

Organised by



ASEAN E-COMMERCE CONFERENCE

24-25 NOVEMBER 2025
GRAND HYATT KUALA LUMPUR

***ASEAN E-Commerce Transformation:
Bridging Gaps, Enhancing Competitiveness***



Co-Organised by



Collaborating Partners



About ASEAN E-COMMERCE CONFERENCE



The ASEAN E-Commerce Conference 2025, held in conjunction with Malaysia's ASEAN Chairmanship, will take place on 24–25 November 2025 at the Grand Hyatt Kuala Lumpur. Organized by KPDN and MICCI, and in collaboration with Shopee, Lazada, TikTok Shop, Mudah.my, and Carousell, this event is the region's premier platform for digital commerce.

Join government leaders, industry experts, NGOs, and academics from across Southeast Asia to drive collaboration and innovation in e-commerce. With Malaysia's strong digital foundation, the conference will focus on aligning regulations, boosting online trust, and embracing new technologies. Seize this opportunity to gain fresh insights, build strategic partnerships, and help shape the future of ASEAN's digital economy. Be part of the movement that empowers businesses and communities to succeed in the digital era.

THE THEME

The ASEAN E-Commerce Conference centers on the theme "ASEAN E-Commerce Transformation: Bridging Gaps, Enhancing Competitiveness", reflecting the region's commitment to advancing a unified and resilient digital marketplace.

The theme underscores the importance of connecting diverse markets, addressing challenges, and driving innovation to ensure ASEAN's continued growth and global relevance in the digital economy.

“A trusted and inclusive e-commerce ecosystem is essential for empowering communities and driving sustainable growth across ASEAN. Together, we can bridge gaps and build a future-ready digital economy.”

YB Datuk Armizan bin Mohd Ali
Minister of Domestic Trade
and Cost of Living (KPDN)



CONFERENCE HIGHLIGHT

The ASEAN E-commerce Conference promises a dynamic platform for professionals and industry leaders to connect, learn, and drive the future of digital commerce in the region.

FIRESIDE CHAT

Engage with visionary leaders as they discuss the evolving landscape of ASEAN e-commerce.

INDUSTRY-REGULATORY SHARING

Gain exclusive insights from both industry pioneers and regulatory authorities.

EXPERT TEACH-IN

Participate in hands-on sessions led by renowned experts, designed to elevate your e-commerce strategies.

LIVE CASE INTERVIEW

Witness real-world problem-solving with interactive case analyses from top practitioners.

SPECIAL PANEL SHARING

Join thought-provoking panels featuring influential voices shaping the region's digital economy.

ASEAN E-COMMERCE CONFERENCE

Trusted & Inclusive E-Commerce

Building secure and accessible marketplaces for all.

Digital Piracy & IPR Protection

Safeguarding innovation and intellectual property in a digital era.

BNPL & Financial Inclusion

Exploring the impact of Buy Now, Pay Later solutions on financial accessibility.

Last-Mile Logistics Innovation

Revolutionizing delivery networks for efficiency and customer satisfaction.

Shoppertainment & Creator Economy

Harnessing content-driven commerce and empowering digital creators.

Circular Commerce & Sustainability

Driving sustainable growth through circular business models.

Regional Policy Alignment

Fostering collaboration for a unified digital marketplace across ASEAN.



E-commerce has become a powerful driver of Malaysia's digital economy and a transformative force across ASEAN



YB Senator Datuk Dr. Hajah Fuziah binti Salleh
Deputy Minister of Domestic Trade and Cost of Living



WHAT TO EXPECT

Network with Key Stakeholders

Connect with government representatives, industry leaders, technology experts, NGOs, and academics from across Southeast Asia, expanding your professional network and influence.

Gain Exclusive Insights

Access up-to-date information on the latest trends, regulatory developments, and technological advancements shaping the ASEAN e-commerce landscape.

Participate in Knowledge Sharing

Engage in interactive sessions, workshops, and panel discussions to exchange best practices and innovative solutions with peers and thought leaders.

Explore Strategic Partnerships

Identify and pursue cross-border business opportunities, joint ventures, and collaborations that can drive growth and competitiveness.

Influence Policy and Industry Direction

Contribute your perspectives to policy dialogues and help shape the regulatory and innovation agenda for the region's digital economy.

Stay Ahead of Emerging Technologies

Learn about the practical applications and impact of AI, blockchain, digital payments, and other cutting-edge technologies in e-commerce.

Enhance Brand Visibility

Showcase your organization's expertise, products, or services to a diverse and influential audience, strengthening your market presence in ASEAN.



ASEAN's e-commerce growth is a catalyst for regional economic integration and inclusive prosperity. Malaysia is proud to host this conference, fostering collaboration that will unlock new opportunities for businesses and consumers across the region.



YBhg. Dato' Seri Mohd Sayuthi bin Bakar

Secretary General, Ministry of Domestic Trade and Cost of Living

OUR VISIONARY LEADERS



Digital innovations are transforming the way we connect businesses and consumers across ASEAN, creating more inclusive opportunities in the wider economy. By working together, we can ensure that these opportunities will continue to empower entrepreneurs of all sizes to grow, scale and thrive.

James Dong
President, International Marketplace
Alibaba International Digital Commerce Group

A strong eCommerce ecosystem is built on clear policies, fair practices, and digital trust.

YBhg. Datuk Roziah binti Abudin
Deputy Secretary General (Domestic Trade Development)
Ministry of Domestic Trade and Cost of Living



ASEAN's e-commerce landscape holds immense potential to accelerate inclusive economic growth, and Malaysia is committed to leading ASEAN's digital transformation by fostering innovation and regional collaboration, empowering businesses to thrive and building a more connected, resilient ASEAN economy.

Christina Tee
President, Malaysian International Chamber of Commerce and Industry (MICCI)

We believe that empowering entrepreneurs and MSMEs with digital tools is key to unlocking new opportunities. Our commitment is to foster innovation and collaboration, building a more connected and resilient ASEAN digital economy.

Saovanee Somchit
Country Director, Shopee Malaysia



Malaysia is one of the most exciting eCommerce markets in ASEAN, where innovation and consumer demand are moving fast. With strong public-private collaboration, we can accelerate digital transformation and ensure that Malaysian businesses can capture growth in this dynamic digital economy.

Kaya Qin
CEO, Lazada Malaysia

ASEAN's e-commerce ecosystem is a thriving opportunity for micro, small, and medium enterprises (MSMEs) to scale their businesses and contribute to regional economic growth. TikTok Shop through its ASEAN SOAR Together programme aims to empower and future-scale MSMEs across ASEAN with the goal of fostering greater inclusivity and sustainable growth.

Chanida Klyphun
Director of Southeast Asia Public Policy, TikTok





Grand Ballroom, Grand Hyatt Kuala Lumpur

Delegate Participation

Early Bird Promotion

USD180 / RM760

per person (valid until 15th October 2025)

Normal Price

USD 200 / RM850

per person

Limited Seats Available

***REGISTER
NOW!***

For further enquiry, please contact:

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www2.micci.com/asean-e-commerce-conference-2025/

SPONSORSHIP PACKAGES

SPONSORSHIP BENEFITS	DIAMOND RM50,000	PLATINUM RM30,000	GOLD RM15,000
VVIP Seat (Conference)	<div> 1 seat</div>	<div> 1 seat</div>	<div></div>
VVIP Seat (Gala Dinner)	<div> 1 seat</div>	<div> 1 seat</div>	<div></div>
VIP Seat (Conference)	<div> 10 Seats</div>	<div> 5 Seats</div>	<div></div>
Premium Seat (Conference)	<div></div>	<div></div>	<div> 3 Seats</div>
Emcee Acknowledgment	<div></div>	<div></div>	<div></div>
Logo Placement in Event Backdrop	<div></div>	<div></div>	<div></div>
Logo Visibility on MICCI Social Media	<div></div>	<div></div>	<div></div>
Bunting Placement	<div> 3 buntings</div>	<div> 2 buntings</div>	<div> 1 bunting</div>
Corporate Video Feature	<div> 120 second</div>	<div> 60 second</div>	<div></div>
Token of Appreciation	<div></div>	<div></div>	<div></div>

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