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KEEN on setting up an online business but don't know how?

Tunku Abdul Rahman University College (TAR UC) will be offering e-commerce training from next month onwards in its bid to nurture and produce more entrepreneurial youth with digital skills in the sector.

TAR UC board of governors chairman Datuk Seri Liow Tiong Lai said the institution is the first in Malaysia to offer practical and hands-on e-commerce skills training to students and the public.

At the launch of TAR UC's E-Commerce training centre at its campus on Monday, Liow said the E-Commerce training centre was established through a tripartite collaboration between TAR UC, Lingnan Modern Technician College and Guangdong Zhuoyue Qiancheng Education Services Co Ltd.

"Starting next month, students and the public can sign up for courses such as Build Your Online Business with Shopee (beginner and intermediate), E-Commerce Bootcamp, E-Commerce Professional Training Course and a study tour to Lingnan Modern Technician College's campus in Guangzhou, China, to learn the fundamentals of e-commerce and setting up an online business.

"The programmes will be based on Lingnan's 10-year experience in e-commerce vocational skills education in China," he said.

He added that logistics company JD.com has also entrusted the training centre as the e-commerce and logistic talent development centre for JD Logistic.

Taking up an e-commerce course with TAR UC, said Liow, is an opportunity that should not be missed as Lingnan is linked with over 370 e-commerce companies including giants such as Alibaba and JD.com (Jing Dong) - a large logistics company in China.

"As outlined in the recently launched Shared Prosperity Vision 2030, digital economy in which e-commerce is a component, is critical in raising the nation's well-being.

"We hope this training centre

TAR UC to offer e-commerce training



(From left) Zhang, Liow, Huang, Prof Lee and Best Study Education Group senior vice-president Zhou Gui at the launch.

will be able to contribute towards making Malaysia's e-commerce sector a thriving and evolving one," he said, after noting that the nation's e-commerce sector has ample room for growth.

"Malaysia's total e-commerce purchases constitute only 2% of total retail sales as compared to China which is over 20%," Liow pointed out.

He also noted that the *E-commerce Consumers Survey, 2018* released by the Malaysian Communications and Multimedia Commission showed that 51.2% of Malaysians used e-commerce platforms to shop and sell over the past 12 months.

"Regionally in Southeast Asia, Malaysia is placed at number two

after Singapore in terms of percentage of e-commerce users as revealed in the *World Bank Group 2018 Report*," said Liow.

Embassy of China Counsellor (Cultural Affairs) Zhang Zhen graced the event as a witness to the start of the tripartite collaboration. TAR UC president Prof Dr Lee Sze Wei was also present.

Lingnan Modern Technician College president Huang Keming said the e-commerce programmes, which it started offering in 2007, are of high quality.

"Our programmes are mainly designed to train junior talents for e-commerce industries.

"Besides being industry partners with JD and working closely with it, we also set up the first Alibaba

Certification Training Base in Lingnan.

"At the same time, we cooperate with over 370 e-commerce companies in the Guangdong province.

"The graduation rate of our students stands at 100% and the employment rate is 99.41% while for our counterparts, it is 87.68%," said Huang.

He added that the TAR UC students would be welcomed with open arms should they choose to visit the college to learn more about e-commerce.

"Lingnan is in line with the goals of the Belt and Road Initiative, which focuses on strategy planning, technology innovation and improving education in order to develop quality e-commerce tal-

ents who can contribute and promote healthy development of international education," said Huang.

Lingnan Modern Technician College is a large education group based in Guangdong, China, with over 30,000 graduates and 1,700 teaching staff.

Noting that the collaboration was unique, Guangdong Zhuoyue Qiancheng Education Services Co. Ltd director Wang Yinghua said students would have more options in their future.

"E-commerce is a way to realise self-employment with the lowest cost in the next 10 to 20 years, which can make room for more creativity and ideas to students," said Wang.