



## MEDIA STATEMENT

### **Retail-X 2025 Now Open for Applications: Up to RM300,000 in Prizes and Perks for Malaysia's Most Promising Retail Innovators**

*Sidec invites Malaysia's top B2C retail SMEs to join a 12-week accelerator focused on digital transformation, innovation, and global market access*

**PUCHONG, 10 June 2025** – The Selangor Information Technology & Digital Economy Corporation (Sidec) is excited to announce the launch of **Selangor Retail Tech Xccelerator Programme (Retail-X) 2025**, now officially open for applications. This flagship 12-week accelerator programme is designed to empower 30 high-potential Malaysian SMEs with up to RM300,000 worth of perks and exclusive growth opportunities.

Retail-X is focused on helping local B2C businesses future-proof their operations through smart retail technologies, data-driven strategies, and transformative mentorship. Participants will be immersed in advanced training covering **AI-powered marketing, smart inventory management, omnichannel strategies, and customer experience innovation**. The programme combines real-world retail execution with digital innovation to prepare founders for scalable, sustainable growth.

One of the core strengths of Retail-X is the mentorship from top industry leaders and retail experts. Participants will gain insights from mentors who bring deep experience and knowledge across various sectors. In previous cohorts, mentors have included representatives from **AEON, RHL Ventures, Mystartr, Ata Plus, Signature Market, F&N, Shoptline Malaysia, First Move Fund, Carsome, and The Lego Group**.

Retail-X 2025 focuses on five key B2C sectors: Fashion & Lifestyle, Health, Beauty & Wellness, Food & Beverage, Home Living & Appliances, and Purpose-Driven & Social Impact Brands. The programme blends digital transformation with real-world retail execution to help entrepreneurs unlock long-term value

Shortlisted participants will receive access to expert **mentorship, intensive workshops, brand exposure, and industry leaders engagement opportunities**. The programme will culminate in a Final Demo Day, where the Top 20 entrepreneurs will pitch to a panel of prominent investors, industry leaders, and corporate stakeholders. **The Top 10 winners will receive total prizes worth RM50,000**, including a trophy, certificate, a fully sponsored exclusive innovation trip, potential investment opportunities, and a cash prize.

To be eligible, applicants must be the founder or co-founder of a Malaysian B2C company that is less than seven years old, with a Gross Merchandise Value (GMV) between RM1 million and RM10 million annually. Companies must be registered with SSM and have at least one year of audited financial records. Commitment to the full programme from July to September 2025 is required.

Applications are now open until 27 June 2025. Shortlisted companies will be announced in July, with the programme beginning shortly after. Entrepreneurs ready to elevate their business and scale their brand are encouraged to apply now at [www.sidec.com.my/retail-x](http://www.sidec.com.my/retail-x). For more information on the programme, please contact **Mr. Firman at +60 19-352 4921**.

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### **About Sidec**

The Selangor Information Technology and Digital Economy Corporation (Sidec) is a government agency under the Selangor State Government and a wholly owned subsidiary of Invest Selangor Berhad. Sidec plays a vital role in driving digital transformation across the state through three core pillars: E-Commerce, Startup development, and Smart City & Digitalisation.

As a key enabler of Selangor's digital economy, Sidec empowers entrepreneurs and SMEs by promoting digital adoption, accelerating startup growth, and fostering collaboration between public and private stakeholders. Through impactful initiatives such as the Selangor Deep Tech Xccelerator (Deep-X) and Selangor Retail Tech Xccelerator (Retail-X), and the Malaysia Top E-Commerce Merchant Awards, Sidec continues to position Selangor as Malaysia's leading digital state and a thriving innovation hub in Southeast Asia. For more information, visit [www.sidec.com.my](http://www.sidec.com.my).

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