



PRESS RELEASE

#MYCYBERSALE 2018 HEATS UP WITH PRIZES WORTH UP TO RM20,000 FOR TOP SPENDERS

KUALA LUMPUR, SEPTEMBER 6th 2018 – The 5th #MYCYBERSALE 2018 has been gaining momentum with tens of thousands of shoppers in Malaysia and overseas glued to www.mycybersale.my since the online sale event began on September 3rd.

In an exciting turn of events, the National ICT Association of Malaysia (PIKOM) will reward top spenders with amazing prizes worth up to RM20,000 in #MYCYBERSALE which will end on September 7th.

There will be a Top Spender Contest where 3 Samsung Note 9 and another 6 branded mobile phones will be given away as prizes to #MYCYBERSALE shoppers who like, shares, tags at least 10 people and comments on #MYCYBERSALE posts in all social media platforms, said PIKOM Chairman Ganesh Kumar Bangah, adding that terms and conditions of the contest would apply.

“With this contest, we are also challenging each of the participating merchants, numbering more than 1,200, to rake in as much sales as possible in the remaining days,” said Ganesh.

“#MYCYBERSALE merchants have lined up attractive deals and items at hugely-discounted prices for consumers to take advantage of. This is the time to grab fantastic travel deals, your favourite tech gadgets, shop for festive holiday gifts and year-end parties,” he added.

He added with the favourable Ringgit currency rate, PIKOM is expecting more overseas customers to shop in #MYCYBERSALE 2018.

#MYCYBERSALE 2018, is a national initiative organised by the National ICT Association of Malaysia (PIKOM) and supported by the Malaysia Digital Economy Corporation (MDEC).

In line with its theme - **'DRIVING GROWTH THROUGH OMNI CHANNEL COMMERCE,'** #MYCYBERSALE 2018 is aimed at encouraging SMEs and micro-enterprises to adopt an omnichannel approach for their businesses to reduce dependency on social media private messaging sales.

#MYCYBERSALE is proving to be a successful model for the Small Medium Enterprises (SMEs) with almost 70 per cent of the participating merchants coming from this sector.

#MYCYBERSALE 2018 has become a catalyst for merchants in Malaysia to be part of the e-Commerce ecosystem and contribute to the domestic and export e-Commerce revenue

More than 600 merchants are expected to ship orders to China, United Arab Emirates, United States and other countries in Europe and South East Asia.

#MYCYBERSALE 2018 event drew strong support from more than 100 leading corporate and retail brands in the private sector which included Pinnacle Partners Commerce.Asia, Fusionex, Mastercard and Lazada; Premier Partners Mobiversa, SAP Malaysia, Shippop, Shopback, CapFiX and y5zone Malaysia; Gold Partners iPay88 and Malaysia Productivity Corporation (MPC) and Silver Partners SF Express, eGHL, GDex, LWE, World First and City-Link Express. The event also attracted initiative partners and marketing partners as well as lucky draw sponsors.

"This is the second year that PIKOM is helming #MYCYBERSALE and I am confident it is on a progressive road to become a fully self-sustainable event as more than 62 per cent of the event this year is funded by the private sector compared with 40 per cent last year," Ganesh added.

He added that from this year onwards, the #MYCYBERSALE event will be held annually between the National Day and Malaysia Day for consumers to take advantage of the attractive deals and rock-bottom prices, offered by the merchants during these memorable national celebrations.

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About PIKOM

PIKOM, THE NATIONAL ICT ASSOCIATION OF MALAYSIA is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at over 1,000 companies involved in a whole spectrum of ICT products and services which commands about 80% of the total ICT trade in Malaysia. PIKOM works to improve the business climate in the interests of all its member companies and to promote industry growth in line with national aspirations. PIKOM's membership is open to all Malaysian companies who supply ICT products and services in the computing and telecommunications industries. However, non-ICT companies are also welcome to join the Association as associate members.

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