




#MyCyberSale 2015: 28 Sept – 2 Oct 2015

 Admin  20 September 2015  Comments Off



#MyCyberSale, an online sales event organised by Multimedia Development Corporation (MDeC), will be coming up again this year, following a successful inaugural run of the same event last year.

It is claimed as the biggest online sales in Malaysia.

MyCyberSale gathers e-commerce providers and e-tailers together and launches an aggressive promotion drive for a specific time. This year, the event begins on 28 September and ends 2 October 2015.

Other than discounts, companies also offer other wide range of benefits such as free shipping, lucky draws, coupons and product launches. Some discounts go up to 90%.

Last year in 2014, MyCyberSale was held for the first time with major success. Over 200,000 online transactions were made, generating some RM67 million in revenues. Participating companies reported that traffic went up to 200% during the sale's peak.

This year, more than 300 companies will be participating in MyCyberSale, which will also include customer targets outside the country's border such as Brunei, Singapore and Indonesia.

The main aim of MyCyberSale is to drive growth of e-commerce trade, which is increasingly seen as a major business segment in the country. By 2020, digital business is anticipated to be an integral of the country's economy, dubbed the Digital Malaysia, with MDeC as its main driver.

Additionally, MyCyberSale is organised to encourage small and medium enterprises (SMEs) to jump into digital bandwagon, offering their services and products to the customers via electronic means, and be part of the e-commerce revolution.

MyCyberSale is supported by a number of local authorities and institutions including CyberSecurity Malaysia, SME Corp. and Kementerian Perdagangan Dalam Negeri, Koperasi Dan Kepenggunaan (KPDNKK).

Some of the popular players in the publishing industry joining MyCyberSale 2015 are Karangkraf, Pelangi, BookCafe (PTS), Fixi, MPH, e-Sentral, SMO Bookstores, Dewan Bahasa dan Pustaka (DBP), Galeri Ilmu and Institut Terjemahan & Buku Malaysia (ITBM).

Share this:



RECENT POSTS

[MOHE Introduces CREAM Status for Academic Journals](#)

[#MyCyberSale 2015: 28 Sept – 2 Oct 2015](#)

[DIGI Users Can Now Pay for E-book Purchase in Google Play](#)

[Frankfurt Book Fair \(FBF\) 2015](#)

Search

MENU

[About](#)

[Contact Us](#)