

## MEDIA RELEASE

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### **MALAYSIA TRUSTMARK FOR PRIVATE SECTOR ENHANCES E-COMMERCE BUSINESSES AND SERVICES IN MALAYSIA**

**(KUALA LUMPUR)** – ICT industry has experienced an exponential growth globally and in Malaysia with the strong policy support by the Government and reliable infrastructure such as high speed broadband, ICT has become a part of everyone's lives. Organizations use ICT to expand and sustain their businesses and consumers use it for various reasons and one of them is online shopping.

Realizing the increase in usage of e-commerce in Malaysia and the issue of trust as well as the need for reliable e-commerce transactions, CyberSecurity Malaysia in collaboration with the Ministry of International Trade and Industry (MITI) have organized a special awareness session to introduce the Malaysia Trustmark for Private Sector (MTPS) to e-commerce merchants and operators in Malaysia. The half day session was held yesterday at MATRADE and was attended by more than 50 participants from various e-commerce merchants in Kuala Lumpur.

“The Malaysia Trustmark for Private Sector was initiated by CyberSecurity Malaysia to enhance trust in all e-commerce businesses in the country. When organizations participate in MTPS, we will conduct an assessment of their e-commerce websites and transaction. Once they surpass the assessment process, they will be awarded with the Malaysia Trustmark Certification.” said Lt Col (R) Prof Dato' Husin Jazri, Chief Executive Officer of CyberSecurity Malaysia.

The Malaysia Trustmark is introduced by the Malaysian Government as a means of validating web security control of an organization's website that is involved in e-business or e-commerce. CyberSecurity Malaysia has been appointed as the certifier of Malaysia Trustmark for Private Sector by the Government of Malaysia through the Ministry of International Trade and Industry (MITI).

“Organization that hold Malaysia Trustmark Certificates will be recognized as trusted and reliable e-commerce business and transaction merchants or operators.” added Prof Dato' Husin.



Malaysia Trustmark provides various benefits to both organizations and the consumers. For organizations, Malaysia Trustmark assists to build trust in Malaysia e-commerce environment, promote good practice in cross border transactions, expand business opportunities and tangible market incentives to distinguish them from competitors. For consumers, Malaysia Trustmark strengthens consumers confidence and reliance, reduces consumer's risk of fraud and consumers will also enjoy the convenience of safe online shopping and services.

With the implementation of the Malaysia Trustmark for Private Sectors, it will improve the competitiveness of Malaysian merchants in global market, enhance Malaysia's reputation as a country operating in conformance to high levels of security assurance that monitors e-business activities to prevent fraud and other online shopping scams and increase trust as well as security of e-business in Malaysia.

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