

<For Shopee>

ASEAN E-Commerce Sales Enhancement Support Program (Malaysia, Thailand, Indonesia)

Application Guidelines for Project Participation

1. Project Title

ASEAN E-Commerce Sales Enhancement Support Program (Malaysia, Thailand, Indonesia)

2. Project Overview

The e-commerce market in the ASEAN region continues to expand, and the importance of utilizing e-commerce for overseas market development is increasing for Japanese companies. At the same time, many companies face challenges in areas such as improving brand awareness, attracting customers, increasing conversion rates, and acquiring repeat customers, making it difficult to achieve continued sales growth.

This program provides practical support tailored to the growth stage of each company for Japanese companies and local Japanese-affiliated companies utilizing e-commerce in Malaysia, Thailand, and Indonesia. By setting their own challenges, implementing measures, analyzing data, and making improvements, participating companies will strengthen their e-commerce operational capabilities and digital marketing utilization skills, with the aim of enhancing sales capabilities and expanding sales channels in the ASEAN market.

3. Project Implementation Period

October 2026 - March 2027

4. Project Description

As part of this project, the following initiatives will be implemented to enhance brand awareness and increase sales for participating companies.

(1) Implementation of an E-Commerce Sales Promotion Support Program

E-commerce operational challenges will be categorized into the following four stages, and programs corresponding to each stage will be implemented. These programs will utilize app usage data and mobile carrier data held by the project's contractors, ST Digital and ADA (hereinafter referred to as "the contractors").

Each program has participation requirements. Prior to the commencement of each program, only companies that meet the applicable requirements will be eligible to participate. Participating companies are responsible for taking the necessary actions to satisfy the requirements; however, JETRO and the contractors will provide support throughout the process as needed.

*Please note that the following programs are tentative at this stage and may be subject to change, including the schedule and implementation timeline.

Stage	Program
0. Basic Foundation	0-1. Product page Optimization Support Details: Improve the quality of product pages by completing and enhancing product titles, descriptions, and images. Based on a scored Product Detail Page (PDP) checklist covering titles, image sets, descriptions, and attributes, 3 to 5 product pages will be reconstructed with the goal of improving product page conversion rates by more than 10% compared with the baseline prior to the start of the program. Requirement: 1) Active Seller Center account that is not suspended; 2) At least three SKUs available for sale on Shopee; 3) Each product must have at least six product photos. Expected Timeline: 1st Week of October – 4th Week of October
1. Awareness Building	1-1. KOL (Key Opinion Leader) and Meta Advertising Support Details: Increase impressions through the use of KOLs and Meta advertising. By utilizing a shortlist of suitable KOLs and boosting their content through Meta advertising, the program aims to generate more than 1,000 product page visits and create the first wave of organic reviews. Requirements: 1) At least six valid product photos per product; 2) Product title of at least 30 characters; 3) Product description of at least 800 characters; 4) Active Meta account; 5) Company-owned Meta Business Manager account; 6) Agreement to select KOLs from the shortlist and contract/pay them directly; 7) Provide one product sample per KOL and deliver it within 14 business days; 8) Meta advertising budget of at least USD 400 in addition to KOL-related expenses. Expected Timeline: 1st Week of November – 3rd Week of November (Preparation Period: 1st Week of October – 4th Week of October)
	1-2. Utilization of Shopee Ads

	Support Details: Increase sales within Shopee by utilizing Shopee platform advertising. A Shopee Ads structure and strategy will be developed across all target SKUs and optimized every two weeks based on observed performance, with the goal of achieving a ROAS of at least 2.0 by the end of the program period. Requirements: 1) At least six valid product photos per product; 2) Product title of at least 30 characters; 3) Product description of at least 800 characters; 4) Active Shopee Ads account; 5) Shopee Ads budget of at least USD 400 (must be preloaded before the start of the program period). Expected Timeline: 1st Week of November – 3rd Week of November
	1-3. Review Acquisition Support Details: Increase both the quantity and quality of product reviews through a systematic review acquisition process. A structured post-purchase review request workflow incorporating incentives will be implemented, with the goal of obtaining at least three reviews per target SKU with an average rating of 3.0 stars or higher. Requirements: 1) At least six valid product photos per product; 2) Product title of at least 30 characters; 3) Product description of at least 800 characters; 4) Prepared review acquisition initiatives, such as free gifts, coupons, or funding for a "Follow-and-Review Reward" program. Expected Timeline: 1st Week of November – 3rd Week of November
2. Market Development	2-1. A/B Testing for Creative Optimization Support Details: Improve advertising performance through initial A/B test setup, followed by continuous testing and optimization of creative elements. A continuous creative testing program will be conducted on a weekly cycle, changing one variable per test. Results will be reviewed every two weeks, with the goal of increasing click-through rate (CTR) by at least 20% and reducing cost per click (CPC) by at least 15% compared with the initial creatives. Requirements: 1) The target products must have at least three reviews and an average rating of 3.0 or higher; 2) The person responsible for creative production must be able to create two creative assets within seven business days based on recommendations from the contractors. Expected Timeline: 1st Week of December – 2nd Week of January
	2-2. Utilization and Optimization of Meta Advertising Support Details: Increase traffic and conversions from outside Shopee

	through Meta advertising. A sophisticated Meta campaign will be developed by combining Meta interest-based targeting with XACT affluent consumer segments. Ad sets will be refined and expanded every two weeks, with the goal of improving the cost per product page visit by at least 20% throughout the program period. Requirements: 1) The target products must have at least three reviews and an average rating of 3.0 or higher; 2) Company-owned Meta Business Manager account; 3) Integration of Shopee CPAS (Collaborative Performance Advertising Solution) with Meta; 4) Active Meta account; 5) Advertising budget of at least USD 400. Expected Timeline: 1st Week of December – 2nd Week of January
	2-3. Utilization and Optimization of Google Advertising Support Details: Leverage Google advertising to capture search and discovery demand. Search and demand-generation structures will be established based on brand, category, and competitor search intent. Optimization will be conducted every two weeks using search term data, with the goal of reducing CPC by at least 20% throughout the program period. Requirements: 1) The target products must have at least three reviews and an average rating of 3.0 or higher; 2) Company-owned Google Ads account with active payment settings; 3) Integration between Shopee and Google Ads Manager; 4) Active Google Ads account; 5) Advertising budget of at least USD 400. Expected Timeline: 1st Week of December – 2nd Week of January
	2-4. Traffic Analysis and Optimization Support Details: Understand traffic sources and traffic quality through analytics and dashboard training. A comprehensive traffic source analysis covering Shopee, Meta, and Google will be conducted, and coaching will be provided to an analyst appointed by the brand. The goal is for the analyst to be able to independently interpret data dashboards and prepare monthly reports by the end of the stage. Requirements: 1) The target products must have at least three reviews and an average rating of 3.0 or higher; 2) Ability to provide the contractors with access permissions to Seller Center sub-accounts and advertising platforms; 3) Appointment of a dedicated point of contact (analyst) responsible for data extraction and analysis.

	Expected Timeline: 1st Week of December – 2nd Week of January
3. Purchase Conversion and Repeat Purchase Acquisition	3-1. Purchase Funnel Analysis and Optimization Support Details: Identify drop-off points within the purchase funnel through analytics and dashboard training. A complete funnel from impressions through order completion will be mapped, all drop-offs will be quantified, and the two largest drop-off points will be improved with the objective of increasing the page-to-order conversion rate by at least 10%. Requirements: 1) The target products have at least 30 completed orders within the past six months; or 2) The target products have at least 10 completed orders within the past six months and sales volume has increased by at least 10% compared with the baseline before joining the program. Expected Timeline: 2nd Week of January – 4th Week of February
	3-2. Discount and Promotion Optimization Support Details: Improve conversions during campaign periods through the use of discounts and promotional activities. While maintaining an agreed minimum profit threshold, promotion mechanics and product mixes will be designed around major campaign periods and supported through paid advertising impressions, with the goal of increasing sales by at least 20% compared with non-promotional periods. Requirements: 1) The target products have at least 30 completed orders within the past six months; or 2) The target products have at least 10 completed orders within the past six months and sales volume has increased by at least 10%; 3) Written confirmation of promotional budgets and minimum profit thresholds by SKU; 4) Availability of a person who can provide creative materials within seven business days; 5) Continued operation of Meta, Google, or Shopee Ads to maximize promotional effectiveness. Expected Timeline: 2nd Week of January – 4th Week of February
	3-3. Cart Abandonment Recovery Support Details: Recover abandoned carts through CPAS retargeting advertisements (Shopee's advertising solution). CPAS retargeting campaigns targeting cart abandoners will be implemented using managed frequency caps and a "discount-after-reminder" offer ladder, with the goal of recovering more than 10% of abandoned carts. Requirements: 1) The target products have at least 30 completed orders

	within the past six months; or 2) The target products have at least 10 completed orders within the past six months and sales volume has increased by at least 10%; 3) Company-owned Meta Business Manager account; 4) Integration of Shopee CPAS with Meta; 5) Meta advertising budget of at least USD 400. Expected Timeline: 2nd Week of January – 4th Week of February
	3-4. Repeat Purchase Promotion Support Details: Increase repeat purchases through retargeting and reorder messaging using CPAS retargeting advertisements. Existing customers will be segmented based on recent purchase timing and purchased products, and timely reorder and cross-sell messages will be delivered with the goal of increasing the repeat purchase rate by at least 15% compared with the baseline before the program started. Requirements: 1) The target products have at least 30 completed orders within the past six months; or 2) The target products have at least 10 completed orders within the past six months and sales volume has increased by at least 10%; 3) Provision of purchaser-level order export data covering the past six months; 4) Budget allocated for customer retention initiatives and a Meta advertising budget of at least USD 400; 5) Company-owned Meta Business Manager account; 6) Integration of Shopee CPAS with Meta. Expected Timeline: 2nd Week of January – 4th Week of February

(2) Data Analysis and Strategic Recommendations

Based on the results of each initiative, data-driven analysis and improvement recommendations will be provided.

***Notes:** To assess the status and challenges of e-commerce operations, participating companies will be asked to submit monthly data from the product page management screen (portal) for the relevant items.*

The submitted data should include metrics such as page views, number of purchases, and total sales.

In principle, this will involve simply copying the relevant information from the order management screen.

(3) Individual Mentoring Sessions

Before and after the program implementation, individual mentoring sessions will be provided by the contractors. These sessions will include an assessment of each company's e-commerce operations and challenges, discussion of optimal strategies, reporting of program outcomes, and suggestions for future improvements.

During the program period, participating companies will also have access to ongoing support, including consultations and responses to questions related to the program.

Individual mentoring will be offered to help participating companies address specific challenges in their e-commerce operations.

Notes: *All mentoring sessions and communications from the contractors will be conducted in English.*

(4) Workshops for Participating Companies

Workshops will be held to help participating companies acquire essential knowledge and skills for effective e-commerce operations. These sessions will provide opportunities to learn the fundamentals of digital marketing and how to utilize relevant tools and platforms.

5. **Schedule** (Please note that the schedule is tentative and may be subject to change.)

Item	Tentative Timeline
Application Period	September 24, 2026 – October 12, 2026
Notification of Selection Results	Within approximately two weeks after the application period ends
Advertising Campaign Period	October 2026 – February 2027
① Basic Foundation Program Stage	Period: 1st Week of October 2026 – 4th Week of October 2026 Short-term programs lasting approximately 2 weeks to 2 months will be conducted multiple times. Participation in specific programs will be assigned by JETRO. Only companies that meet the eligibility criteria outlined in Section 4 will be invited to participate.
② Awareness Building Program Stage	Period: 1st Week of November 2026 – 3rd Week of November 2026

	Short-term programs lasting approximately 2 weeks to 2 months will be conducted multiple times. Participation in specific programs will be assigned by JETRO. Only companies that meet the eligibility criteria outlined in Section 4 will be invited to participate.
③ Market Development Program Stage	Period: 1st Week of December 2026 – 2nd Week of January 2027 Short-term programs lasting approximately 2 weeks to 2 months will be conducted multiple times. Participation in specific programs will be assigned by JETRO. Only companies that meet the eligibility criteria outlined in Section 4 will be invited to participate.
④ Purchase Conversion and Repeat Purchase Acquisition Program	Period: 2nd Week of January 2027 – 4th Week of February 2027 Short-term programs lasting approximately 2 weeks to 2 months will be conducted multiple times. Participation in specific programs will be assigned by JETRO. Only companies that meet the eligibility criteria outlined in Section 4 will be invited to participate.
Survey for Participating Companies	Late March 2027
Project Completion	March 31, 2026

Notes: Depending on the progress of the project, there is a possibility that a second round of applications may be held. However, this has not been decided at this time. If you wish to participate, please make sure to apply during the confirmed application period: **September 24 – October 12, 2026.**

6. Important Notes Regarding This Project

- (1) This project is designed to support participating companies in enhancing brand awareness and generating sales. However, it does not guarantee increased sales or promotional effectiveness.

Achieving results requires active cooperation and continuous effort from the participating companies themselves.

- (2) Due to various uncontrollable factors such as product characteristics, market conditions, and competitive landscape, the effectiveness of advertising initiatives may vary. Therefore, specific outcomes cannot be guaranteed.
- (3) While advertising will be conducted for the participating companies' product pages, SEO optimization, page improvements, and the creation of advertising materials (such as images and descriptions) must be handled by the companies themselves.

Please note that JETRO will not provide production services, financial support, or cost coverage.

- (4) The project content will be planned by JETRO and the contractors. Participating companies cannot specify or request changes to the project details. We appreciate your understanding.
- (5) Any materials or data submitted for this project will be shared between JETRO and the contractors, and will be used for project management and analysis purposes.

7. Eligibility Requirements

To participate in this project, companies must meet the following criteria:

- (1) Be a Japanese company (including large, mid-sized, and small enterprises, as well as Japan-affiliated companies) currently selling products on Shopee.com.my, Shopee.co.th, or Shopee.co.id.
- Japanese Companies: Companies or sole proprietors based in Japan. Sole proprietors must have officially submitted a Notification of Commencement of Business to the tax office.
 - Japan-affiliated Companies: Businesses based in Malaysia (either registered companies or sole proprietors) that handle products from Japanese companies and have at least 10% Japanese capital ownership.
- (2) Possess a certain level of experience, skills, and literacy related to e-commerce.
 - (3) Have sufficient internal resources and organizational structure to carry out this project and continue e-commerce operations after its project.
 - (4) Have a designated representative who can communicate effectively in English (feedback will be provided in English).
 - (5) Participate in the online mentoring sessions conducted as part of this project.

- (6) Upon signing a Non-Disclosure Agreement (NDA) with the contractor, participating companies are required to provide an environment that enables the contractor to monitor and analyze advertising performance, and to implement advertising operations funded by JETRO.

***Notes:** Please note that alternative arrangements may be requested depending on platform specification changes or other circumstances.*

Shopee Advertising (One of the following must apply):

- Share a sub-account on Shopee.com.my with advertising permissions only.
- Grant temporary access to the main Shopee.com.my account.
- Charge the necessary advertising credits for this project and invoice the cost to JETRO's contractor.

Meta Advertising:

- Grant performance viewing permissions and page access rights to connect the Facebook/Instagram page to the contractor's ad manager.

Google Advertising:

- Grant viewing permissions to the Google Ads Manager.

- (7) Participants are expected to respond flexibly to advice and improvement suggestions provided by the contractors through regular feedback.
As a general guideline, participants should log in to their account at least once per day and make necessary adjustments to keyword settings and advertising configurations based on the feedback received.
- (8) Submit information related to the participating products, sales data, past advertising performance, and sales data during the implementation period.
- (9) Submit the required survey to JETRO.
- (10) Agree to allow JETRO to statistically process and publicly disclose the results of this project in an anonymized format, ensuring that participating companies cannot be individually identified.
- (11) Agree to the terms and conditions outlined in this application guideline and participation requirements.

***Notes:** If it is determined during the project that a participating company no longer meets one or more of the eligibility requirements, participation may be discontinued.*

8. Number of Companies to Be Recruited

Approximately 45 companies will be recruited.

***Notes:** Limited to one brand (shop page) per company.*

9. Notification of Selection Results

Selected companies will be notified via email.

After receiving the notification, participants will be required to submit a signed letter of agreement by mail. Once JETRO confirms receipt of the agreement, the project will begin in sequence.

Notes: *Please note that if the number of selected companies reaches the planned limit, the application period may close before the official deadline.*

10. Participation Fee

Participation in this project is free of charge.

Notes: *However, costs normally borne by participating companies - such as sales commissions, platform usage fees, shipping costs, and other expenses related to product sales—must be covered by the companies themselves. JETRO will not cover these expenses.*

Additionally, if participating companies choose to create their own advertising creatives or run advertisements within or outside the e-commerce platform before, during, or after the pilot project, all associated costs must be borne by the companies. JETRO will not provide financial support for these activities.

11. How to Apply

Step 1: Event Registration

Please complete the Event Registration through the JETRO event registration page.

Step 2: Questionnaire Submission

After completing Step 1, please access the following link and complete the questionnaire.

Questionnaire: https://www.jetro.go.jp/form5/pub/dne/aseanec_2026

Note:

*Your application will be considered complete only after the questionnaire has been submitted.

*Applications will be reviewed and participants selected based on the information provided in the questionnaire.

12. **Contact Information**

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Person in charge: Arai