



FOR IMMEDIATE RELEASE

The Asia Foundation Partners with DHL to Train Women-led MSMEs through the *Accelerate My Business* Program

- *DHL adds module focusing on logistics and cross-border trade skills for 700 new participants of the program*
- *The program has to date supported over 4,000 aspiring and existing female entrepreneurs in Malaysia and Indonesia*

KUALA LUMPUR, 1st August 2022 – To drive further women participation and growth in e-commerce, The Asia Foundation brings aboard leading logistics provider DHL Express Malaysia as a capacity-building partner for its *Accelerate My Business* program.

The collaboration will include a new module titled ‘Go Global with DHL’, conducted by the company’s network of international specialists from August to September. 700 participants of the program are expected to benefit from the range of topics encompassing e-commerce strategy, export rules, customs procedures, prohibited and dangerous goods, shipment packaging, and other pertinent information. Of the number, a shortlist of 70 entrepreneurs will receive one-on-one guidance by executive leaders of DHL as part of the mentoring component, ‘E-Commerce: Ready-Set-Go!’.

As a long-standing resource partner of The Global Development Alliance for eTrade Development II (an initiative under the USAID and Palladium known as the eTrade Alliance), DHL has actively focused their efforts in providing their expertise, training and support for e-commerce businesses in emerging economies.

The announcement is timely given the Department of Statistics Malaysia reported that the total income for e-commerce transactions climbed 21.8 percent from RM896 billion in 2020 to RM1.09 trillion in 2021¹. Through the partnership with DHL, The Asia Foundation can continue to support micro, small, and medium enterprises (MSMEs) to succeed in the global online marketplace as well as equip women entrepreneurs with the business acumen necessary to tackle challenges and remain competitive, particularly in a post-pandemic environment.

“The Asia Foundation is grateful to have a strategic partner in DHL,” said Dr. Robin Bush, Malaysia Country Representative of The Asia Foundation. “We believe the new learning modules

¹ <https://www.theedgemarkets.com/article/ecommerce-digital-heart-malaysias-economy>

and mentorship sessions will assist MSMEs in key attributes needed to transform their businesses towards successful cross-border trade. Coupled with existing modules in digital, business, and financial literacy skills from current partners Visa and AT&T, our participants will have a clearer roadmap for navigating the e-commerce landscape.”

"At DHL Express, we understand the positive impact of supporting women to become more economically empowered, and how it broadly benefits families and communities. Through the program, we can help address the knowledge bottlenecks that discourage female entrepreneurs from expanding their businesses by leveraging our logistics and cross-border trade expertise. This is in line with our company's purpose of connecting people and improving lives," said Julian Neo, Managing Director of DHL Express Malaysia and Brunei.

To date, the Accelerate My Business program has trained more than 4,000 women across Malaysia and Indonesia.

Women entrepreneurs interested in joining the *Accelerate My Business* program may visit <http://accelerate-msme.com/>

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IMAGE OPTIONS:

<https://drive.google.com/drive/folders/1rTJAig4RiRb54VJCCLbMbeMPGIorNXS9?usp=sharing>

FACT SHEET

About Accelerate My Business

1. Accelerate My Business is a program that is targeted at women who are considering starting a small business as well as small business owners who want to learn the basics of digital, business, and financial literacy skills. Accelerate provides practical instructions on starting and running a business that includes activities, worksheets, self-assessments, and additional resources to refer to along the way.
2. Aimed to address the challenges faced by women entrepreneurs, the Accelerate curriculum includes live, instructor-led virtual training sessions, self-paced learning, engaging speaker series by industry leaders, and an open hour session for additional

support and networking. Supported by AT&T, Visa, and DHL, the Accelerate My Business program also offers mentorship opportunities for women-led businesses to deepen their knowledge and learning. Through these activities, we hope for women-led MSMEs to be better equipped with the business acumen to tackle challenges and remain competitive, particularly in a post-pandemic environment.

About the Alliance for eTrade Development II (eTrade Alliance)

1. The Alliance for eTrade Development II (eTrade Alliance) is a 3.5-year Global Development Alliance (GDA) with 12 private sector partners contributing leverage to amplify the funds provided by the U.S. Agency for International Development (USAID): Asociación Mexicana de Venta Online (AMVO), Cargill, DHL, Etsy, Google, Element, Mastercard, the Latin American eCommerce Institute (eCommerce Institute), PayPal, Roam, UPS, and Visa. The primary goal of the Alliance is to significantly grow the number of cross-border online micro-, small- and medium-sized enterprise (MSME) sellers and their transactions in developing nations.

DHL partnership with The Asia Foundation

1. Alliance partner DHL has a longstanding presence in Malaysia, providing commercial logistics and shipping services to MSMEs, as well as developing and disseminating training and support services to MSMEs looking to engage in cross-border trade.
2. This partnership aims to take advantage of the complementarity of the Asia Foundation and DHL initiatives by incorporating DHL Modules into the Accelerate My Business Program and exploring opportunities to help SMEs succeed in online marketplaces more broadly. The grant activity will capitalize on Asia Foundation programmatic infrastructure, existing MSME knowledge and networks, growing the e-commerce ecosystem in Malaysia, and expand directly applicable capacity-building modules available to women-run MSME participants.