

8 December 2017 (Friday)

MALAYSIA'S SuperAnt Technology Sdn Bhd and China's public listed e-commerce service provider Eget Information Technology Co. Ltd have signed a Memorandum of Understanding at Hangzhou, China to drive cross-border e-commerce trade between China and the Asean region.

SuperAnt chairman Datuk Mohamad Haslah Mohamad Amin said the cooperation was necessary since cross-border trade had its challenges such as identification of markets to venture into, regulatory issues, language barrier, local development resources and scalability and trustworthiness of local buyers or sellers.

"Therefore, it is important to work with companies that are well equipped with the local experience and knowledge," he said at the signing ceremony.

The MoU was also in line with the "One Belt One Road" initiative launched in 2013 by Chinese president Xi Jinping.

Present to witness the signing ceremony was Minister in the Prime Minister's Department Datuk Seri Dr Wee Ka Siong.

Also present were Hangzhou Eget Information Technology Co. Ltd deputy managing director Zheng Fei and SuperAnt Technology vice-chairman Datuk Lee Tian Hock.

To-date, SuperAnt has set up operations in four Asean countries to assist merchants from China who wish to expand their business-

E-commerce agreement signed

Malaysia-China initiative will enable both sides to jointly develop China-Asean cross-border trade

es to South-East Asia.

These businesses have since been able to project their brands and image in Malaysia, Indonesia, Thailand and Singapore for effective exposure and visibility.

The tie-up with Eget will also enable both sides to jointly develop the China-Asean cross-border e-commerce with Eget e-commerce merchants, mainly services such as online cross border trade, one-stop branding and logistics transportation and products marketing models for business-to-business and business-to-consumer merchants.

Dr Wee in his speech expressed support for the collaboration between SuperAnt and Eget Information.

China, he said, has been Malaysia's biggest trade partner since 2009 and the people of the two countries have a long history of relationship and friendship.



Mohamad Haslah (fourth from left) and Zheng Fei (third from right) exchanging the signed MoU in the presence of Dr Wee (fourth from right).