



**Creating Additional Income Opportunities for  
Low Income Households and Addressing  
Unemployment Among Fresh Graduates**

# Sharing Economy Models empower direct community participation in the economy and promote more equitable distribution of wealth

Malaysia's defined this new model as a **socio-economic system**

- Powered by digital platforms
- Sharing of assets and resources between individuals (the crowd, i.e. community), governments and/or businesses
- Allow increased utilization of assets and resource and promote access over ownership

Note: Defined by Malaysia's National Framework and Strategic Roadmap on Sharing Economy, 2017 by MDEC, EPU, BNM, PEMANDU, Monitor Deloitte

## Types of Sharing Economy



### Assets Access Sharing

*temporary access to owned physical assets*



### Intangible Assets Sharing

*collaborate or exchange less-tangible assets (e.g. time, skills)*



### Goods Sharing

*used or pre-owned goods (both durables & perishables) passed on, exchanged, or sold*



### Money Sharing

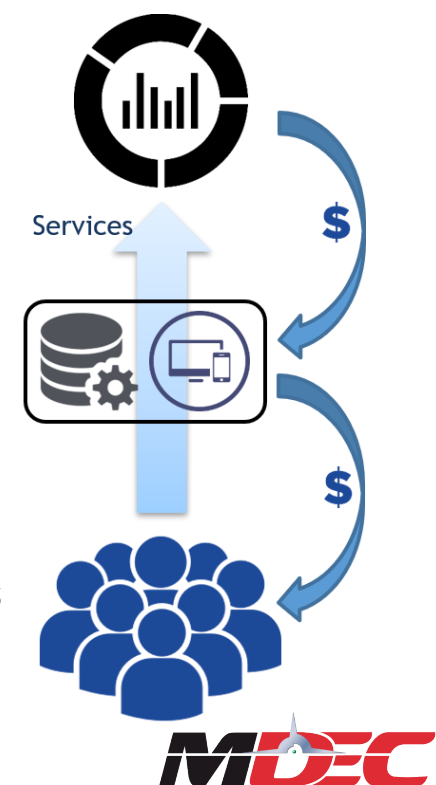
*enable sharing of funds for investments for entrepreneurs, artists, projects, etc.*



Market – **Businesses and households** (global and local market)

Sharing Economy Platforms – **matching demand & supply of services, managing distribution of tasks, transactions, quality, ratings etc.**

People & Businesses as **Provider of Services**



# Disrupting multiple economic sectors, and changing the landscape of how people are employed in the economy

## Disrupting Economic Sectors at Global Scale



Logistic



Transportation



Tourism



Household/Domestic



Financial



Professional

**Efficiency**

**Cost Savings**

**Wider Options**

**Quality**

**New Products & Services**

### Impact can be augmented through:

- Government's facilitation to address trust issues between supply and demand, and enabling environment
- Government's open policy to embrace Sharing Economy model, promoting a fair level and competitive playing field vis-à-vis the traditional model of the incumbents

# CHALLENGES



## Service Providers / Gig Perspective

- Confidence and Trust
- Workers Protection and Safety Net
- Employment status and Taxation



## Platform Players

- Policy & Regulation on new, disruptive business models
- Facilitation to local start-ups; circular economy
- Platform status (employer vs enabler) and Taxation



## Market / User Perspective

- Policy, Regulation & Incentives to encourage digital adoption
- Market Confidence and Trust; Safety, Quality of Service etc.
- Benefits: Cost Savings, Improve productivity etc.

## Digital Business Model

### Sharing / Gig / Freelance Economy

## Developing People-centric Sectoral Ecosystems

**Tourism**                      **Transportation**  
**Retail, F&B**            **Business Service**  
**Household Service**

- Sectoral Policy & Regulation
- Business & Household Market Adoption
- Governance of Industry Players
- Safety Net

## Initiatives for People-centric economic growth, and better distribution of wealth



Income opportunities as gig workers, providing services and powering new growth for selected economic sectors

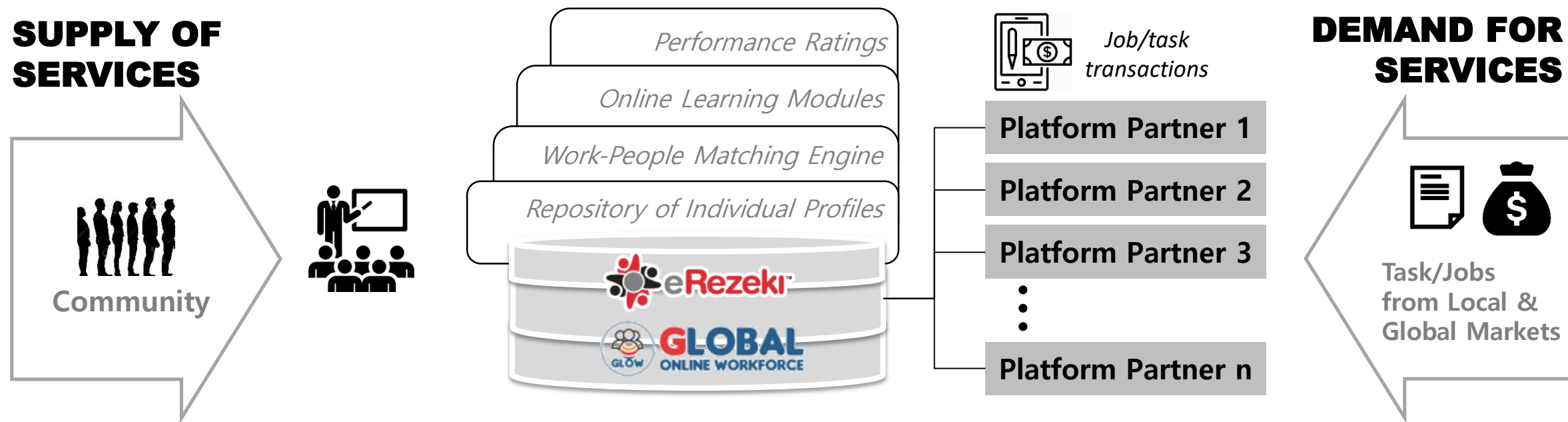
Low and semi-skilled jobs / tasks



New form of employment for skilled workers, winning high value jobs on global freelance platform and exporting professional services

Skilled and high value jobs

# Malaysia's Public-Private partnership initiative in developing the Sharing ecosystem – enable community outreach, profiling, and matching them with wide-range of opportunities on validated (trusted) Sharing/Gig platform partners



## Government Interventions via current MDEC's eRezeki Programme





# GIG / FREELANCE / SHARING ECONOMY PLATFORM PARTNERS

7



Total : 119  
Local Platform : 92

\*as of June 2020



**THANK YOU**