



MINISTRY OF INVESTMENT, TRADE AND INDUSTRY  
DEPARTMENT OF STANDARDS MALAYSIA

## PRESS STATEMENT

### DELIVERY OF ONLINE PURCHASES IS MORE EFFICIENT WITH MS 2781

**24th September 2024** - The Department of Standards Malaysia has successfully developed Malaysian Standard (MS) 2781: 2023 - Logistics dataset - Guidelines for E-commerce Transactions and Last Mile Delivery to ensure a conducive investment, trade and industry ecosystem.

The development of MS 2781 is one of the programs under the National E-Commerce Strategic Roadmap (NESR 2.0) - Strategic Thrust 3 "Strengthen E-commerce Fulfilment Capabilities" which aims to enhance the coverage and efficiency of e-commerce fulfilment services so that Malaysia can be regionally competitive.

NESR 2.0 is driven through a whole-of-nation collaborative approach between the public and private sector to accelerate the growth of the e-commerce ecosystem in Malaysia. There are a total of 17 e-commerce related programs, led by 16 Ministries and Agencies under NESR. The implementation of these programs is monitored by MDEC as the Project Management Office (PMO) which reports to the NESR Taskforce, chaired jointly by MITI and Malaysia Digital Economy Cooperation (MDEC).

MS 2781 was developed through a collaborative effort between the public and private sector via the Technical Committee 4 on E-Commerce (NSC 07/TC 4) which was chaired by MDEC. MS 2781 standardizes the logistics datasets used in e-commerce transactions to enable seamless data flow between seller, e-commerce platforms and logistics service providers.

The standards will be a good practice in logistics management in terms of data reliability and information accuracy during order delivery process. MS 2781 is also able to open up more opportunities for industry players to venture into e-commerce and logistics because the cost of system integration between e-commerce platforms and logistics service providers can be reduced.

To date, several e-commerce industry players such as SiteGiant, Delyva and InstanteStore have committed as the first companies to use MS 2781 on a pilot basis in their operations, and it is expected that the number of e-commerce industry players adopting the standards will increase in the future.

The MS 2781 was launched by YB Senator Tengku Datuk Seri Utama Zafrul bin Tengku Abdul Aziz, The Minister of Investment, Trade and Industry at the Assembly of MITI & Agency Bil. 9/2024.

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### **About JSM**

Under the Standards of Malaysia Act 1996 (Act 549), the Department of Standards Malaysia (JSM) is an agency under the Ministry of Investment, Trade and Industry (MITI) established on 28th August 1996. JSM is the National Standards and Accreditation Body responsible for developing and promoting Malaysian Standards (MS); as well as providing accreditation services to compliance assessment bodies such as testing laboratories, certification bodies and inspection bodies.

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