

APR Strengthens Malaysia–China Digital Economy Cooperation Through Tripartite MoU with STDC and Hei Ma



Shenzhen, Guangdong Oct 2, 2025 ([Issuewire.com](https://www.issuewire.com)) - APR Electronic Services Sdn Bhd (APR), together with Selangor Technical Skills Development Centre (STDC) and Hei Ma Overseas Services Co. Ltd. (Hei Ma), signed a Memorandum of Understanding (MoU) in Shenzhen, marking a new chapter of collaboration in cross-border e-commerce, live commerce technologies, and digital talent development.

The signing ceremony was witnessed by Minister of State of Selangor, YAB Dato' Seri Amirudin Shari, alongside key industry leaders from both Malaysia and China.

APR as the Bridge for Malaysia–China Collaboration

This tripartite cooperation was made possible through APR, who played the central role in connecting Hei Ma with STDC and facilitating cross-border dialogue.

With over 5 years of hands-on experience in e-commerce, selling refurbished laptops and IT gadgets

through platforms such as Shopee, TikTok, and Lazada, APR is already active in the digital marketplace. This proven track record makes APR the natural partner to adopt and adapt Hei Ma's advanced technologies. APR will take the lead in localizing these solutions for Malaysia and, importantly, in transferring the technical know-how to STDC for nationwide training and skills development.

Focus on “Talent + Industry” with Four Core Pillars

The tripartite cooperation will focus on the dual drivers of “Talent + Industry”, with four core areas of collaboration:

1. Talent Incubation

APR will adopt Hei Ma's proven course frameworks and localize them for Malaysia, while transferring technical know-how to STDC. The training system will cover areas such as AI application, TikTok operations, Shopee data analytics, and Malay-language compliance, combining theory with practical skills. The program aims to train more than 2,000 local talents annually, closing Malaysia's digital skills gap and preparing a workforce ready for the Southeast Asian e-commerce boom.

2. Enterprise Services

Through the Malaysia base, Hei Ma will bring one-stop services such as warehousing, compliance, and promotion. Leveraging its own active e-commerce operations on Shopee and TikTok, APR will guide Chinese enterprises in adapting to Malaysia's digital economy, ensuring a smooth and sustainable entry into Malaysia and the wider SEA market.

3. Dual Industrial Parks

Selection and sourcing bases will be established both in Shenzhen and Selangor. APR will play the coordinating role in connecting China's 3C, home, electronics, and apparel supply chains with Malaysia's specialty products. This creates a two-way trade bridge that enhances bilateral trade cooperation and opens new opportunities for local businesses.

4. Ecosystem Synergy

The three parties will establish a “Government + Enterprise + University” collaboration mechanism. Drawing on HeiMa's long-standing experience in industry-university partnerships, APR will work with STDC to jointly develop curricula and training programs, creating a closed-loop pathway of “training → employment → career upgrading” that supports sustainable talent development.

Commitment to Malaysia's Digital Economy

Speaking at the ceremony, APR highlighted that this cooperation is aligned with Malaysia's National Investment Incentive Framework (NIIF) and Selangor's ambition to be the heart of the digital economy. With an expected talent gap of tens of thousands in cross-border livestreaming and digital commerce, APR's role ensures that technology transfer translates into real industry adoption and employment opportunities.

Long-Term Vision

Beyond this MoU, APR is committed to further exploring opportunities in AI-driven commerce, digital platforms, and ESG-driven business models, ensuring that Malaysia not only receives technology but actively shapes the region's digital future.



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