



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

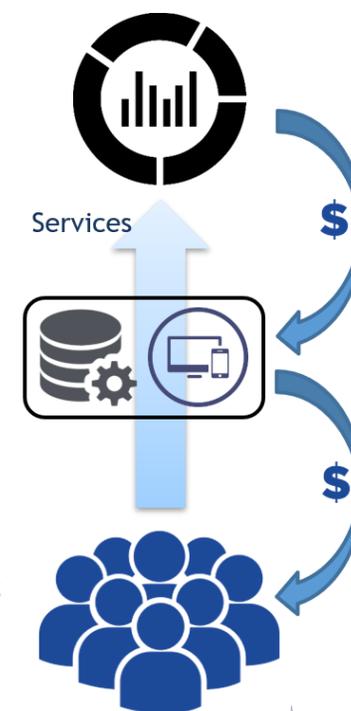
Types of Sharing Economy

	Assets Access Sharing <i>temporary access to owned physical assets</i>	
	Intangible Assets Sharing <i>collaborate or exchange less-tangible assets (e.g. time, skills)</i>	
	Goods Sharing <i>used or pre-owned goods (both durables & perishables) passed on, exchanged, or sold</i>	
	Money Sharing <i>enable sharing of funds for investments for entrepreneurs, artists, projects, etc.</i>	

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:

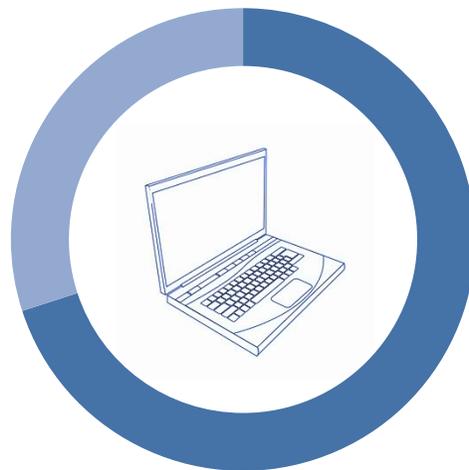
- Government's facilitation to address trust issues between supply and demand, and enabling environment
- Government's open policy to embrace Sharing Economy model, promoting a fair level and competitive playing field vis-à-vis the traditional model of the incumbents

CHALLENGES



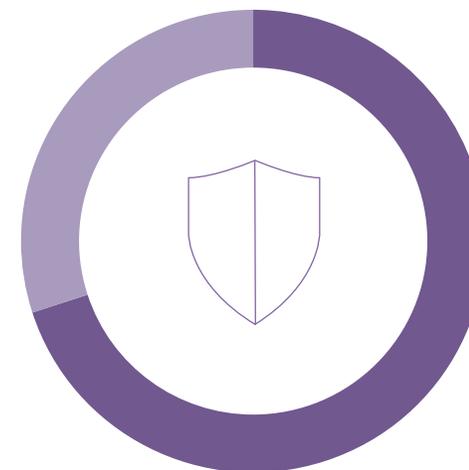
Service Providers / Gig Perspective

- 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.

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

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



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

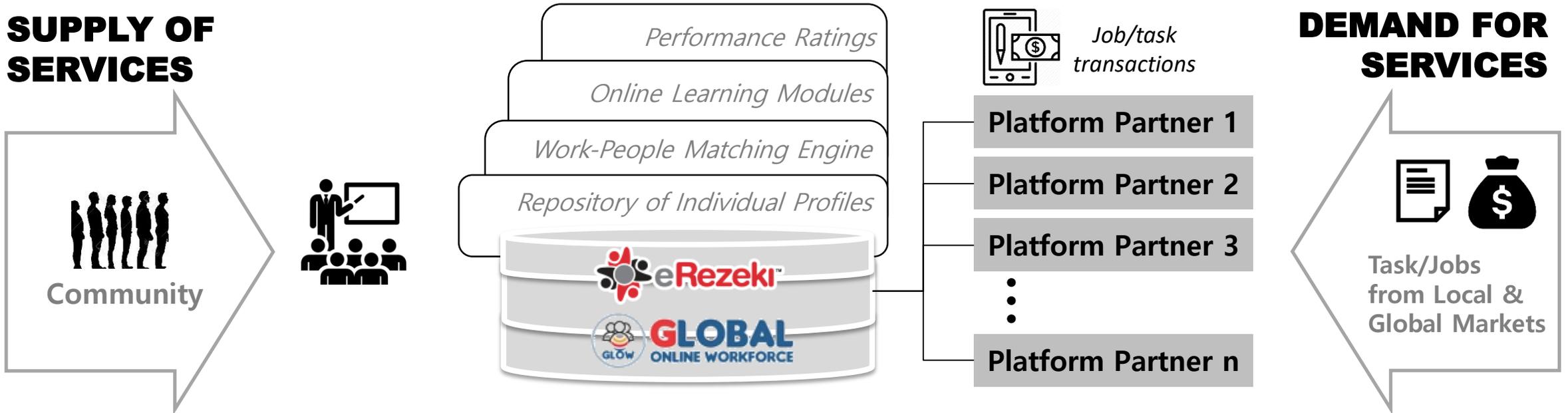
Low and semi-skilled jobs / tasks



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



THANK YOU