



PENANG HALAL INTERNATIONAL IN COLLABORATION WITH SHOPEE INK PARTNERSHIP TO LAUNCH PENANG E-MALL

PENANG, 21 May 2020 – Penang state Government through Penang State’s Domestic & International Trade, Consumer Affairs and Entrepreneurship Development Executive Council has inked a collaborative partnership with Shopee that aims to support the business community and their customers through Penang E-Mall. Following its successful track record of forging business collaborations with digital solutions providers, Penang Halal International (also known as PIHH Development Sdn Bhd) has been appointed to manage this programme to support micro business and SME’s most impacted by Movement Control Order (MCO) and Covid-19.

To kick start the collaboration and launch of Penang E-Mall on Shopee, the Penang State Government has provided a sum of RM500,000 in the form of discount vouchers. The Penang E-Mall will feature products such as food, fashion, and home appliances and more. There will also be a special section that promotes Halal & Toyyiban Business Activities which aims to support small and medium merchants and traders to stimulate revenue for the Syawal Month and thereafter.

Shopee will match the value of contribution from the Penang state Government through marketing assets. Shopee will also offer free shipping and promotional vouchers which will encourage consumers to support participating sellers in the Penang E-Mall campaign. Concurrently, new, and existing Penang sellers participating in the campaign will receive free e-commerce training via Shopee University. The module will include basic lessons on how to set up your online store and start selling online as well as more advanced classes like how to grow your online business with digital marketing knowledge, photography skills and more.

“The Penang State Government continues to support our business community by rolling out initiatives to revitalise the economy. With the launch of Penang E-Mall @ Shopee and a boost of half-a-million ringgit, we hope to not only create more online opportunities but also elevate businesses and encourage micro SMEs to embark on journey of e-commerce, hassle free,” said YAB Chow Kon Yeow, Chief Minister of Penang.

“We believe this platform will enable us to progress forward with greater strength by providing the necessary skills and innovative solutions in online customer engagement and e-commerce as we enter the New Normal. This collaboration provides new channels for the business community, making it possible for micro and small medium enterprises (SMEs) to reach out to their customers as well as sustain their businesses with an alternative revenue stream,” said YB Dato’ Abdul Halim bin Hussain, State Exco for Domestic & International Trade, Entrepreneurship Development & Consumer Affairs of Penang.



Ian Ho, Regional Managing Director of Shopee said, “As recent trends signify a greater adoption of e-commerce seeing as Malaysian consumers are going online to get their everyday needs, this is a good opportunity for Penang entrepreneurs to bring their businesses online. We know that micro SMEs have been hit the hardest by this pandemic and in an effort to help them move forward, we pledge to support them on their digitization journey as they transition online be it through campaigns, shipping subsidies or free education workshops via Shopee University. With this, we hope to establish a new paradigm that will inspire more entrepreneurs to utilise effective campaigns curated by the Penang Government in partnership with Shopee such as the Penang E-Mall.”

This partnership further reinforces the shared commitment of the government and private sector in helping merchants by enabling them to promote and market their products on Shopee. The collaboration also signals emphasis to the overall aspirations of expanding investments and innovation to support local SMEs and drive Malaysia’s sustainable economic progress forward.

Business operators in Penang can register your interest for Penang E-Mall @ Shopee at the following URL: tiny.cc/penangemall

Note : Discount vouchers available for distribution to the business operators’ customers will be given upon assessment and approval, on a first come first served basis.

For media inquiries, kindly contact us at:

PENANG HALAL INTERNATIONAL

TEL : 04 262 5444 or;

EMAIL : admin@halalpenang.com

Web : penanghalal.international

SHOPEE MALAYSIA

EMAIL : pr.my@shopee.com