



PERSATUAN PENIAGA ALAT GANTI KEJURUTERAAN DAN KENDERAAN MALAYSIA
馬來西亞機械及車輛零件商會
ENGINEERING AND MOTOR PARTS TRADERS' ASSOCIATION OF MALAYSIA
(PPM-004-14-20101970)

2026 年 8 月 12 日

致：全体会员

跨境电商冲击，EMPTA 持续为行业发声

跨境电商所带来的冲击，已经不再只是个别企业或单一行业面对的问题。

这已经成为一个全国性的商业与政策课题。

对 EMPTA 而言，我们一直持续关注会员所面对的实际挑战，包括海外电商平台不断涌入、超低价商品竞争、监管要求不一致，以及这些因素对马来西亚中小企业所带来的压力。

过去的这段时间，EMPTA 持续通过建议书、行业意见及多次交流与讨论，把会员面对的问题带到相关单位及政策层面。

EMPTA 通过 MAAG（Malaysia Automotive Alliance Group），六大商会携手，把行业面对的实际问题提升至更高的层面，今天，我们欣慰看到政府开始采取行动，推动加强电子商务平台监管，包括拟议中的《电子商务平台法案》，进一步缩小本地企业与海外跨境卖家之间的监管差距。

我们所争取的，并不是阻止海外平台进入马来西亚。

我们要的是 -

- 公平竞争。
- 共同责任。
- 统一标准。
- 保护消费者。
- 让马来西亚企业能够在公平的环境下竞争。

无论企业来自哪里，只要在马来西亚销售商品，就应该承担相应的法律、税务、产品安全及合规责任。

这才是真正的 Level Playing Field（公平竞争环境）

EMPTA 将继续与政府保持紧密合作，为会员发声，为汽车售后市场争取一个更加公平、健康及可持续的未来。

一个行业，一条心，一个更强大的声音。

商务组（政府事务）启



12 AUGUST 2026

To: All Members

IMPACT OF CROSS-BORDER E-COMMERCE: EMPTA CONTINUES TO ADVOCATE FOR THE INDUSTRY

The impact of cross-border e-commerce is no longer an issue faced by individual businesses or a single industry. It has evolved into a national commercial and policy concern.

At EMPTA, we have been closely monitoring the challenges faced by our members, including the growing presence of cross-border e-commerce platforms, intense competition from ultra-low-priced products, inconsistent regulatory requirements, and the immense pressure these factors are placing on Malaysian SMEs.

Over the past period, EMPTA has continuously raised these member concerns with relevant government agencies and policymakers through formal proposals, industry feedback submissions, and ongoing engagement across multiple dialogue sessions.

EMPTA, together with MAAG (Malaysia Automotive Alliance Group), the six major automotive trade associations, has jointly elevated the real challenges facing by our industry to a higher level of policy attention.

Today, we are pleased to see the government taking action to strengthen regulations on cross-border e-commerce platforms, including the proposed E-Commerce Platforms Bill, further narrowing the regulatory gap between local businesses and cross-border sellers.

What we are advocating for is not to keep cross-border platforms out of Malaysia.

What we demand are:

- Fair competition.
- Shared responsibility.
- Unified standards.
- Consumer protection.
- An environment where Malaysian businesses are able to compete on a level playing field.

Regardless of where a business originates, if it sells products in Malaysia, it should shoulder the same legal, tax, product safety, and compliance responsibilities as everyone else.

That is what a true level playing field actually means.

EMPTA will continue working closely with the government, speaking up for our members, and pushing for a fairer, healthier, and more sustainable future for the automotive aftermarket industry.

One industry. One voice. Stronger together.

Yours faithfully,
Commercial Affairs Sub-committee (Government Affairs)