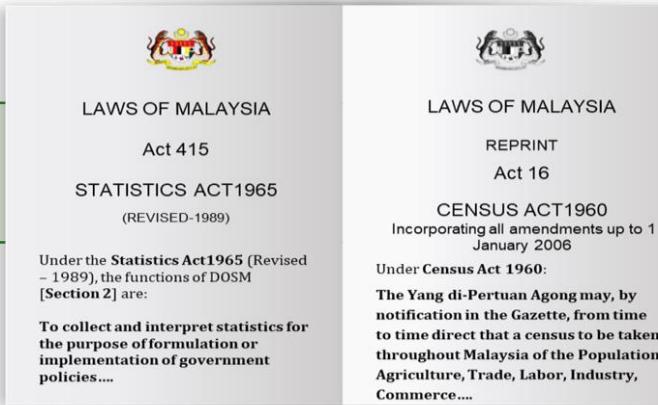
1. INTRODUCTION





1.1 STATISTICS ACT

Statistics Act 1965 (Revised-1989)



Census Act 1960 (Revised-1969)

Statistics Act

1. Information gathered under the provisions of the Statistics Act 1965 (Revised – 1989).
2. Section 5: All establishments operating in Malaysia to provide actual information or best estimates to the Department.
3. The Act stipulates that the contents of the establishments/ individuals returns are CONFIDENTIAL and will not be divulged to any person or institution outside this Department.
4. Section 7: Penalty for the respondent's failure to provide the required information



1.2 INITIATIVES

Government of Malaysia's initiative regards to digital economy:



1. MyDigital Initiative
2. National Digital Economy Blueprint
3. Digital Free Trade Zone (DFTZ)
4. The National Fiberisation and Connectivity Plan (NFCP)
5. Smart City Initiative





1.3 DEFINITION

Malaysia follows OECD's definition

WTO Work Programme on Electronic Commerce

definition (1998)

“The production, distribution, marketing, sale or delivery of goods and services by electronic means”

E-commerce

Definition of measurement purpose (OECD, 2009)

“The sale or purchase of a good and service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”

Digital Trade

Handbook on Measuring Digital Trade IMF, OECD, UNCTAD and WTO, 2023

“All international trade that is digitally ordered and/or digitally delivered”

Domestic e-commerce

“The domestic sale or purchase of a good and service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”

Digitally ordered trade = International e-commerce

“The international sale or purchase of a good or service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”

Digital delivered trade

“All international trade transactions that are delivered remoted over computer networks”

International transactions that are both digitally ordered and digitally delivered



1.4 METHODOLOGY



1. UPDATING FRAME

Duration:

Census: 6 month

Sample: continuous

Source:

Malaysia Statistical Businesses
Register (MSBR)
Administrative data

2. CONSTRUCT QUESTIONNAIRE

3. DATA COLLECTION

4. DATA PROCESSING

- Mode of Data Collection**
- Self administered
(e-Census/e-Survey)
 - Mail Post
 - Face-to-Face Interview
 - Paper and Pen Interview (PAPI)
 - Computer Assisted Personal Interview (CAPI)
 - Computer Assisted Telephone Interview (CATI)

- Online Data Entry (ODE)
- Offline Data Entry
- Intelligent Character Recognition (ICR)



1.5 QUESTIONNAIRE

Sulit selepas data diisi Confidential when filled with data		PERKHIDMATAN PENGANGKUTAN DAN PENYIMPANAN TRANSPORTATION AND STORAGE	300H
Sila buat salinan untuk rekod tuan Please make a copy for your record		TAHUN RUJUKAN 2022 REFERENCE YEAR 2022	
NG NO. BATCH BIL			
JABATAN PERANGKAAN MALAYSIA DEPARTMENT OF STATISTICS MALAYSIA www.dosm.gov.my BANCI EKONOMI 2023 ECONOMIC CENSUS 2023			
Sila kembalikan soal selidik dalam masa 30 hari Please return the questionnaire within 30 days			
Sila pindah jika alamat pos di atas tidak tepat Please amend if the above postal address is incorrect			
Sila lengkap dan kembalikan soal selidik ini kepada : Please complete and return this questionnaire to :			
Bagi sebarang pertanyaan, sila hubungi : For enquiries, please contact :			
No. Tel / Tel. No :			
No. Faks / Fax No :			
E-mel / Email :			
MAKLUMAN AM / GENERAL INFORMATION			
a. Jabatan Perangkaan Malaysia sedang melaksanakan Banci Ekonomi 2023 (bagi tahun rujukan 2022). b. Tujuan utama ialah untuk menyediakan maklumat agregat dan profil sektor ini yang diperlukan oleh kerajaan bagi membentuk program dan polisi ekonomi di peringkat nasional. c. Maklumat yang dikumpul adalah mengikut peruntukan di bawah Akta Perangkaan 1965 (Dismak - 1989). Sekseyen 5 di bawah Akta ini menghendaki maklumat yang dikumpul adalah mengikut peruntukan di Malaysia untuk memberi maklumat sebenar atau ringkas terhadap Jabatan Mengikut Akta ini, kandungan soal selidik pertubuhan / individu yang diterima adalah SULT dan tidak boleh dikehaskan kepada sesiapa atau mana-mana institusi di luar Jabatan ini. Sementara itu, Sekseyen 7 di bawah Akta yang sama menyatakan bahawa responden boleh dikenakan denda sekiranya gagal memberi maklumat yang diperlukan. d. Tuan diminta melaporkan butir-butir yang berkaitan dengan pertubuhan ini seperti tercatat di atas dan mengembalikan soal selidik yang lengkap ke Jabatan ini. e. The Department of Statistics, Malaysia is conducting the Economic Census 2023 (for reference year 2022). f. The main objective is to provide aggregated information and profile of the sectors required by the government to formulate national economic programmes and policies. g. The information is gathered under the provisions of the Statistics Act 1965 (Revised - 1989). Section 5 of this Act requires all establishments operating in Malaysia to provide actual information or best estimates to the Department. The Act stipulates that the contents of the establishments' individual returns are CONFIDENTIAL and will not be divulged to any person or institution outside this Department. Meanwhile, Section 7 under the same Act provides a penalty should the respondent failed to furnish the required information. h. You are requested to provide information related to this establishment as stated above and return the completed questionnaire to the Department. i. If this establishment was not in operation during the reference year 2022, please return the questionnaire with 1.4.1 only to the Department.			
DATO' SRI DR. MOHD UZIR MAHDIN KETUA PERANGKAWAN MALAYSIA CHIEF STATISTICIAN, MALAYSIA			
Tarikh / Date :			
Kerjasama tuan dalam menjayakan banci ini amatlah dihargai / Your cooperation in ensuring the success of this census is very much appreciated			
Soal selidik ini akan diproses menggunakan teknologi ICR (Intelligent Character Recognition). Sila JANGAN LIPAT, gunakan pen bulat HITAM untuk melengkapkan soal selidik ini. This questionnaire will be processed using ICR technology (Intelligent Character Recognition). Please DO NOT FOLD, use BLACK ball pen to complete this questionnaire.			
Muat turun soal selidik boleh dibuat melalui www.dosm.gov.my . Tulis dengan kemas di dalam kotak menggunakan JUMLAH BESAR atau tanda (X) pada kotak yang berkenaan. Downloading of the questionnaire can be made through www.dosm.gov.my . Write neatly within the boxes using CAPITAL LETTER or mark (X) in the appropriate box.			

Digital Economy Module

- 25 questions**



- ICT Usage: 11 questions
- E-commerce: 14 questions

- ICT Usage**

- Computer
- Internet
- Web presence



- E-commerce**

- Type of market
- Type of customer





1.5 QUESTIONNAIRE (cont.)

1. ICT Usage

1. Computer Usage

A.1 Adakah pertubuhan ini menggunakan komputer dalam mengendalikan perniagaan?

Did this establishment use computers in running a business?

310001

1 Ya / Yes

Nota / Note:

Komputer termasuk komputer peribadi, komputer mudah alih (cth. komputer riba), tablet dan peranti mudah alih yang lain seperti telefon pintar

2 Tidak / No

Computer includes personal computer, portable computer (e.g. laptop), tablet and other portable devices such as smartphone

Jika TIDAK, sila ke Soalan A.3

If NO, please go to Questions A.3

2. Internet Usage

A.3 Adakah pertubuhan ini menggunakan internet untuk tujuan perniagaan?

Did this establishment use the internet for business purposes?

310003

1 Ya / Yes

Nota / Note:

Internet yang boleh diakses oleh komputer dan peranti yang lain (cth. telefon mudah alih, telefon pintar dsb.)

Internet can be access by computer and other device (e.g. mobile phone, smart phone etc.)

2 Tidak / No

Jika TIDAK, sila ke Soalan A.10

If NO, please go to Questions A.10



1.5 QUESTIONNAIRE (cont.)

1. ICT Usage

3. Web Presence

A.8 Adakah pertubuhan ini mempunyai web presence ?

Did this establishment have a web presence?

310017

1 Ya / Yes

2 Tidak / No

Jika "YA" sila tandakan jenis web presence pertubuhan ini. (Boleh pilih lebih daripada satu)

If "YES" please mark type of web presence of this establishment. (May choose more than one)

(a) Laman web kepunyaan pertubuhan ini
Website owned by this establishment

3100

18

(b) Laman web di entiti lain
Presence on another entity's website

19

(c) Media sosial (cth. Facebook, Instagram, Twitter, YouTube)
Social media (e.g. Facebook, Instagram, Twitter, YouTube)

20

(d) E-Pasaran (cth. Lazada, Zalora, Shopee)
E-Marketplace (e.g. Lazada, Zalora, Shopee)

83



1.5 QUESTIONNAIRE (cont.)

2. E-Commerce

1. Income of e-commerce

A.16 Sila nyatakan anggaran peratusan jumlah pendapatan yang diterima daripada jualan barang atau perkhidmatan menggunakan e-dagang

Please indicate as estimate of the percentage of total income that receive orders from sales of goods or services via e-commerce

3100

45

(%)

Nota / Note:

Bagi pesanan internet yang diterima bagi pihak organisasi lain, sila lapor hanya yuran atau komisen yang diterima
For internet orders received on behalf of other organisations, include only fees or commissions earned

2. Expenditure of e-commerce

A.22 Sila nyatakan anggaran peratusan jumlah pembelanjaan melalui pembelian barang atau perkhidmatan menggunakan e-dagang

Please indicate an estimate percentage of total expenditure for purchases of goods or services via e-commerce

3100

64

(%)



1.5 QUESTIONNAIRE (cont.)

2.1 E-Commerce Income

1. Income of e-commerce by type of market

A.18 Sila nyatakan peratusan pendapatan e-dagang mengikut jenis pelanggan
Please indicate the percentage of e-commerce income by type of customers

(a) Perniagaan lain / Other businesses

B2B Perniagaan kepada Perniagaan
Business to Business

51 (%)

(b) Pengguna individu / Individual consumers

B2C Perniagaan kepada Pengguna
Business to Consumers

52 (%)

(c) Kerajaan dan organisasi bukan perniagaan lain

Government and other non-business organisations

B2G Perniagaan kepada Kerajaan
Business to Government

53 (%)

JUMLAH
TOTAL

100 (%)

2. Income of e-commerce by type of customers

A.19 Sila nyatakan peratusan pendapatan e-dagang mengikut jenis pasaran
Please indicate the percentage of e-commerce income by type of market

(a) Tempatan
Domestic

54 (%)

(b) Antarabangsa
International

55 (%)

JUMLAH
TOTAL

100 (%)

Nota / Note:
Jika peratusan pendapatan antarabangsa e-dagang diisi, sila ke soalan A.20
If the percentage of e-commerce international income is filled, please go to question A.20



1.5 QUESTIONNAIRE (cont.)

2.1 E-Commerce Expenditure

1. Expenditure of e-commerce by type of market

A.23 Sila nyatakan peratusan perbelanjaan e-dagang mengikut jenis pelanggan
Please indicate the percentage of e-commerce expenditure by type of customers

(a) Perniagaan lain / Other businesses

B2B Perniagaan kepada Perniagaan
Business to Business

3100
65 [] (%)

(b) Pengguna individu / Individual consumers

B2C Perniagaan kepada Pengguna
Business to Consumers

66 [] (%)

(c) Kerajaan dan organisasi bukan perniagaan lain

Government and other non-business organisations

B2G Perniagaan kepada Kerajaan
Business to Government

67 [] (%)

JUMLAH
TOTAL

100 [] (%)

2. Expenditure of e-commerce by type of customers

A.24 Sila nyatakan peratusan perbelanjaan e-dagang mengikut jenis pasaran
Please indicate the percentage of e-commerce expenditure by type of market

(a) Tempatan
Domestic

3100
68 [] (%)

(b) Antarabangsa
International

69 [] (%)

JUMLAH
TOTAL

100 [] (%)

Nota / Note:
Jika peratusan perbelanjaan antarabangsa e-dagang diisi, sila ke soalan A.25
If the percentage of e-commerce international expenditure filled, please go to question A.25



1.6 DOSM'S PRODUCT AND DISSEMINATION

1. DOSM'S Product

Monthly

216

Quarterly

76

Total
Publication
1,478
2022: 1,563

Economy **290** (19.6%)
Social **1,138** (77.0%)
General **50** (3.4%)

Yearly

359

Ad Hoc

827

(As at 31 December 2023)

2. Dissemination

1. Press Release

- Portal DOSM

2. Publication

- Portal DOSM
- Economic Census Portal
- E-Statistik
- OpenDOSM

3. Online Database

- **OpenDOSM**

4. Dashboard

- OpenDOSM
- Economic Census Portal
- MyPrice

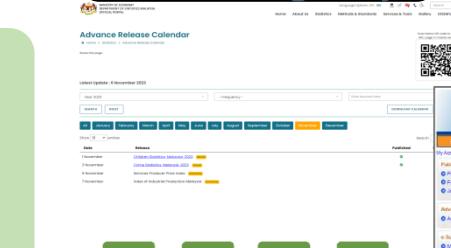
5. Social Media

- Facebook
- X @ Twitter
- Instagram
- YouTube
- TikTok

6. Presentation

- Malaysia government and stakeholders

www.dosm.gov.my



 **OpenDOSM**



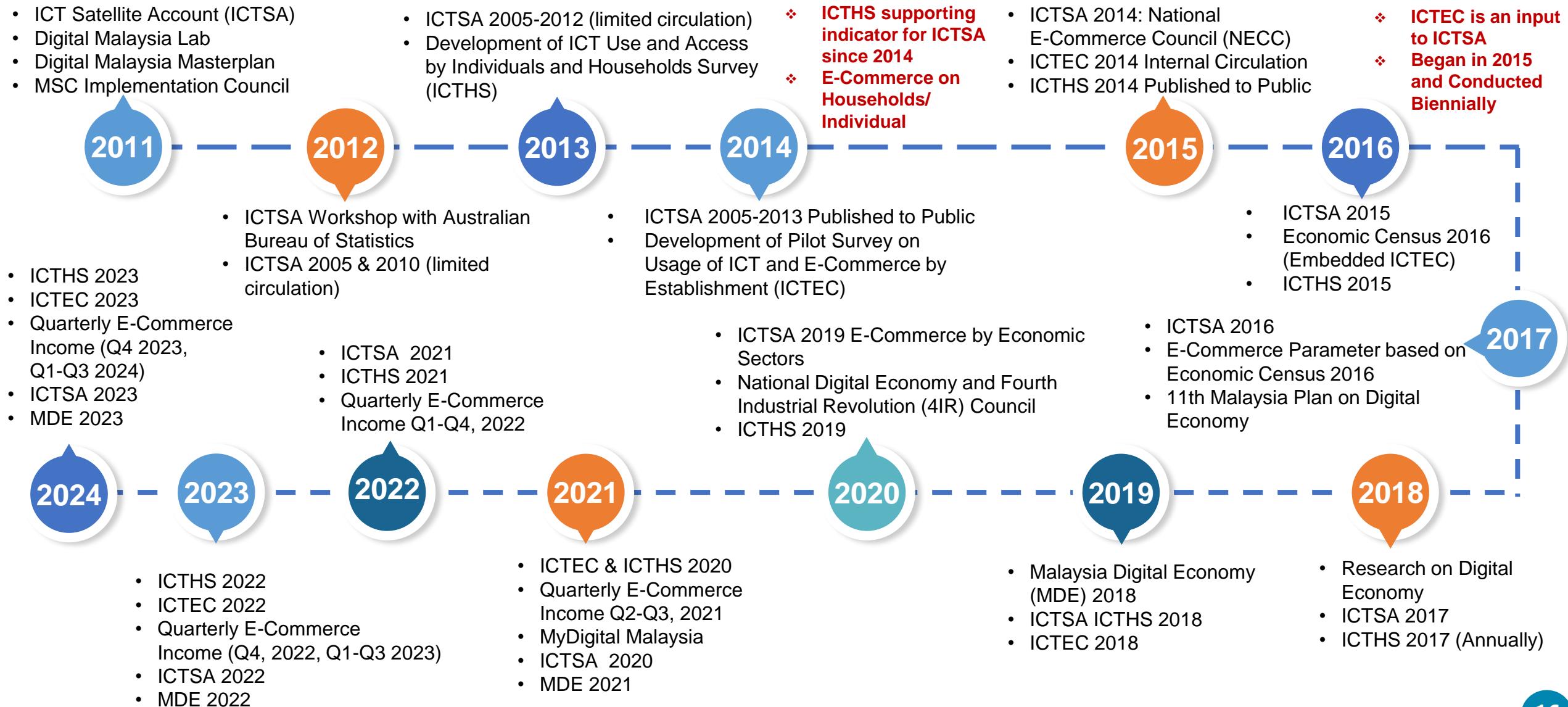

@StatsMalaysia

2. MALAYSIA'S EXPERIENCE IN DEVELOPING INTERNATIONAL E-COMMERCE





2.1 HISTORY OF DIGITAL ECONOMY AND E-COMMERCE DEVELOPMENT



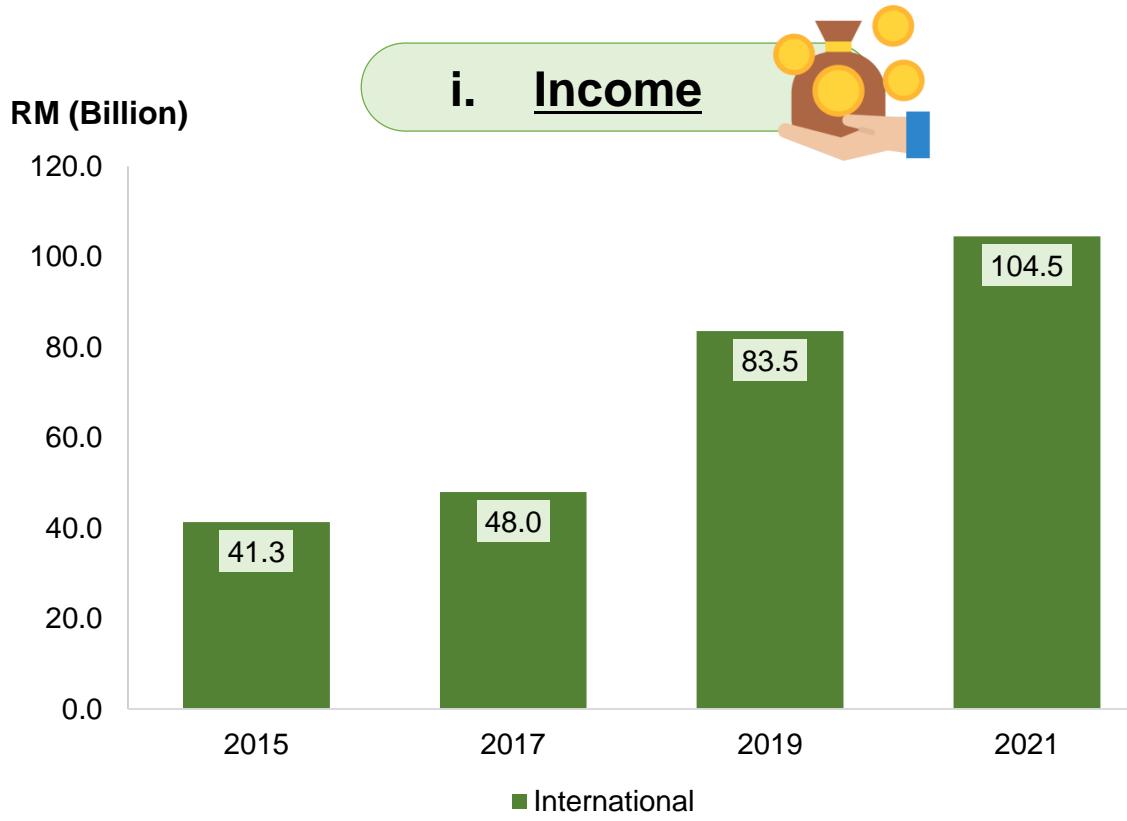
3. CURRENT E-COMMERCE STATISTICS



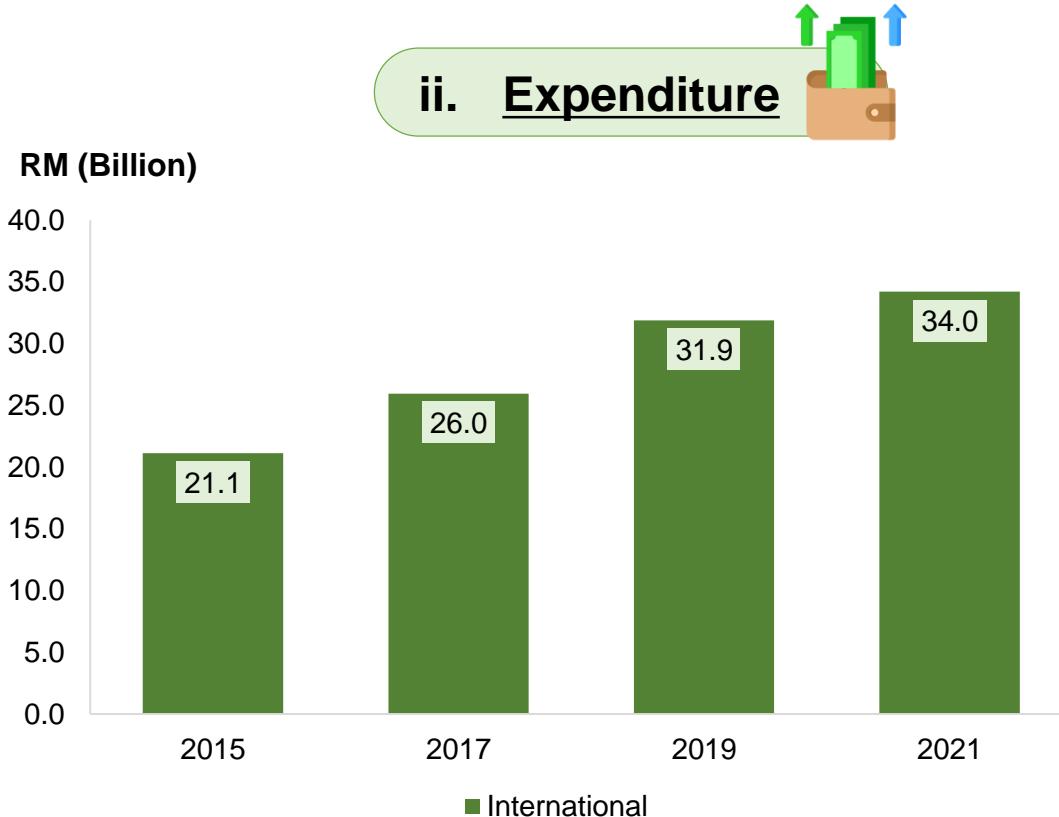


3.1 INTERNATIONAL E-COMMERCE PERFORMANCE

1. Annual International E-Commerce Income and Expenditure



2021: 11.9% 10.1%



2021: 3.2% 7.4%

Exchange rate 2021: RM4.15/USD

Note.

Annual Growth Rate Share

Source: Usage of ICT and E-Commerce by Establishment, 2022



3.2 INTERNATIONAL E-COMMERCE PERFORMANCE (cont.)

2. Annual International E-Commerce Income and Expenditure by Sector, 2021

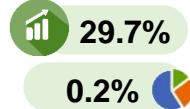
i. International E-Commerce Income



Agriculture

RM0.2 billion

2019: RM0.1 billion



Mining & Quarrying

RM1.9 billion

2019: RM2.2 billion



Manufacturing

RM39.4 billion

2019: RM30.6 billion



Construction

RM1.0 million

2019: RM2.0 billion



Services

RM63.1 billion

2019: RM50.7 billion



ii. International E-Commerce Expenditure



Agriculture

RM39.9 million

2019: RM15.3 million



Mining & Quarrying

RM0.3 million

2019: RM0.4 million



Manufacturing

RM18.9 billion

2019: RM12.0 billion



Construction

RM14.9 million

2019: RM28.8 million



Services

RM15.0 billion

2019: RM18.8 billion



Note.

Annual Growth Rate

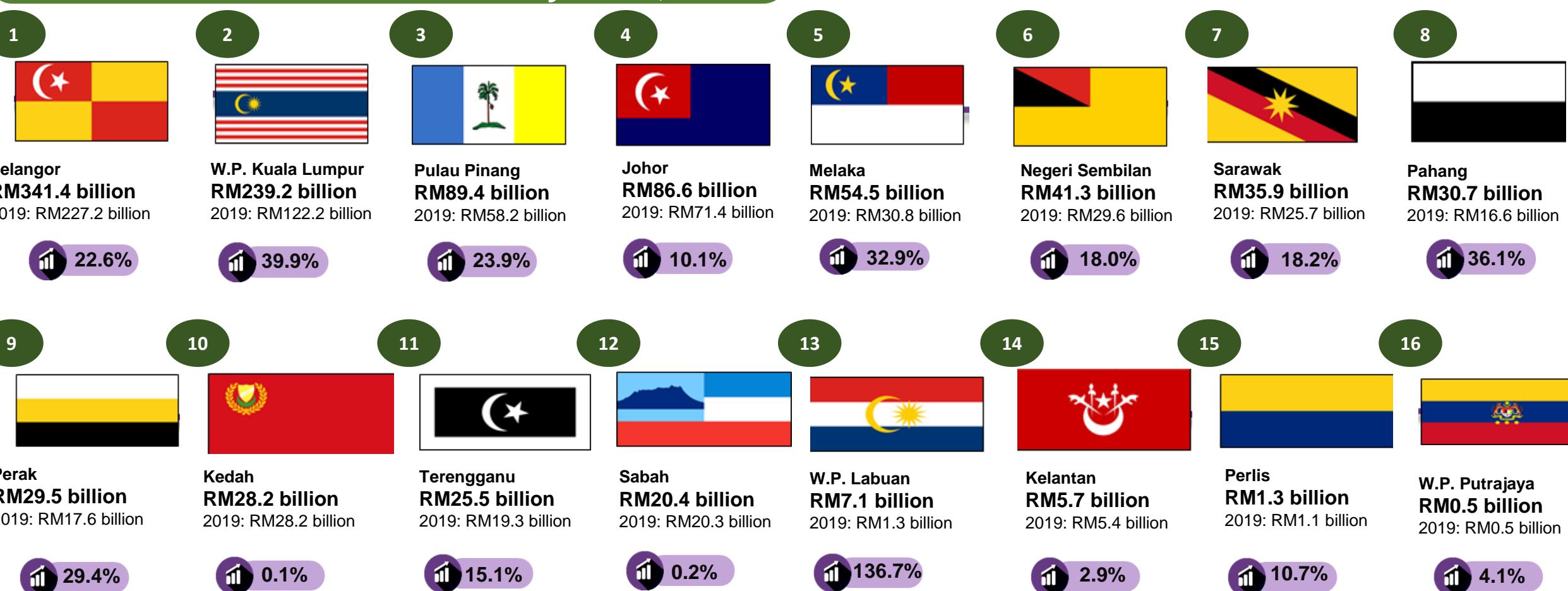
Share

Source: Usage of ICT and E-Commerce by Establishment, 2022



3.3 E-COMMERCE INCOME & EXPENDITURE BY STATE

1. Annual E-Commerce Income by State, 2021



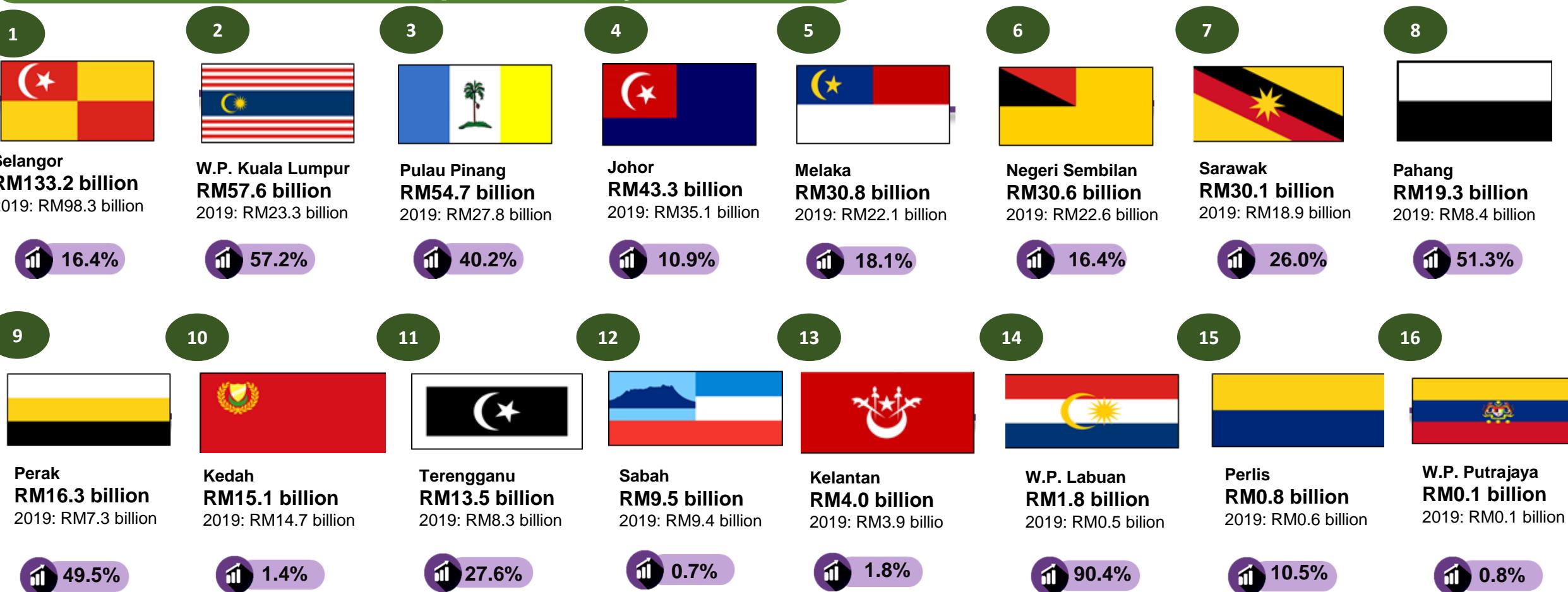
Note. Annual Growth Rate

Exchange rate: 2021: RM4.15/USD
2019: RM4.14/USD



3.3 E-COMMERCE INCOME & EXPENDITURE BY STATE (cont.)

1. Annual E-Commerce Expenditure by State, 2021



Note. Annual Growth Rate

Exchange rate: 2021: RM4.15/USD
2019: RM4.14/USD



3.4 QUARTERLY E-COMMERCE

1. Quarterly E-Commerce Income



- Q4 2023:**
- QoQ: 0.8%
 - YoY: 1.7%
 - RM 292.0 billion

Quarterly e-commerce expenditure is now being developed

4. OTHER STATISTICS RELATED TO DIGITAL ECONOMY





4.1 ICT USAGE FOR ESTABLISHMENT

1. Usage of ICT



Computer
2021: 93.8%
2019: 86.2%



Internet
2021: 90.6%
2019: 85.2%



Web presence
2021: 63.3%
2019: 53.9%

2. Types of Internet Access



Fixed Broadband
2021: 92.7%
2019: 83.7%



Mobile Broadband
2021: 75.4%
2019: 70.8%



Fixed Broadband & Mobile Broadband
2021: 68.0%
2019: 60.3%

3. Computer Network Infrastructure

Intranet

2021: 46.6%
2019: 39.7%

Extranet

2021: 16.7%
2019: 13.5%

LAN

2021: 73.4%
2019: 66.9%

WLAN

2021: 67.6%
2019: 61.0%

WAN

2021: 85.1%
2019: 84.9%

Others

2021: 6.1%
2019: 4.7%

Note.

LAN -Local Area Network

WLAN –Wireless Local Area Network

WAN –Wide Area Network



4.2 E-COMMERCE PERFORMANCE

1.1 Types of Market



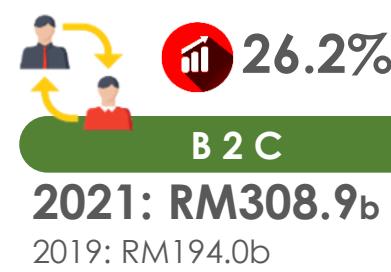
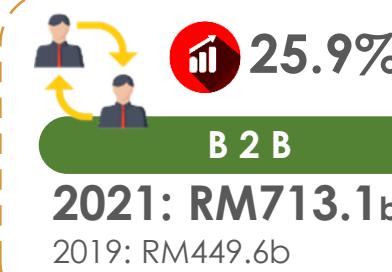
1. Income

2021: RM1,037.2b
2019: RM675.4b

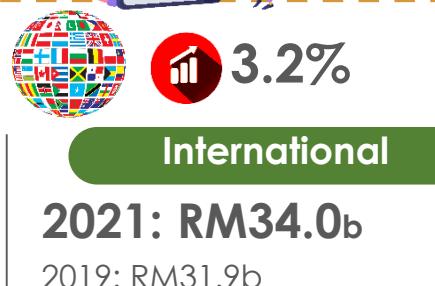
23.9%



1.2 Types of Customer



2.1 Types of Market

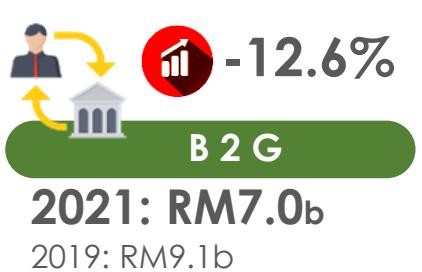
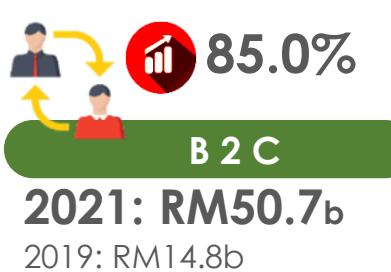
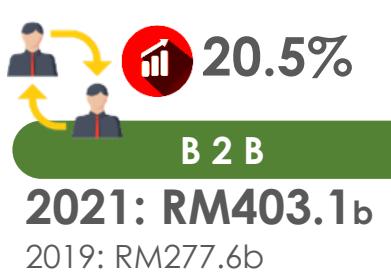


2. Expenditure

2021: RM460.8b
2019: RM301.5b

23.6%

2.1 Types of Customer





4.3 ICT SATELLITE ACCOUNT

1. Contribution of ICT to GDP

2022: RM412.3 billion
2021: RM359.3 billion
 14.8%

23.0% ➤ **13.6%**

Share to National Economy
2021: 23.2%

9.4%

Gross Value Added
ICT (GVAICT)

E-commerce of
non ICT industry

2. Import & Export



Net Exports of ICT Products remain Surplus of **RM135.7 billion** in 2022.
2021: Surplus of RM95.3 billion

Exchange rate: 2022: RM4.40/USD
2021: RM4.15/USD

3. Employment and Compensation

1.22 million persons employed in **ICT Industry** contributed **7.9%** to the total employment in 2022.



Compensation of employees in ICT Industry
RM85.0 billion share of **34.9%** to **GDP** in 2022.

(2021: RM78.2 billion | 36.1% share)

Source: Information and Communication Technology Satellite Account, 2022

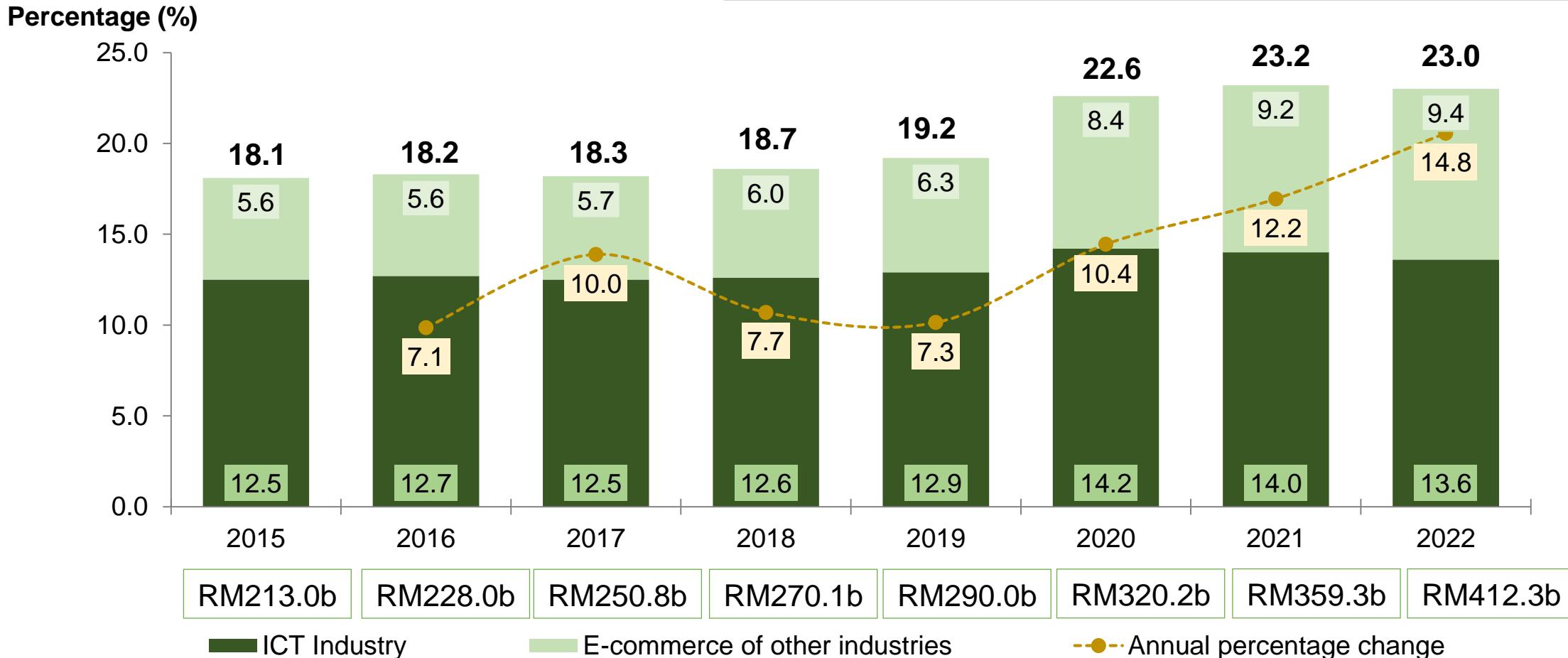
Note. ICT industry categories are ICT manufacturing, ICT trade, ICT services and Content and media



4.3 ICT SATELLITE ACCOUNT (cont.)

4. Contribution of ICT to GDP

The contribution of ICT and e-commerce to GDP increased 14.8 per cent from RM359.3 billion in 2021 to RM412.3 billion in 2022.

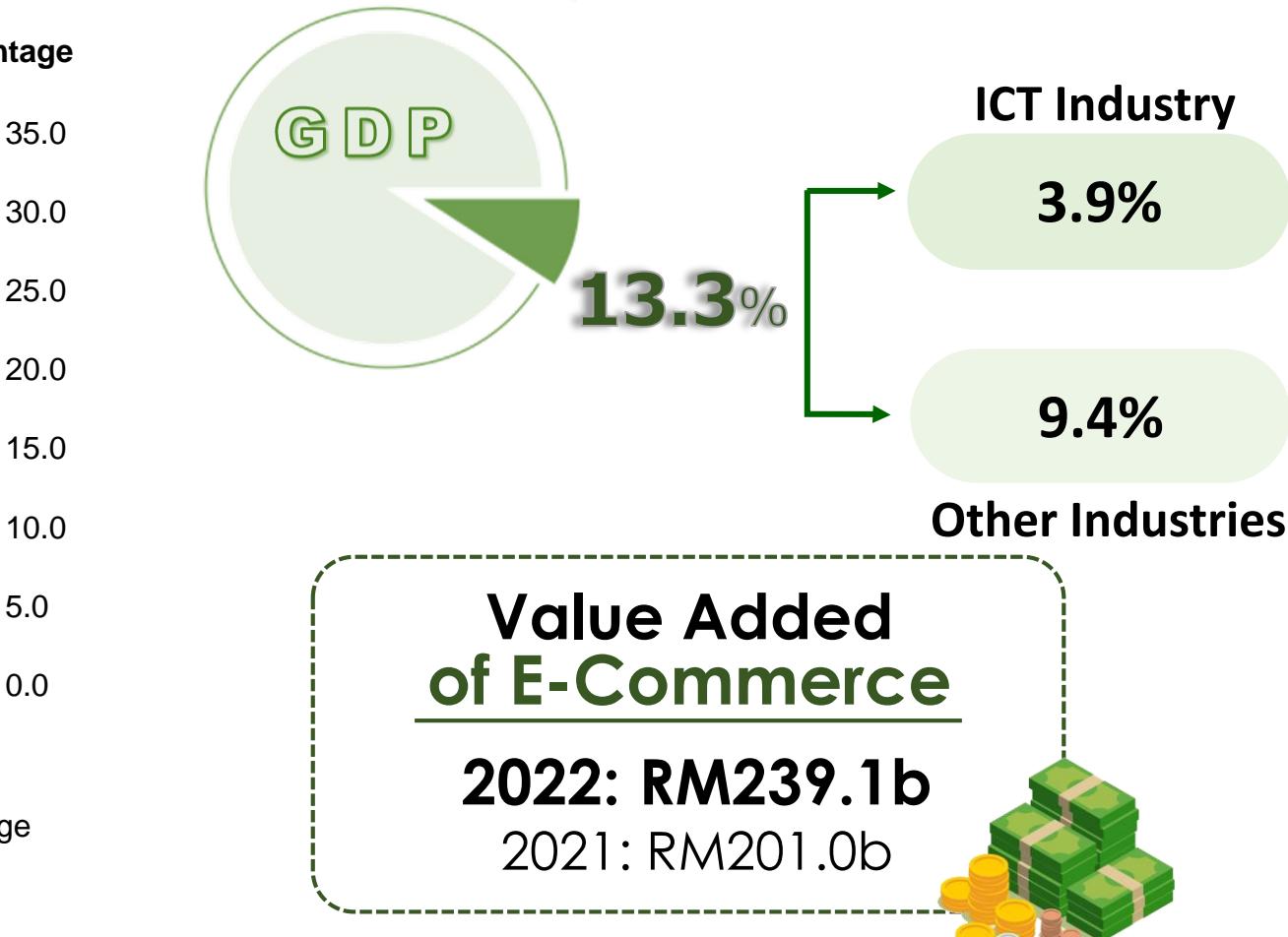




4.3 ICT SATELLITE ACCOUNT (cont.)

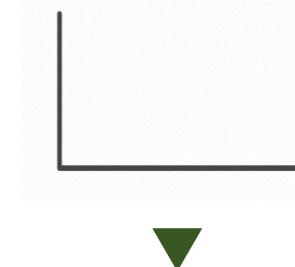
5. Contribution of e-commerce to GDP

The contribution of e-commerce to GDP increased 18.9 per cent from RM201.0 billion in 2021 to RM239.1 billion in 2022.





4.4 ICT SERVICES SECTOR PERFORMANCE



**Value of Gross
Output
(RM Billion)**

**Value of
Intermediate Input
(RM Billion)**

**Value
Added
(RM Billion)**

**Number of
Persons Engaged
(Persons)**

**Salaries &
Wages Paid
(RM Billion)**

**Value of
Fixed Asset
(RM Billion)**

2021



182.2

87.4

94.8

241,711

14.8

107.0

2020



172.9

82.9

90.0

236,372

14.4

104.8

**Annual
Growth Rate**



5.4%

5.5%

5.3%

2.3%

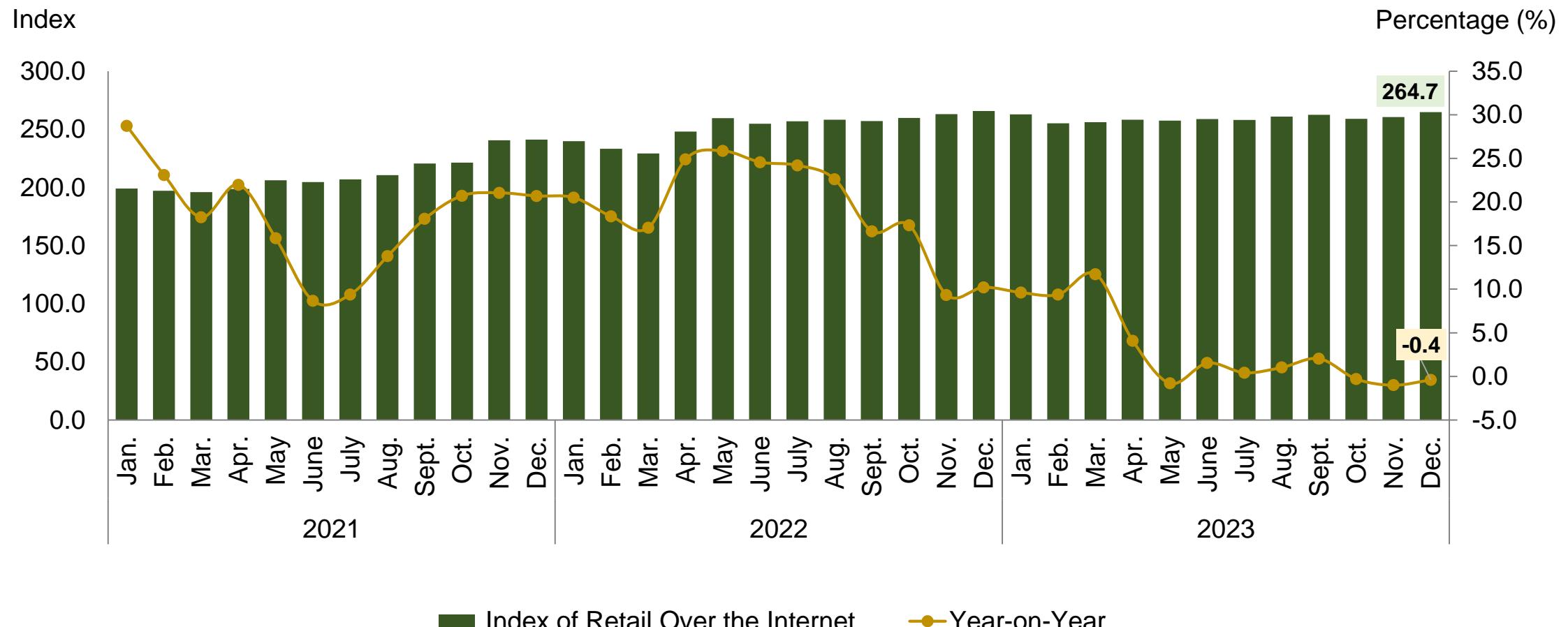
2.2%

2.1%



4.5 ONLINE RETAIL INDEX

Index of Retail Over the Internet, Jan 2021 – Dec 2023





4.6 USAGE OF ICT BY HOUSEHOLD AND INDIVIDUAL

1. Households Access to Computer



2. Households Access to Internet



3. Households Access to Mobile Phone



Fixed (wired) broadband



Mobile broadband



Feature Phone



Smart Phone



4. Individual Use of ICT Services and Equipment





4.7 OTHER STATISTICS



1. Penetration Rates

Indicator	2018	2019	2020	2021	2022	2023*
Fixed Broadband subscriptions per 100 premises (%)	-	32.8	37.2	40.8	47.6	49.9
Pay TV per 100 households (%)	-	86.3	89.0	80.1	80.6	77.3



2. Broadband Subscriptions

Indicator	2018	2019	2020	2021	2022	2023*
Mobile broadband subscriptions (million)	36.8	40.4	38.8	42.0	43.2	44.7
Mobile broadband subscriptions per 100 inhabitants (%)	113.0	123.7	118.7	126.4	131.0	133.8



Mobile Networks Coverage

Indicator	2018	2019	2020	2021	2022
Percentage of population covered by at least LTE/WIMAX (4G) mobile networks	79.7%	82.2%	93.5%	95.4%	96.9%
Percentage of population covered by at least 5G mobile networks	N/A	N/A	N/A	4.0%	47.1%

5. MOVING FORWARD & CURRENT INITIATIVES





5. MOVING FORWARD & CURRENT INITIATIVES

Moving forward

To consistently embrace the process and development in e-commerce accordance with the current government's policy on digitalization

Current initiatives

1. Central Database Hub (PADU) - a system containing individual and household profiles encompassing citizens and permanent residents in Malaysia
2. Agriculture Census 2024

"Gemilang"

Di arus zaman berubah
moden dan penuh rintangan
tetap melangkah dan berevolusi
dan menuju matlamat jaya

Seiring dan seirama
bersama tekad di hati
misi dan visi berinovasi
Gah di mata dunia



VIDEO "GEMILANG"

<https://bit.ly/DOSMGemilang>

Chorus

Gemilang, perangkaan jitu
data terpelihara
pelbagai anugerah
membuktikan kita juga berdaya
Gemilang, harumkan negara
di antarabangsa
berpadu tenaga, berganding bahu
dan kejayaan di rasa

Langkah strategi di yakini
kejayaan di kecapi
sejarah yang terukir
menjadi inspirasi

THANK YOU



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