

The background of the slide is a photograph of a person's hands interacting with a tablet computer. The person is wearing a patterned shirt. The tablet screen displays a data visualization with various charts and graphs. The overall scene is set on a wooden desk with some papers and a pen visible.

Digital Talent Snapshot in Malaysia

Q1, 2024

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About MDEC

Malaysia Digital Economy Corporation (MDEC), a government agency under the purview of the Ministry of 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.

1. LinkedIn Talent Insight (LTI)

Information was extracted from LinkedIn Talent Insights on 29 March 2024 using filtering of 1,291 digital tech and services related roles identified all industries in Malaysia and the Region.

The term 'digital talent' used in this document is defined as talents currently employed and having an active LinkedIn profile, hence, may not be fully reflective on the entire talent ecosystem.

2. MDEC Research

MDEC research and tracking of digital job vacancies across 5 job portals – LinkedIn, Jobstreet, MauKerja, MYFutureJobs and Foundit (previously known as Monster); Limitations to the availability of data filters that is accessible publicly on their respective job portals; Extraction as of 30 March 2024

3. PIKOM – Economic and Digital Jobs Market Outlook, 2023

The "Economic and Digital Jobs Market Outlook, 2023" by PIKOM analyzes Malaysia's digital job market, predicting economic growth and significant salary increases in 2023 and 2024, while comparing Malaysia's digital salaries with those in other countries. The data is based on sources like Jobstreet and SalaryExpert, along with PIKOM's estimates.

Digital Talent Landscape, 1st Quarter 2024

~Key Insights

DEMAND

1. Healthy demand for digital talents, fuelled by accelerated digital adoption.
2. Majority of demand is for experienced talent.
3. Strong hiring demand in Penang, Selangor and W.P Kuala Lumpur.
4. Top areas of demand are in Software Development and Data Analysis.
5. Demand is from all industries as defined by LinkedIn – led by IT Systems Design, Measuring & Control Instrument Manufacturing and Banking.
6. In-demand digital skills including Software Development, Graphic Design, Adobe Photoshop and Information Technology.

SUPPLY

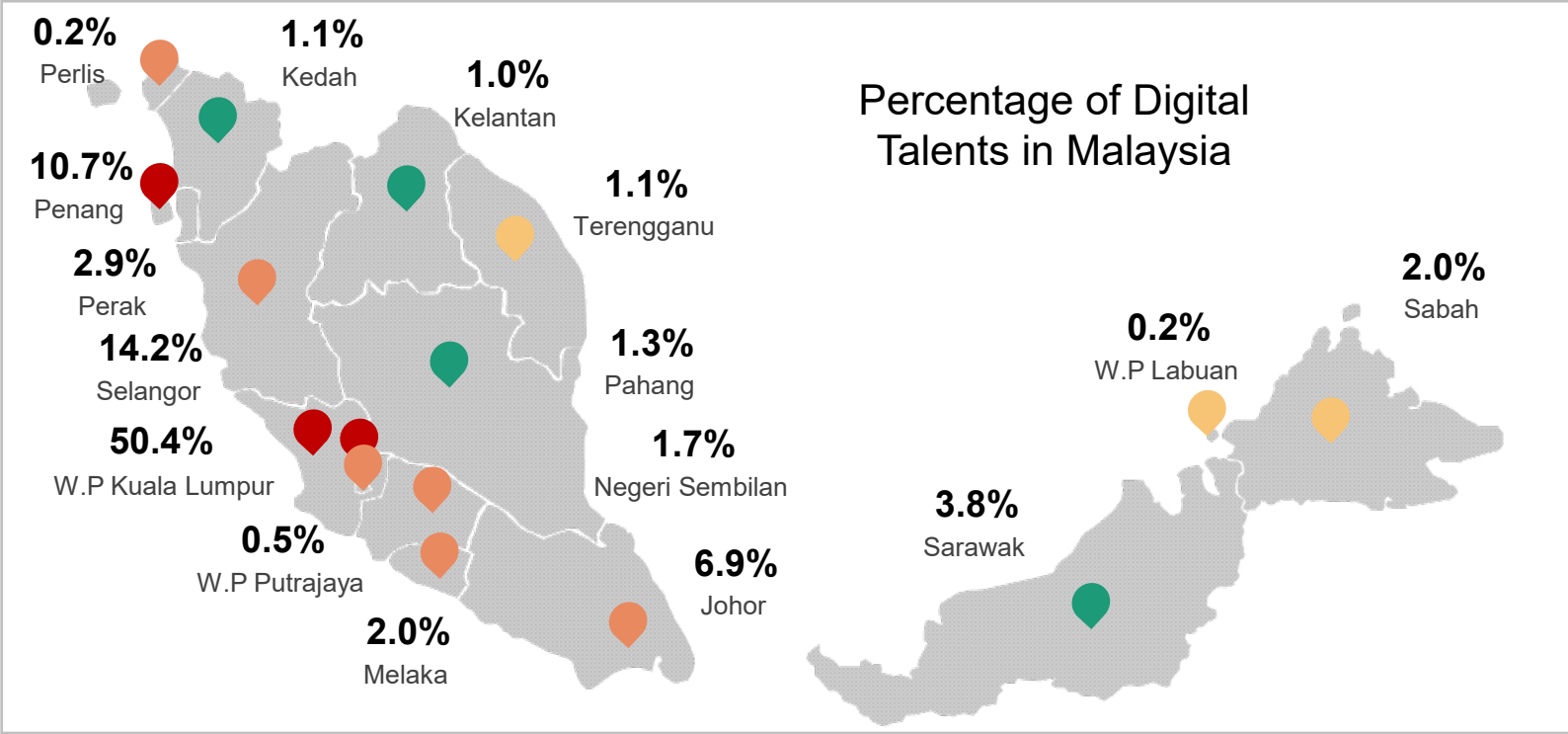
1. More than 330k digital talents are on LinkedIn.
2. Majority can be found in Selangor and W.P Kuala Lumpur.
3. Ample supply of talents also in Johor, Penang & Perak.
4. 8 of the Top 10 IHLs currently supplying Malaysia's digital workforce are Premier Digital Tech Institutions (PDTI) recognised by MDEC.
5. Popular job titles are Software Engineer, Back End Developer & Full Stack Engineer.
6. Fastest growing skills in 1 year growth of digital talents include Computer Science, Analytical Skills and Microsoft Power BI.

Digital Jobs Vacancies in Malaysia

Total Digital Jobs from Jan to March 2024: 42,835

Highest growth in vacancies are in **Software Development** and **Data Analysis**.

Source: 5 Job Portals – LinkedIn, Jobstreet, MauKerja, MYFutureJobs and Foundit (previously known as Monster)

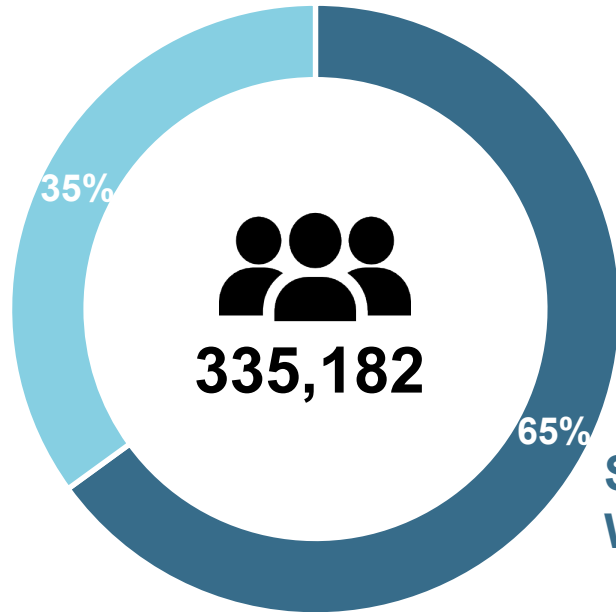


Hiring Demand

- Very High:** Penang, Selangor, W.P KL
- High:** Johor, Melaka, Negeri Sembilan, Perak, Perlis, W.P Putrajaya
- Moderate:** Kedah, Kelantan, Pahang, Sarawak
- Low:** Sabah, Terengganu, W.P Labuan

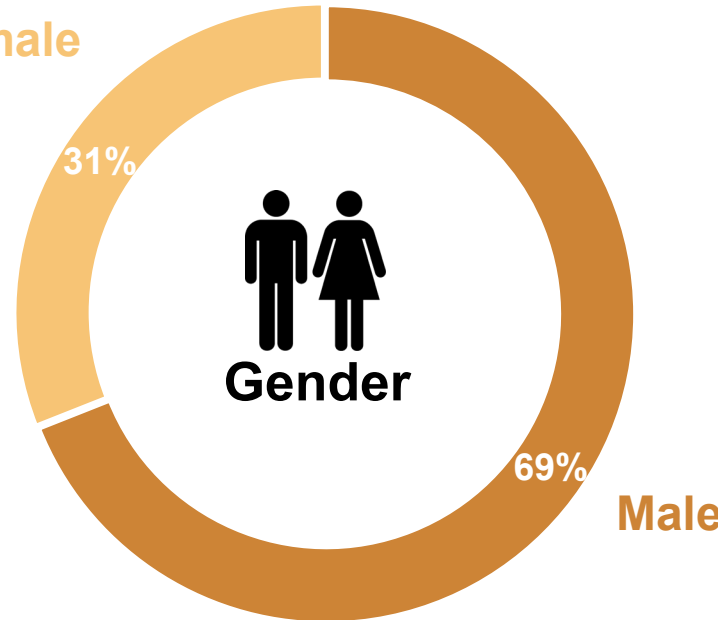
More than half of digital talents are in the central region

Other States



Selangor & W.P. KL

Female



Male

Hidden Gems!

The supply of professionals is high relative to hiring demand can be found at Johor, Penang & Perak.



30,990



15,175



5,694

335,182 digital talents in Malaysia are on LinkedIn.
Approximately **65%** of them can be found in Selangor and W.P. KL.
69% of digital talents in Malaysia is male, while **31%** is female.

Demand for Digital Talents Across All Industries

Industries with Very High Demand for Digital Talents



IT Systems Design



Measuring & Control Instrument Manufacturing



Banking



Technology, Information & Media



Insurance Carriers



Marketing Services



Outsourcing & Offshoring Consulting



IT Services & IT Consulting



Financial Services








Information Services

Industries with Highest Digital Talent Growth (YoY):

1. IT Systems Design (+439%)
2. Engineering Services (+237%)
3. Measuring and Control Instrument Manufacturing (+235%)
4. Computer Hardware Manufacturing (+47%)
5. Entertainment Providers (+45%)
6. Environmental Services (+34%)
7. Human Resources Services (+28%)
8. Manufacturing (+27%)
9. Industrial Machinery Manufacturing (+25%)
10. Banking (+24%)

The fastest growth in digital talent is seen in IT Systems Design, Engineering Services, Measuring and Control Instrument Manufacturing, all **growing over 200%**. Other sectors like Computer Hardware and Entertainment are also hiring more digital experts, showing a trend of **digital skills being in high demand across various industries.**

Top Paying Industries for Digital Professionals (Overall), 2023

	Computer / Information Technology (Software)	RM 14,463
	Electrical & Electronics	RM 14,310
	Contact Centre / IT-enabled Services / BPO	RM 13,619
	Computer / Information Technology (Hardware)	RM 13,377
	Oil / Gas / Petroleum	RM 12,928

In 2023, digital professionals are in high demand, with top salaries from IT Software to Oil & Gas. **Software companies stand out, offering around RM14,500/month, showcasing the value of tech skills today.**

Average Monthly Advertised Salaries of Digital Professionals

YEAR	RM 2,500 – RM 4,000	RM 4,000 – RM 6,000	RM 6,000 – RM 8,500	RM 8,500 – RM 20,000	RM 20,000 – RM 40,000	RM 2,500 – RM 40,000
	Entry Level	Junior Executive	Senior Executive	Manager	Senior Manager	Overall
2022	3,560	5,020	8,289	13,882	23,057	10,321
2023	4,098	6,230	10,096	16,173	25,662	11,756
2024*	4,315	6,603	10,635	17,082	26,619	12,242
YoY: 2022 – 2023 (%)	15.11	24.10	21.80	16.50	11.30	13.90
AAGR: 2013 – 2023 (%)	6.81	8.01	7.58	8.00	7.50	6.46
Forecast Rate: YoY 2023 – 2024 (%)	5.30	5.99	5.34	5.62	3.73	4.13

**Forecast*

Salaries for digital jobs **rose sharply** in 2023 due to high demand as more organizations adopt digital technology.

Top 10 Local IHLs Supplying Malaysia's Digital Workforce

8 of the Top 10 IHLs currently supplying Malaysia's digital workforce are Premier Digital Tech Institutions (PDTI) recognised by MDEC

1  **UNIVERSITI TEKNOLOGI MARA**

2  **UTM**
UNIVERSITI TEKNOLOGI MALAYSIA

3  **MMU**[®]
MULTIMEDIA UNIVERSITY

4  **TARUMT**
TUNKU ABDUL RAHMAN UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

5  **UTAR**
UNIVERSITI TEKNOLOGI AMAL

6  **A.P.U**
ASIA PACIFIC UNIVERSITY OF TECHNOLOGY & INNOVATION

7  **USM**
UNIVERSITI SAINS MALAYSIA

8  **UNIVERSITI MALAYA**

9  **UniKL**
UNIVERSITI KUALA LUMPUR

10  **UPM**
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI

MDEC Talent Development Initiatives as of Dec 2023

PDTI STATUS

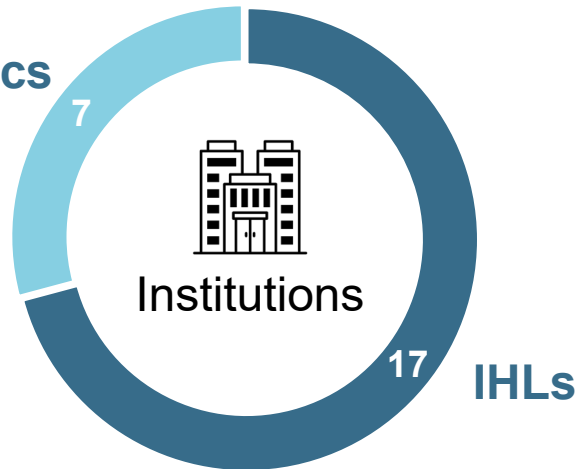


42 Faculties from
24 Institutions



613 Lecturers
Undergone Digital
Tech Skills Training

Polytechnics



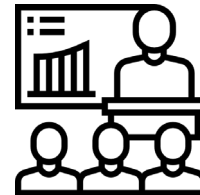
95% average GE

*since 2017

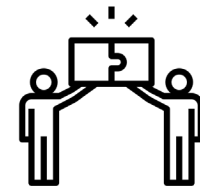
WORKFORCE



42,589 Workforce participating in activities to achieve workforce-readiness & workforce-relevancy



2,519 Trained under MD Workforce Training



113 Placed and trained under MD Workforce Place & Train

47 Training Partners

10 Industry Skills Framework (IndSF) developed in collaboration with HRDCorp

219

Courses

56 Data Science

34 Cloud

13 Digital GBS

4 Fintech

14 Animation

46 Software Development

6 Artificial Intelligence

28 Cybersecurity

15 Digital Marketing

1 Drone

2 Game Development

*since 2020

Popular Job Titles amongst Digital Talents

Fastest Growing Job Titles (YoY)

Malaysia

1. Junior Software Engineer (+11%)
2. Back End Developer (+8%)
3. Full Stack Engineer (+7%)
4. Application Specialist (+7%)
5. Data Engineer (+6%)
6. Data Analyst (+5%)
7. Data Specialist (+5%)
8. Developer (+5%)
9. Senior Analyst (+5%)
10. Design Engineer (+5%)

Southeast Asia

1. Data Engineer (+7%)
2. DevOps Engineer (+4%)
3. Junior Software Engineer (+3%)
4. Solutions Architect (+2%)
5. Senior Business Analyst (+2%)
6. Digital Specialist (+2%)
7. Business Analyst (+2%)
8. Senior Analyst (+2%)
9. Data Scientist (+2%)
10. Application Engineer (+2%)

Software Development and Data Analysis related roles are popular in Malaysia and the region.

Companies with Highest Digital Talent Growth (YoY)

Malaysia

1. CelcomDigi (+53%)
2. SEEK (+30%)
3. Deriv (+27%)
4. UOB (+26%)
5. ams OSRAM (+26%)
6. Fujitsu (+25%)
7. Freelancer.com (+24%)
8. AppFuxion Consulting (+21%)
9. Celestica (+21%)
10. Finexus Group (+19%)

Southeast Asia

1. TikTok (+50%)
2. Freelance (Self-employed) (+37%)
3. ByteDance (+36%)
4. Freelancer.com (+31%)
5. Fujitsu (+27%)
6. Security Bank Corporation (+25%)
7. Pekerja Lepas (+24%)
8. PT Bank Central Asia Tbk (BCA) (+23%)
9. KASIKORN Business-Technology Group (KBTG) (+23%)
10. Dyson (+22%)

There are significant growth in digital talent, led by **CelcomDigi** and **TikTok** with impressive increases of **53%** and **50%** respectively, reflecting the region's expanding digital economy and demand for tech professionals.

Skills In-Demand vs Fast Growing Skills in Malaysia & the Region

Fastest Growing Skills (YoY)

Malaysia

1. Computer Science (+71%)
2. Customer Satisfaction (+65%)
3. Analytical Skills (+63%)
4. Microsoft Power BI (+57%)
5. Jira (+54%)
6. Preventive Maintenance (+51%)
7. Presentation Skills (+47%)
8. Cybersecurity (+46%)
9. Customer Relationship Management (CRM) (+44%)
10. Amazon Web Services (AWS) (+44%)

Southeast Asia

1. Computer Science (+88%)
2. TypeScript (+63%)
3. Analytical Skills (+61%)
4. REST APIs (+61%)
5. Customer Relationship Management (CRM) (+49%)
6. Jira (+48%)
7. Back-End Web Development (+47%)
8. Cybersecurity (+47%)
9. Amazon Web Services (AWS) (+44%)
10. Copywriting (+43%)

Computer Science stands out as the fastest-growing skill in the region. This underscores the region's strong emphasis on tech-related expertise.

Skills Commonly Advertised in Job Vacancies

Malaysia

1. Engineering
2. Software Development
3. Graphic Design
4. Adobe Photoshop
5. Technical Support
6. Information Technology
7. SQL
8. Troubleshooting
9. JavaScript
10. Java

Southeast Asia

1. Graphic Design
2. Adobe Photoshop
3. Software Development
4. JavaScript
5. SQL
6. Technical Support
7. Information Technology
8. Java
9. Web Development
10. MySQL

In-demand digital skills:
Software Development, Graphic Design, Adobe Photoshop and Information Technology

Recommendation for Key Stakeholders



POLICY-MAKER

1

Support Skills Development:

- Offer incentives for reskilling and upskilling to individuals and provide benefits to investors in training initiatives. This encourages a capable and adaptable workforce

2

Modernize Digital Work Laws:

- Update work regulations to fit new digital job needs like remote work, data privacy, and rights within gig jobs.

3

Enhance Digital Infrastructure:

- Improve the digital backbone to help tech businesses and startups flourish. High speed internet, enhanced data protection, and modern mobile tech will solidify the digital market.



EMPLOYER

1

Invest on Talent Development:

- Invest in ongoing training programs to keep the workforce's skills up-to-date, crucial for retaining employees in a fast-evolving digital landscape.

2

Flexible Work Policies:

- Implement flexible work arrangements and variable hours to attract and keep top digital talent, while promoting a better work-life balance.

3

Robust Recruitment Tactics:

- Adopt advanced recruitment strategies using AI, digital platforms, and virtual job fairs to connect with tech-savvy job seekers efficiently.



ACADEMIA

1

Enhance Curriculum:

- Integrate the latest technologies and practices, such as AI and cybersecurity, into the curriculum with a strong emphasis on practical application.

2

Incorporate Hand-On Learning:

- Incorporate project-based learning where students tackle real-world problems.
- Establish capstone projects in collaboration with industry.
- Invest in labs equipped with modern software and tools for students.

3

Encourage Soft Skill Development:

- Encourage development of teamwork, communication, and project management skills through collaborative projects and presentations.



Establish Digital Talent Ecosystems:

- Form public-private partnerships and organize events to foster digital innovation and collaboration across all stages of business and education.

Standardize Certifications:

- Develop standardized digital skill certifications recognized across industries and regions to ensure consistency and credibility in digital talent credentials.

Monitor and Evaluate:

- Continuously monitor the effectiveness of digital talent initiatives and adjust strategies based on feedback and evolving needs.

Thank you

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  Malaysia Digital Economy Corporation