

FOR IMMEDIATE RELEASE

## **SGshop Malaysia, First Online Shopping Platform in Medini City**

**Iskandar Puteri, Johor, 6 December 2017** – SGshop Malaysia today officially launched the opening of their office located at Medini 6, in Medini City the Central Business District of Iskandar Puteri. SGshop Malaysia is owned by two young ambitious Malaysian siblings Mr Lua Cheong Hong (Director) and his younger brother Mr Lua Cheong Rui (Operations Manager). The launch was officiated by Mr Teh Kee Sin, the advisor to the Secretariat for the Advancement of Malaysian Entrepreneurs (SAME) at the Prime Minister’s Office. Mr Teh was accompanied by Mr Yasuhiro Nakano the Executive Vice President of Smart City Development, Medini Iskandar Malaysia Sdn Bhd (MIM). Mr Nakano represented Dr James Tee, the Managing Director / Chief Executive Officer of MIM at this milestone event.

Established in December 2014, SGshop Malaysia is an online shopping platform that provides affordable alternative to younger generation to purchase wide range of good quality products from China, and shipped directly to the doorsteps of its customers. The goods available online include a range of items such as fashion apparels & accessories, outdoor & sports equipment, automotive parts, home & living products, electronic gadgets, cosplay accessories and many more. Amongst those that are sold online, wedding dresses are one of the most popular and sought-after items!

Since it first started, the number of SGshop’s online customers has grown to 53,000 as of end November 2017. As more and more people are opting for online shopping, the number of its online customers is expected to reach 500,000 by year 2020. Most of SGshop’s customers are from Malaysia, Singapore and Myanmar.

Mr Lua Cheong Hong, the Director of SGshop said, “Medini City is a thriving central business district that has great potential to attract investors from local and international markets. With various talent attraction programmes in place, we have decided to run our business here to fully utilise the strength of Malaysian workforce. It is a plus point that most Malaysians are bilingual and some can even speak three or more languages! Being multilingual is an advantage because SGshop deals and communicates extensively with manufacturers in China.”

Mr Lua added, “Medini City is the perfect location that attracts companies like SGshop to open their businesses here due to its proximity to Singapore. Now that we have set-up our



operations in Medini City, I am pleased to announce that SGshop is ready for expansion reaching out to more customers in the Southeast Asian countries.”

Dr James Tee, Managing Director / Chief Executive Officer of MIM said, “We are very pleased to have SGshop Malaysia in Medini City. Thanks to advancements in technology, the boom in digital retailing and e-commerce has created an in-road for online companies like SGshop to grow profitably. Online businesses have been expanding rapidly, and we hope to be part of this growth.”

Dr James added, “We understand the needs of online customers. That's why we offer seamless connectivity in Medini City. With the success demonstrated by SGshop, we hope this will encourage further interest from other e-commerce businesses to either kick-start or expand their operations in Medini City, which is being developed as a smart and sustainable destination.”

Last year, a central part of Medini City was granted the MSC Cybercentre status. Medini City welcomes ICT-related companies to take advantage of this to reap profitable growth in this prime CBD area.

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## About SGshop Malaysia – SGshop E-commerce Sdn Bhd

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Focused on cross border e-commerce business, SGshop provides the platform for local shoppers to purchase products from China. We - SGshop Ecommerce Sdn Bhd - is the first online shopping platform located in Iskandar Malaysia, who assist Malaysian shoppers in purchase and delivery of products from mainland China. We provide quality assurance service which ensures products purchased by customers are in good condition.

SGshop has its own procurement centre in Guangzhou, China. The quality assurance team in Guangzhou ensures that the products purchased by consumers are in good shape. With a young management and technical team, and profound operating experience in the field of commodity purchasing, we have formed broad information database of our own. Relying on this platform and the advanced logistics network, we have built up a free, broad, safe and reliable platform for the cross-border e-commerce services, SGshop provides a comprehensive solution for the vast number of consumers in Malaysia to freely buy Chinese products online. Our vision is to own a well-known brand, and create one of the biggest online shopping platform in the communities, in the region.

### For media inquiries, contact:

#### **LUA CHEONG HONG**

Director

SGshop Malaysia

Tel : 016-7158 433

Email : [lua.cheonghong@sgshop.com.my](mailto:lua.cheonghong@sgshop.com.my)

## About Medini Iskandar Malaysia Sdn Bhd

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Medini Iskandar Malaysia Sdn Bhd (“MIM”) is the master planner and master developer of the 2,230-acre urban township Medini, located in the heart of Iskandar Puteri. Poised to become the Central Business District of Iskandar Puteri, Medini offers incentives uniquely available to Medini, MIM welcomes investors who seek investment opportunities at a destination strategically located near Singapore.

Established in 2007, MIM owned by Jasmine Acres Sdn Bhd (60%), United World Infrastructure (20%) and Mitsui & Co., Ltd (20%), MIM’s largest shareholder Jasmine Acres is jointly owned by Khazanah Nasional Berhad and Iskandar Investment Berhad.

For more information, visit us at [www.medini.com.my](http://www.medini.com.my)

### For media inquiries, contact:

#### **HANIZA ABDUL HAMID**

Senior Vice President

PR & Communications

Tel: 019-7715 357

Email: [haniza@medini.com.my](mailto:haniza@medini.com.my)

#### **IZZAYATI HUSNA AHMAD**

Associate

PR & Communications

Tel: 019-7176 270

Email: [izzayati.husna@medini.com.my](mailto:izzayati.husna@medini.com.my)