

# DIGITAL PULSE

A SPOTLIGHT ON THE DIGITAL HUB OF ASEAN

## **DELOITTE'S SEA REGIONAL CAPABILITY CENTRE: POWERING PROFESSIONAL SERVICES REGIONALLY WITH 3,000 DIGITALLY SKILLED TALENTS BY 2027**

**Why Are Digital Exports  
Important for the Digital  
Economy?**

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**Perak: The Land of  
Grace and A Dynamic  
Digital Investment  
Destination**

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**Investment  
Opportunities with  
Malaysia SDG  
Investor Map**



# ABOUT MDEC

## ABOUT MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)

Malaysia Digital Economy Corporation (MDEC), a government agency under the purview of the Ministry of Communications and Digital, was established in 1996 to lead Malaysia's digital economy. Beginning with the implementation of the MSC Malaysia initiative, we have since then catalysed digital transformation and growth all over the nation. By offering greater incentives and governance for growth and re-investment, we aspire to bolster Malaysia's status as the digital hub of ASEAN, opening new doors and driving shared prosperity for all Malaysians.

Malaysia's central geographical location in ASEAN, its young and digitally-savvy population, multicultural and multilingual tapestry, easy access to capital and regional markets, ease of doing business, certainty of business operating environment and legal system, comparative value and high standard of living, makes it the natural choice to land and grow your digital business here.



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# FOREWORD



**TS. MAHADHIR AZIZ,**  
CEO of MDEC

## **“TECHNOLOGY IS BEST WHEN IT BRINGS PEOPLE TOGETHER.”**

Quoted by a web developer, Matt Mullenweg, we reflect on our past accomplishments and how it is evident that MDEC has demonstrated unwavering dedication in pursuing our mission. From spearheading groundbreaking digital initiatives to creating platforms that facilitate transparent communication between the people and government, we have been making efforts to show the world that our digital ecosystem has no boundaries.

In the face of rapid technological advancements, remaining agile and adaptive is the way to go. Our commitment to staying at the forefront of innovation is imperative. Embracing emerging technologies such as artificial intelligence,

blockchain, and the Internet of Things will fortify our capabilities and enable us to provide efficient, secure, and user-centric services.

In the latest edition of Digital Pulse, we embark on a journey through the ever-expansive realm of the digital industry. The transformative power of technology has opened up more opportunities for our national talent pool to be discovered by key industry players. MDEC had spoken with Deloitte Malaysia, where the company highlights aiming a number of digital tech hires with skilled high-paying jobs following its office expansion in Malaysia.

Collaboration is the cornerstone of our success in the digital industry. By fostering partnerships with government agencies, private enterprises, and many more, we can harness collective intelligence to attract investors and unearth innovative solutions.

Through this magazine, we further share with you how our agency, in collaboration with partners from various sectors, is shaping the local digital atmosphere. We also talked with Digital Perak and its initiatives to attract more digital investments, focusing on creating a thriving GBS ecosystem that prioritises talent attraction and retention.

MDEC recognises that digital export is important in Malaysia’s economic growth and development. This edition will dissect the importance of digital export to our country and MDEC’s Digital Exports (DEX) team which supports Malaysian tech companies in expanding globally.

We hope to provide valuable information for potential investors to understand this vibrant nation’s investment landscape. Reach out to us today! Happy reading.



# DELOITTE'S SEA REGIONAL CAPABILITY CENTRE: POWERING PROFESSIONAL SERVICES REGIONALLY WITH 3,000 DIGITALLY SKILLED TALENTS BY 2027

Malaysia boasts a skilled and diverse workforce complemented by the government's favourable policies and initiatives, says CEO

**DELOITTE** has been a trusted member of Malaysia's business community for over 55 years. The company's unwavering presence in the country showcases its confidence in the local economy and dedication to supporting clients in the region.

Over the years, Deloitte has added several regional functions to its Malaysian operations. Besides the back-office support functions such as HR, IT, Marketing, and client support, Deloitte has also expanded its range of services to cover its core businesses across audit, tax, risk advisory, financial advisory, and consulting by building new capabilities to support clients.

The recent Regional Capability Centre (RCC) launch in Kuala Lumpur also reflects its continued optimism in the Malaysian journey.

Deloitte Malaysia CEO Yee Wing Peng said: "Malaysia has all the right ingredients for success. With a talented and diverse workforce, supported by favourable government policies and initiatives, businesses here can truly flourish.

Plus, our strategic location provides easy access to neighbouring countries, making Malaysia the perfect regional hub for large-scale investment in the digital economy."

**SPURRING DIGITAL TRANSFORMATION**

Furthermore, Deloitte has been a key player in championing innovation and technology in Malaysia. The company has been at the forefront of assisting businesses in the country to embrace digital transformation with cutting-edge solutions in cybersecurity, data analytics and cloud computing. These emerging technologies are bound to be key growth drivers of Malaysia's digital economy in the foreseeable future.

The COVID-19 pandemic disrupted physical operations and forced companies to reimagine how they do things. With movement restrictions in place then, virtual and remote work became the norm. This period tested the effectiveness and feasibility of delivering work virtually. As a nation, Malaysia saw success in embracing virtual work and benefited greatly from the shift towards automation and digitalisation.

"In a way, Malaysia emerges as a major beneficiary, embracing automation and digitalisation as the pandemic drives a shift in work dynamics. Since the pandemic, more regional work is being delivered out of Malaysia."

**ANOTHER FEATHER IN THE CAP**

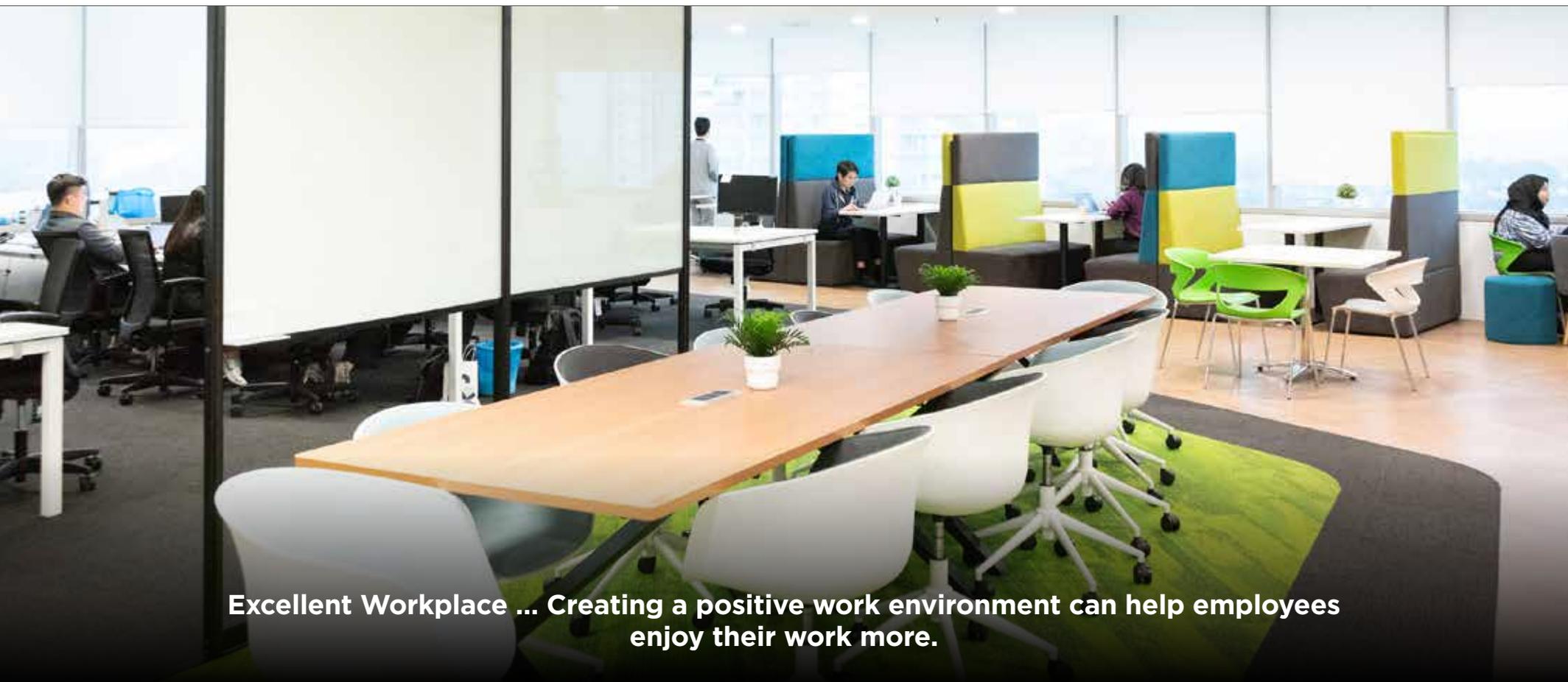
This year, the company also opened doors with the establishment of the Deloitte SEA Consulting office in Penang. "The office will continue to expand our advisory capabilities and bring unique expertise in supply chain management, cloud computing and data science. The investments in these technologies are timely, seeing their immense prominence and growth. The global AI market size of nearly USD 100 billion in 2021, for example, is expected to grow twentyfold by 2030, up to almost USD two trillion. Also, Penang has a big electrical and electronic sector. So we will also pivot into high-value areas," Yee said.



**WITH THE ESTABLISHMENT OF OUR RCC IN MALAYSIA, WE ARE OPENING UP 1,000 HIGH-PAYING JOBS IN YEAR ONE AND AIMING TO SCALE UP TO 3,000 DIGITALLY SKILLED TALENTS WITHIN THE NEXT THREE TO FIVE YEARS."**

**YEE WING PENG,  
CEO DELOITTE MALAYSIA**





**Excellent Workplace ... Creating a positive work environment can help employees enjoy their work more.**

## **TALENT GAME**

Malaysia is renowned for producing world-class talent in various fields, including accountancy. Our talent pool comprises qualified accountancy professionals such as ICAEW, ACCA, and CPA Australia, and we consistently produce world-class talent.

Yee said: “In the past, the country’s inadequate number of high-paying job opportunities led many talented individuals to seek employment overseas. However, with the establishment of our RCC in Malaysia, which currently employs over 700 professionals, we are opening up 1,000 high-paying jobs in year one and aiming to scale up to 3,000 digitally skilled talents within the next three to five years.

“This strategic move is not only about retaining our existing talent but also attracting new talent from within and beyond our borders. Malaysia’s multilingual workforce enables us to serve internal and external clients across the globe. Further, Malaysians’ strong work ethics and established infrastructure contribute to Malaysia’s position as an attractive regional hub. We also have a talent pool proficient in other languages, including Chinese, Tamil, Japanese and Korean. On top of talented

human capital, this multilingual capability is crucial in our decision to expand our regional capability centre.”

## **SCALING UP**

To boost Malaysian talent, Yee said it is essential to have on-the-job training and involvement of experienced foreign talent to enhance the local workforce. “Our goal is to have a talent mix of 85% local and 15% foreign, with foreign workers transferring knowledge to locals. As locals continue to upskill, the percentage of foreign talent may decrease. To achieve this, collaboration among employers, learning institutions, and government agencies is crucial in creating a conducive ecosystem for skill development and job growth.”

## **KUDOS TO MDEC**

Yee also expressed gratitude towards Malaysia’s government agencies, particularly Malaysia Digital Economy Corporation (MDEC), for their proactive efforts in upscaling local talent and providing various platforms and opportunities to create a thriving digital ecosystem. “I commend MDEC for the relentless effort in facilitating investors and leading the development of the nation’s digital economy as we see more MNCs setting up their operation in Malaysia today.”

The image shows the Perak State Emblem, which is a circular crest featuring a crown at the top, a central sunburst, and two lions on either side. The emblem is set against a background of the Perak state flag, which is yellow and black. The text "PERAK: THE LAND OF GRACE AND A DYNAMIC DIGITAL INVESTMENT DESTINATION" is overlaid on the bottom half of the image in a large, bold, white font.

# PERAK: THE LAND OF GRACE AND A DYNAMIC DIGITAL INVESTMENT DESTINATION

Digital Perak Corporation Holdings spearheads the state's agenda to empower and facilitate digital investment and transformation across all sectors. Under the leadership of CEO Mohamad Suhaimi bin Mohamad Tahir, the organisation is dedicated to empowering and facilitating the developments and directions of the Perak state digital economy

## **What are Digital Perak's digital investment aspirations?**

We're actively seeking digital investments, which will greatly contribute to the state's socioeconomic development plan, known as Perak Sejahtera 2030.

To achieve this, one of the first initiatives is to adopt the successful Global Business Services (GBS) model seen in places like Penang and Klang Valley. This will enable Ipoh to emerge as a new GBS location, attracting local and international multinational corporations.

By developing GBS@Ipoh, we aim to stimulate economic growth and create high-value job opportunities for local graduates.

Another initiative is the transformation of Digital Perak to be a value-based one-stop agency with a focus on bringing in more digital investments.

## **Why is Perak the ultimate digital investment hotspot?**

We believe with a well-established transportation network and infrastructure, businesses will thrive, besides benefiting from cost-effective operations and a competitive business environment. Moreover, Perak is already home to successful private-sector operations in HR, finance, and software development, which will potentially catalyse digital investment growth especially in the GBS sector.



**BY DEVELOPING GBS@IPOH, WE AIM TO STIMULATE ECONOMIC GROWTH AND CREATE HIGH-VALUE JOB OPPORTUNITIES FOR LOCAL GRADUATES. THIS INITIATIVE IS CRUCIAL TO ADVANCING PERAK'S DIGITAL INVESTMENT ASPIRATIONS."**

**MOHAMAD SUHAIMI BIN MOHAMAD TAHIR,**  
CEO OF DIGITAL PERAK CORPORATION HOLDINGS

These factors, on top of its strategic location between Kuala Lumpur and Penang, liveability, multilingual talent, abundance of utilities or energy and multiple office spaces, add to the appeal of Perak as a digital investment destination.

### **Can you elaborate more on the initiatives and progress in attracting digital investment into the state of Perak?**

Impactful initiatives are underway to attract more digital investments into the state. Our focus is on creating a thriving GBS ecosystem. We're also prioritising talent attraction and retention, ensuring a skilled workforce and liveability to curb migration of the working population. Dedicated GBS facilities with enhanced digital infrastructure will be available for digital services companies.

At the same time, we're collaborating closely with the state's Economic Planning Unit, Invest Perak, and Perbadanan Kemajuan Negeri Perak (PKNP) to implement robust telecommunications infrastructure, including high-speed broadband, which is crucial for the digital industry. The exciting GBS@Ipoh project is currently in its preliminary planning stage.

Meanwhile, the Perak State Digital Economy Blueprint 2023 is nearing completion and is set to be finished by October 2023. Considerable progress has already been made with projects such as the Ipoh Smart City, Jendela (National Digital Network), and the launch of DE Rantau.

Perak has become the fifth participant in the DE Rantau programme by MDEC, which aims to transform Malaysia into a digital nomad hub for professionals.

### **Are there any initiatives addressing ESG in the digital investment space for Perak?**

Ipoh City Council is spearheading the Ipoh Smart City initiatives, incorporating progress indicators from ISO 37122:2019 to advance sustainable development goals (SDG). This includes promoting economic growth, gender equality, clean water and sanitation, and reducing inequality.

With reference to the Ipoh Smart City Blueprint, there are existing collaborations with companies such as TM One, through the concept and approach of Public-Private Partnership (PPP) Programmes to leverage on the expertise of private companies, and explore technologies such as big data. Another initiative with a private company is the Park@Perak application that has been deployed to all local authorities (PBTs) in Perak.

Perak has become the fifth participant in the DE Rantau programme by MDEC, which aims to transform Malaysia into a digital nomad hub for professionals.

**How do you plan to upskill/reskill digital talents in Perak?**

Malaysia TVET Corridor, an initiative spanning 62 TVET institutions across five districts - Perak Tengah, Kinta, Larut, Matang and Selama, Manjung, and Kuala Kangsar, is focused on reskilling, upskilling, and cross-skilling the youth, establishing itself as an education hub. This initiative fulfils the industry’s demands for skilled graduates and aims to create a highly skilled digital workforce that will attract investors to the state. With abundant

talented individuals, Perak becomes the prime choice for investment opportunities.

**Are there any additional plans in the pipeline?**

Efforts are ongoing to bring 5G telecommunications technology to Perak, and the relevant agencies such as Ipoh City Council, PKNP, Digital Perak, and Digital Nasional Berhad are committed to its successful expansion. The first phase involves 106 sites, and the second phase, which began in January 2023, will involve additional districts including Batu Gajah, Kampar, Manjung as well as Tanjung Malim, Taiping and Kerian to achieve 77.2% 5G coverage in populated areas by the end of 2023. This expansion will greatly benefit the digital industry by improving bandwidth and connectivity.

Furthermore, attracting, developing, and retaining talent for these digital industries and initiatives is a priority, and collaboration with Pusat Aspirasi Anak Perak (PASAK), Institutions of Higher Learning, and industry partners are underway.



Impactful initiatives are being implemented in Perak to attract more digital investments with the aim of establishing a flourishing GBS ecosystem.



The MDEC Digital Export team recently wrapped up its market access trip to Jakarta, Indonesia, to finalise the DEX Connex platform.

# WHY ARE DIGITAL EXPORTS IMPORTANT FOR THE DIGITAL ECONOMY?

By Gopi Ganesalingam, Senior Vice President, Digital Exports, MDEC

**MDEC** stands at the forefront of Malaysia's digital economy development. Its paramount mission is to empower businesses and propel digital transformation, ensuring Malaysia's unwavering competitiveness on the global digital stage.

The drive to achieve this comes from the top with the CEO of MDEC, Ts. Mahadhir Aziz emphasised, "Through Malaysia Digital (MD), we aim to revolutionise Malaysia's digital capabilities, harness technology and innovation to fuel sustainable economic growth, catalyse digital adoption across industries, and firmly establish Malaysia as the digital hub of ASEAN."

MDEC assumes an active role in spearheading initiatives that champion and facilitate digital exports, forging strategic

partnerships and implementing pioneering programs. This concerted effort creates an environment conducive to businesses expanding their digital exports, propelling Malaysia's economic growth to new heights. Guided by the MD vision, MDEC's pursuit of global recognition and market presence through digital exports is a core pillar of the national strategic initiative.

MDEC recognises the importance of Digital Exports and has established the Digital Exports (DEX) team to support Malaysian tech companies in expanding globally. Working closely with Malaysia External Trade Development Corporation (MATRADE) and the Ministry of Foreign Affairs, the DEX team is actively working on trade opportunities for our local tech companies across the globe.

## Why is it essential for the digital economy to be connected to global networks and connections to facilitate and enhance exports?

The digital economy is the economic activity arising from billions of online interactions among people, businesses, and devices worldwide. There are several reasons why it needs to be connected to global networks:



- Access to a larger **market** - Businesses can reach a wider audience and tap into new markets to penetrate greenfield opportunities, and increase sales and revenue, ultimately leading to higher profitability.
- Access to global **talent** - The digital economy relies highly on skilled workers who can develop and maintain complex technological systems. Businesses can access talent worldwide and build diverse teams to bring new ideas and perspectives. A global talent acquisition strategy then comes to play.
- Access to new **technology and innovation** - Businesses can stay up to date with the latest technological advancements and trends. It is noted that technological progress puts innovation in the front seat and vice versa. This can help our tech companies optimise operations, increase efficiency, and continuously improve products and services to customers.
- Increased **competitiveness** - Businesses can compete with other companies on a global scale. This, too, can lead to increased innovation, better products and services, and more efficient operations.
- Increased **collaboration** - In most parts of the world, business is a relationship game. Global connections and networks facilitate collaboration between businesses, governments, and other organisations. This can lead to developing new technologies, sharing best practices, and creating new partnerships that benefit everyone involved, thus creating a vibrant tech ecosystem.

### **How is MDEC's Digital Exports (DEX) team operationalising this link to global networks and connections?**

Having the pulse of the industry and leveraging on our GAIN methodology (Gateway, Amplification, Investor, Nurturing), MDEC is taking a nimble approach to building global entrepreneurial networks that we believe will prove invaluable for the growth of our startups and small and medium business. In doing so, our companies now have:

**(G) Opportunities for collaboration into new markets:** Collaboration is essential for global growth. Being part of a global entrepreneurial network can help you find potential partners, investors, and customers interested in working with you. It can also give you access to markets and opportunities that may have been difficult to reach alone.

But don't take it from me. This is what Dato' Kenny Goh, Co-founder of Macroiosk Bhd, who is coming up to his 25th year as an entrepreneur, has to say. "Macroiosk operates through 12 global offices while accelerating our new market expansion in collaboration with MDEC via GAIN. It has strengthened our pace and acts as a beacon to the in-country market launch of our BOLD. enterprise solutions platform. Macroiosk has served over 5,000 customers from 37 countries across 24 industries."

**(A) Increased visibility and credibility:** This can help you gain recognition in the market. It can open doors to new opportunities, partnerships, and collaborations. It can also help you build a reputation as a reliable and trustworthy entrepreneur and business.

Speaking of building reputations, this is the experience of Koh Dim Kuan, co-founder and CEO of Sophic Automation Sdn Bhd, who says: "Over the years, MDEC has promoted us into global networks such as JETRO (Japan), Institute for Information Industry (Taiwan) and many more, allowing us to share our value with clients and growing together in their digital journeys." Koh credits us for providing Sophic with what he describes as, "a global stage in orchestrating automation symphony for our MNC customers." That is a nod to the Sophic tagline, "Other people make machines talk; we make them sing."

**(I) Access to a larger pool of investors:** Tapping into a larger pool of investors, including venture capitalists, angel and institutional investors with their respective areas of interest, creates greater opportunities for our companies to find a match.

**GOPI GANESALINGAM,  
SENIOR VICE PRESIDENT,  
DIGITAL EXPORTS, MDEC**



Some of our GAIN companies have found their investors thanks to the networks we have created. Chan Kee Siak, the outstanding founder and CEO of Exabytes Network Sdn Bhd, said, “With MDEC’s assistance, we were able to connect with a wider range of investors and secure the resources needed to grow and expand our business. We greatly appreciate MDEC’s ongoing commitment to promoting the growth and success of Malaysia’s digital economy.”

**(N) Access to expertise and resources:**

You gain access to a wealth of knowledge, skills, and resources from other entrepreneurs. You can learn from their experiences, tap into their expertise, and get access to resources that can help you grow your business. You can call this mentoring or nurturing.

It is something that we take seriously, as Johary Mustapha, the dynamic founder and CEO of Forest Interactive Sdn Bhd, will attest to. “MDEC’s support and guidance have been instrumental in helping us navigate new territories and access previously untapped opportunities, and we are grateful for their partnership.”

We know that support and motivation are paramount because being an entrepreneur can be lonely. Hence, a global entrepreneurial network can provide a support system that understands your challenges and offers guidance, motivation, and encouragement when needed.

We believe that MDEC’s GAIN programme, which we have built over the years, provides a valuable growth pillar with its soft landing in 12 markets covering ASEAN, Japan, Australia and Dubai (for the Middle East). Since 2016, 70 GAIN companies have brought in new contracts worth more than US\$1.2 billion. I expect higher exports as under DEX, MDEC is working towards adding new territories and more companies to join us in the globalisation of our tech companies.

MDEC believes connecting to global networks is essential for the digital economy to thrive and grow. It can provide access to new markets, talent, technologies, and collaboration opportunities to help businesses stay competitive and innovative in a rapidly changing global landscape.

*This article first appeared on [Digital News Asia](#)*



**The MDEC Digital Export team at the recent DEX Connex and FOX Xposure Indonesia.**



## A SERIES OF MALAYSIA'S PREMIER TECH EVENTS

25TH SEPT - 4TH NOV 2023

NATIONWIDE

### Discover and Immerse Yourself in MDX 2023

Explore MDX 2023, a transformative six-week experience into the heart of technology. Immerse yourself in the finest nationwide tech events, including auxiliary events, conferences, exhibitions, launches, business networking, and an exclusive industry awards dinner. Unite with distinguished speakers and esteemed panellists from local and international organisations to chart the course for a tech-driven future.



### GRAND FINALE

2ND - 4TH NOV 2023

MITEC, KUALA LUMPUR

### Join Our Grand Finale As:

#### Attendee

- Academician
- Student
- Investors
- Policy Makers



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#### Exhibitor

- Corporate R&D
- Industry & Tech Leader
- Government Agencies
- Funding Agencies



REGISTER HERE >

### What You Will Get at MDX Grand Finale



**EXPLORE** the digital ecosystem



**GAIN** understanding from opinion leaders



**NETWORK** and engage for business expansion

Find out more about MDX 2023 here: <https://mdec.my/mdx>

# INVESTMENT OPPORTUNITIES WITH MALAYSIA SDG INVESTOR MAP

SDG Investor Maps are market intelligence tools that provide insight into emerging markets

**THE** Malaysia SDG Investor Map was developed through a team effort from UNDP Malaysia Country Office, UNDP SDG Impact and UNDP Istanbul International Center for Private Sector In Development (ICPSD), with strong support from the Ministry of Investment, Trade and Industry (MITI) and the Malaysian Investment Development Authority (MIDA). MDEC is honoured to be included in the development of the Map and be part of the Advisory Panel.

Malaysia SDG Investor Map presents **15 Investment Opportunity Areas (IOAs)** identified across **6 priority sectors**: Technology and Communications, Health Care, Renewable and Alternative Energy, Financials, Food and Beverage, and Infrastructure.



**6**  
Priority Sectors



**15**  
Investment  
Opportunity  
Areas

The IOAs identified are aligned with Malaysia's national priorities and SDG needs while carrying considerable investment potential in Malaysia. Analysing the country's national context, the Map provides detailed business intelligence for investors keen on generating positive impacts on SDGs alongside financial returns via their financial resources.

For more info, visit: [Malaysia SDG Investor Map Report](#)

In line with this, MDEC is strongly dedicated to bringing together ESG and the digital economy ecosystem. This commitment is reinforced by the **Malaysia Digital Climate Action Pledge (MDCAP)** launch. The MDCAP aims to increase the number of pledges made by digital economy businesses and effectively reduce the effects of climate change.

**MAKE AN IMPACT - SIGN THE PLEDGE NOW!**



# EVENTS HIGHLIGHT

Glimpses of what matters: Coverage of MDEC's engagements and initiatives

2023



05 JULY

### MDEC'S BUSINESS MISSION TO RWANDA

MDEC recently embarked on a business mission to Rwanda for the Kigali Global Dialogue 2023 and the Kigali Start-up Bootcamp. There were engagements with key stakeholders, including the Ministry of ICT Rwanda, the Rwanda Development Board and many others. Meraque Group and Moovby represented Malaysia in the Kigali Start-up Bootcamp and gained valuable insights from this event.



04 JULY

### A YEAR OF MD-CC

MDEC hosted the first Malaysia Digital Coordination Committee (MD-CC) Anniversary, chaired by Ts. Mahadhir Aziz, CEO of MDEC, which marked the first year of MD-CC establishment, the approving authority of the Malaysia Digital (MD) status applications. As part of the event agenda, committee members explored the cybersecurity world at Siemens Energy Cyber Security Operations Center Asia Pacific in Cyberjaya.

11 JULY

### PUBLICATION OF HORIZON

MDEC Horizon publication was successfully launched and officiated by YB Fahmi Fadzil, Minister of Communications and Digital. Horizon provides insights and information based on three pillars: driving digital adoption among businesses and the people; supporting local tech enterprises, talents & technopreneurs to compete globally; and attracting high-value digital investments and global tech giants to Malaysia.

[Download a copy of Horizon](#)



11 JULY

**INDUSTRY ENGAGEMENT SESSION FOR FUTURE DIGITAL ECONOMY INCENTIVES**

MDEC recently hosted a productive industry engagement session for future digital economy incentives under Malaysia Digital (MD) at the MDEC HQ in Cyberjaya. Industry players participated in engaging discussions, including breakout sessions which paved the way for more in-depth insights from experts in their respective sectors. These sessions are vital in developing a prosperous digital ecosystem as we strive to reach a Golden Digital Decade.



12-18 JULY

**PRODUCTIVE ENGAGEMENTS WITH EMBASSIES**

MDEC's Digital Investment team has been actively engaging various embassies, including meeting the French Trade Commissioner and Trade Advisor and also the Deputy Head of Mission at the Embassy of Finland to explore collaboration and bilateral digital investment opportunities and identify areas of mutual interest.



14 JULY

**DIGITAL INFRASTRUCTURE WORKSHOP BY MDEC AND MYIX**

MDEC and Malaysian Internet Exchange (MYIX) recently co-organised the digital infrastructure workshop with a special focus on enhancing the submarine cable ecosystem in Malaysia. The workshop was co-chaired by YB Fahmi Fadzil, Minister of Communications and Digital, and YB Anthony Loke, Minister of Transport, and attended by Ts. Mahadhir Aziz, PMP, CEO of MDEC and Chiew Kok Hin, Chairman of MYIX.





18 JULY

**SHARING SESSION WITH LA FRENCH TECH**

MDEC successfully organised a sharing session on MD, digital investment and the DE Rantau digital nomad pass to members of La French Tech, a French professional tech network that aims to provide a focal point for the French entrepreneurial ecosystem in Malaysia. The lively session took place at the MDEC Bangsar South office in Kuala Lumpur.

20 JULY

**ROUNDTABLE DIALOGUE WITH THE DATA CENTRE & CLOUD INDUSTRY**

MDEC and MIDA co-organised a Roundtable Dialogue with the Data Centre & Cloud Industry co-chaired by YBrs. Mr. MA. Sivanesan, Deputy Secretary General (Telecommunications Infrastructure and Digital Economy), Ministry of Communications and Digital (KKD), and YBhg. Datuk Bahria Mohd Tamil, Deputy Secretary General (Management and Investment) Ministry of Investment, Trade and Industry (MITI). This is part of industry engagement by the Data Centre Investment Task Force (DCICTF) to interact with data centre industry players.



20 JULY

**CYBERSECURITY HYGIENE & RESILIENCE SESSION**

The MDEC team recently ran a productive session promoting cybersecurity awareness and knowledge to the Malaysian Dutch Business Council members at MDEC's Bangsar South office in Kuala Lumpur. Malaysia's cybersecurity market size is expected to expand from USD 0.95 billion in 2023 to USD 2.06 billion by 2028.



26 JULY

**JOINT REPORT BY BCG AND MDEC ON MALAYSIA'S DIGITAL ECOSYSTEM**

MDEC in collaboration with BCG, unveiled a joint report titled 'Harnessing the Power of Technology: Building a Strong Digital Economy for Malaysia's Future,' officiated by YB Teo Nie Ching, Deputy Minister of Communications and Digital. The report features MDEC's Business Digital Adoption Index (BDAI) and BCG's 'Build for the Future' (BFF) framework, assessing digital adoption and continuous innovation.



28 JULY

**HONG KONG DELEGATION TO MALAYSIA**

The MDEC Investment team was in attendance at the Hong Kong Delegation to Malaysia event organised by the Hong Kong Trade Development Council in conjunction with the near future MoU signing between MDEC and the City University of Hong Kong. Also present were John Lee, Chief Executive of the Hong Kong Special Administrative Region and YB Anthony Loke, Malaysia's Minister of Transport.



27 JULY

**TLACSEA CONFERENCE ON DIGITALISING MALAYSIA'S LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Raymond Siva, Senior Vice President, Digital Investment, MDEC sharing insightful soundbites on the 'Exploring Malaysia's Strategic Location and Robust Infrastructure as a Key Logistics Hub in Southeast Asia' topic for the transport logistics and air cargo SEA conference. The event took place at Nexus Bangsar South, Kuala Lumpur and was attended by ecosystem players in Malaysia's supply chain and logistics.



08 AUGUST

**56TH ASEAN DAY**

MDEC promoted opportunities within the digital economy and ESG initiatives in the ecosystem to foreign ambassadors and diplomats at the 56th ASEAN Day organised by the Ministry of Foreign Affairs, which took place at the International Islamic University Malaysia, Kuala Lumpur.

# TAKE IT EASY

Light takes on technology that makes the world go round

**My computer's hard drive is like my closet – the more space I get, the more clutter I manage to accumulate.**



**Why did the computer go on a diet? It had too many cookies!**

**Where did the computer go? I don't know, he ransomware.**

**RANSOMWARE**



## HIRING!

We are a growing team. Come join us in driving Malaysia's digital economy!

- Lead, Advisory
- Lead, Domestic Digital Investment
- Lead, East Malaysia, Strategic Investment Consulting
- Project Manager

Find out more at [career.mdec.my](https://career.mdec.my)





To find out more about MDEC's Digital Economy initiatives, please visit us at [www.mdec.my](http://www.mdec.my) or follow us on:

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Twitter: [@mymdec](https://twitter.com/mymdec)

If you wish to contribute to Digital Pulse, please drop a mail to [clic@mdec.com.my](mailto:clic@mdec.com.my)