

# DIGITAL PULSE

A SPOTLIGHT ON THE DIGITAL HUB OF ASEAN

**Tech Trends in Digital Services**

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**Navigating the AI Era: Holistic Transformation Yields a Game-Changing 20% Efficiency Surge for Businesses**

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**Apply For Malaysia Digital (MD) Status**

**NAVIGATING THE FINANCE FUTURE: A CONVERSATION WITH ALESSANDRO AULISA OF GSK**

# ABOUT MDEC

## ABOUT MALAYSIA DIGITAL ECONOMY CORPORATION (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.

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

**“THE THING THAT’S  
TRANSFORMING IS NOT  
THE TECHNOLOGY — IT’S  
THE TECHNOLOGY THAT IS  
TRANSFORMING YOU.”**

**QUOTED** by Jeanne W. Ross of MIT Sloan’s Center for Information Systems Research, we are indeed witnessing a surge in economic growth as a result of the positive implementation of digital transformation.

In the relentless pursuit of progress, MDEC has consistently been at the forefront of digital evolution. Our commitment to redefining industry norms and pushing boundaries has positioned us as a beacon in the global digital arena. As we navigate this era of unprecedented change, we are not merely adapting but pioneering.

Our focus on digital transformation and investments has fueled our growth and become our defining ethos. Today, we

extend our reach to global investors who share our vision of a future where technological advancements serve as catalysts for transformative change.

Embarking on a journey of the new world of AI and digital fintech, we had the opportunity for a conversation with Alessandro Aulisa from GlaxoSmithKline who emphasises making finance activities easier, flexible and accessible through technology.

After all, the ongoing digital initiatives play a crucial role in unlocking business value, especially within the rapidly transforming pharmaceutical industry.

Former Head of Go-To-Market at OpenAI and AI Futurist Zack Kass shared about the ascent of technological use, the opportunities surrounding the AI landscape and the public’s perspective shift on technology.

With the adoption of AI, it is expected that the reshaping of societal narratives and a push for a human-centric approach will be the newest endeavours in the AI field, moving towards making meaningful impacts from AI’s potential.

AI is not just a tool but a strategic ally in shaping an agile, intelligent, and adaptable workforce. The augmentation of human potential through AI is not a distant future; it is a reality we are actively embracing to propel the workforce and nation into new realms of productivity and creativity.

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

A photograph of Alessandro Aulisa, a man with glasses and a dark suit, speaking into a microphone at a conference. He is standing in front of a large screen displaying a presentation. The background is dark with some stage lighting.

# NAVIGATING THE FINANCE FUTURE: A CONVERSATION WITH ALESSANDRO AULISA OF GSK

In the ever-evolving landscape of finance, Alessandro Aulisa, APAC Regional Hub Lead and Regional Controllership Director at GlaxoSmithKline Business Service Centre, delves into GSK's transformative journey and the pivotal role of digitalisation in shaping the finance function

## GSK'S GLOBAL FINANCE TRANSFORMATION MODEL

Aulisa dives into the core of GSK's finance evolution, emphasising the move towards a centralised and standardised model. "Enhancing our expertise and applying standardisation globally strengthens our teams and processes," he states. By strategically placing activities in Hub locations, GSK ensures accountability, efficiency, and fruitful strategic partnerships. He was also present as the keynote speaker at the Malaysia Digital Expo 2023 (MDX 2023) in Kuala Lumpur.

In Malaysia, Kuala Lumpur is a strategic location for the GSK APAC Regional Hub. This hub houses various Finance functions, including Controllership, FP&A, P2P, O2C, Tax, Accounting and Risk Management and Compliance.

Additionally, it provides HR services and supports Commercial functions.

## GSK ONE FINANCE GLOBAL OPERATING MODEL

- Bring together expertise in selected Hub locations globally, strengthening the teams and their expertise, applying further standardisation to processes.
- Ensure accountability for quality and accuracy is embedded throughout activities with a 'right-first-time' approach.
- Basing global roles in the best location for skillset and/or geographical location of core activity.
- Expand relationships with the strategic partners to help optimise global process standardisation and push automation.



**COMPANIES LEADING IN FUTURE ARE THOSE WHO CAN SCALE THE DATA AND TECHNOLOGY CAPABILITIES IN MEANINGFUL WAYS WITH A SENSE OF URGENCY.”**

**ALESSANDRO AULISA,**  
APAC REGIONAL HUB LEAD AND  
REGIONAL CONTROLLERSHIP DIRECTOR  
AT GLAXOSMITHKLINE BUSINESS  
SERVICE CENTRE

## FINANCE DIGITALISATION: UNLOCKING BUSINESS VALUE

Aulisa sees digital initiatives as key to unlocking business value in a rapidly evolving pharmaceutical industry. These initiatives aim to develop new competencies, fostering a data mindset and proficiency in digital tools. The goal is to resolve challenges tied to manual processes and establish robust governance for driving innovation.

“GSK as well as any other company, becomes increasingly dependent on data to make smarter, quicker, risk-based decisions. Companies leading in future are those who can scale the data and technology capabilities in meaningful ways with a sense of urgency. “The Finance Digital Initiatives is a step in the journey to unlock the business value by embracing digital.”

## NEW FINANCE DIGITAL COMPETENCIES:

Aulisa emphasises the cultivation of a data-centric mindset, proficiency in digital tools, and an adaptive approach to shifting priorities within the finance

## FINANCE DIGITAL COMPETENCIES

- Data Mindset
- Digital Tools Utilisation
- Identify Issues and Opportunities
- Drive Insights into Actions

team. Encouraging an environment where extracting valuable insights from internal and external sources is paramount, Aulisa stresses the importance of quick, well-informed decision-making.

The outlined competencies, ranging from a keen understanding of data’s significance to driving insights into actionable strategies, reflect a vision for a finance team that excels in agility, innovation, and efficient decision-making. “We’re fostering a data mindset, proficiency in digital tools, and an agile approach to changing priorities,” notes Aulisa.

## DELIVERY IN DIGITALISATION: THE THREE PILLARS

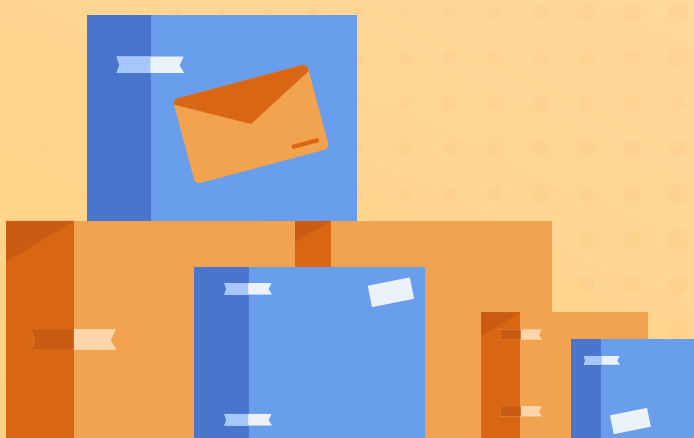
The APAC Regional Hub Lead outlines the three pillars crucial to GSK’s digitalisation journey – demand generation, management and prioritisation, and delivery and value realisation. The focus is on ideation, prioritisation, and translating ideas into tangible value for the business. “As we move forward, the focus is on flexibility in business models, developing cross-industry solutions, and achieving scale through consolidation,” he says. The commitment extends beyond embracing digital. It’s about using it strategically to drive sustainable and value-driven business practices.

As the pharmaceutical giant continues to pioneer change in the digital landscape, Aulisa’s insights underscore the importance of innovation, adaptability, and a strategic approach to navigating the complexities of global finance.

In 2021, Malaysia's MSMEs made an impressive 37.4% contribution to the national GDP, showcasing the power of the digital services revolution. On the eCommerce front, mobile retail is projected to reach an astounding US\$7.9 trillion by 2025, growing at a remarkable CAGR of 22%. The future of Digital Services lies in seamlessly blending the digital and physical realms, integrating AI and machine learning into professional services, and creating cohesive omnichannel experiences.



Digital tools and technologies are enabling competitiveness and creating new growth opportunities for businesses



# The services economy driven by digital platforms is expected to contribute significantly to overall economic growth

**37.4%**

MSMEs contribution to MY GDP

**39.8%**

MSMEs contribution in services industry

**MY MSMEs contribution:**

In 2021, MSMEs GDP contribution was RM518.1 billion.

**22%**

CAGR (2021-25)

**Mobile retail eCommerce:**

Global mobile retail eCommerce stood at \$3.6 trillion in 2021 and it is expected to reach **\$7.9 trillion by 2025**

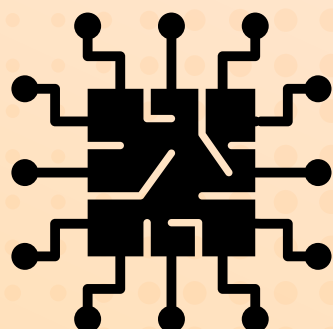
**31%**

CAGR (2021-27)

**Sharing economy:**

The sharing economy was valued at \$113 billion in 2021, which is expected to reach **\$600 billion by 2027**

Digitalisation trends in services enables new business opportunities in a number of hotspots



## Digital Services Innovation Hotspots



### **New business models and applications**

Growing prominence of sharing economy models and online/mobile platforms in service industry. 70% of new value created over the next decade will be through digitally enabled platform business model



### **Data monetisation**

The open data platform will play a pivotal role for SMEs for data analysis to understand consumer patterns and bridge the data access divide that favours larger firms currently



### **Consulting and support**

A single platform for all initiatives and programmes offered to SMEs to eliminate duplication, increase reach and eventually lead to higher digitalisation efforts for SMEs



# Technology Enablers



IoT

The number of IoT-connected devices is expected to reach more than **29 billion by 2030**, from 9.8 billion in 2020.



BDA

A shift from product-centric models to consumer-centric data, and services will drive the need for customer data analytics.

\$229 billion in 2025



Cloud

The emergence of cloud solutions enables businesses to outsource their tech infrastructure shifting towards online operations which increases reliability and scalability.

\$168 billion in 2025

# Future Outlook in Digital Services



## Bricks and clicks

Retailers will focus on finding the optimal mix of digital and brick-and-mortar, making both equally compelling and open to hybrid and multichannel models



## Digital transformation

Use of AI and machine learning enabled solutions in professional service is increasing, as it minimize errors, improve efficiency and overall client satisfaction



## Omnichannel experience

SMEs and professional service businesses are moving to omnichannel to reach customers through multiple channels, including websites, mobile, social media, and other touchpoints



# NAVIGATING THE AI ERA: HOLISTIC TRANSFORMATION YIELDS A GAME-CHANGING 20% EFFICIENCY SURGE FOR BUSINESSES

In an insightful sharing as the marquee speaker at the recent Malaysia Digital Expo 2023 (MDX 2023), AI futurist Zack Kass charts a course for businesses, urging a comprehensive overhaul alongside the adoption of Artificial Intelligence (AI). Beyond technicalities, Kass's vision extends into reshaping societal narratives and championing a human-centric approach in the dynamic landscape of AI

**I**N the pulsating heart of the MDX 2023, the spotlight gleamed upon the transformative force steering industries into uncharted territories – the omnipresent realm of Artificial Intelligence (AI). Amidst the fervour of cutting-edge technologies, one futurist, Zack Kass, emerged as a guiding force with over a decade of leadership in AI.

Kass, the former Head of Go-To-Market

at OpenAI and an AI Futurist, not only opened the doors to the vast opportunities within the AI landscape but also called for a fundamental shift in our perspective on technology. His vision goes beyond the technical intricacies of AI adoption, and it extends into reshaping societal narratives and advocating for a human-centric approach in the dynamic landscape of AI.

Businesses should strongly consider a comprehensive overhaul concurrent with AI adoption. The emphasis lies on reshaping outdated systems to ensure a tangible and meaningful impact of AI on their operations. This approach acknowledges the imperative need for a synchronised transformation of technology and existing systems to harness AI's potential benefits fully.

A shift from mere adoption to a comprehensive transformation of business ecosystems is beneficial and imperative. He said: "MIT Sloan published a report that said businesses that adopt AI but don't make improvements to their business processes risk a negligible 4% improvement in business efficiency, whereas businesses that adopt AI and make changes to their business process see a 20% improvement in efficiency. And I think that this number is low."

### HUMANISTIC APPROACH

Amidst the rapid evolution propelled by AI, Kass issued a call to prepare for tremendous change while optimising for humanistic qualities, challenging conventional wisdom surrounding career choices and education. He said: "As we acquire skills and knowledge, it's inevitable that they will eventually become commoditised. Once you become an expert architect, tools like AutoCAD might automate aspects of that role. Similarly, mastering computer science might see specific tasks taken over by AI. The job landscape is dynamic, continually evolving with the invention of new roles we may not have been prepared for.

"The key here is not just about acquiring the skills needed for a job; it's about cultivating qualities that make you resilient to the future. AI can handle basic tasks, but there are inherent human qualities that it cannot replicate. The real question is not whether



**BY FOSTERING A STRONGER CONNECTION TO OUR PHYSICAL COMMUNITY, BUILDING RESILIENCE TO CHANGE, AND ANCHORING OUR IDENTITY BEYOND THE REALM OF OUR PROFESSIONS, WE POSITION OURSELVES TO THRIVE IN A FUTURE MARKED BY CONSTANT CHANGE."**

**ZACK KASS,**  
FORMER HEAD OF GO-TO-MARKET AT  
OPENAI AND AN AI FUTURIST

you can learn the skills necessary for a job but whether you can develop qualities essential for future resilience."

Human resilience lies in vision, wisdom, courage, curiosity, and empathy expertise in this ever-changing landscape. These qualities set us apart from AI and equip us to navigate the future job market's uncertainties.

### TEAMWORK AND RESILIENCE

It's essential to recognise the concerns raised by companies about the deficiency in collaborative skills among recent graduates. This underscores the urgency for reassessing educational priorities, highlighting the necessity for a workforce skilled in seamless collaboration within a team setting.

“The immutable qualities inherent to being human are the ones that will ultimately shape our collective success in the future. Relying solely on our skills and knowledge exposes us to the risk of commoditisation with the widespread adoption of AI.

“However, by fostering a stronger connection to our physical community, building resilience to change, and anchoring our identity beyond the realm of our professions, we position ourselves to thrive in a future marked by constant change. This future, unburdened by the operational overhead of outdated practices, is the one that truly excites me.”

### SHAPING THE NARRATIVE

Reflecting on Hollywood’s tendency to depict AI in post-apocalyptic and dystopian settings, it’s crucial to acknowledge the allure of such narratives. However, it becomes imperative for us to endeavour to reshape this narrative collectively. Steering away from the grim outlook, we should strive for a more

positive and constructive vision of AI’s role in our future.

Kass said: “I enjoy post-apocalyptic and dystopian films — they’re gripping. However, the challenge lies in their prevalence, almost dominating Hollywood’s narrative. While they make great entertainment, these depictions might not offer an accurate glimpse into our future. This constant portrayal could shape a self-fulfilling prophecy, influencing our perception and potentially manifesting a less optimistic reality.”

### TOWARDS ARTIFICIAL GENERAL INTELLIGENCE (AGI)

Acknowledging the profound impact AI is positioned to make on humanity is crucial. When we compare it to pivotal moments in history – such as the invention of the wheel, the discovery of fire, the development of aqueducts, the advent of the internet, and the harnessing of electricity—it becomes clear that AI is a transformative force with vast implications for our shared future.



Kass’s vision goes beyond the technical intricacies of AI adoption, and it extends into reshaping societal narratives and advocating for a human-centric approach in the dynamic landscape of AI.

He said: “AI, particularly AGI, will likely surpass the combined influence of these pivotal advancements.” The crux of his argument lay in a thought experiment: explaining the internet to someone from the early 20th century or a caveman, a task that would undoubtedly prove impossible. This exercise served as a backdrop for envisioning a future where our lives become equally incomprehensible to those just a few decades behind us.

**KASS PAINTED A VIVID PICTURE OF THE POTENTIAL IMPACT OF AGI, ASSERTING, “IT’S NOT HARD TO EXTRAPOLATE WHAT WOULD HAPPEN IF AI GOT SO SMART THAT IT COULD START TO HELP ITSELF INVENT NEW SCIENTIFIC BREAKTHROUGHS.”**

### **EMBRACE AI IN YOUR DAILY LIFE**

Despite the potential of AI to reshape the human experience, Kass pointed out a surprising reality: many people still do not use AI in their daily lives. Issuing a call to arms, he urged, “Use this technology; adopt these technologies. If you’re going to form strong opinions about it, use it.” In what he referred to as “phase one”, the enhanced application phase, Kass emphasised the importance of closing the growing digital divide. He added: “At some point, that digital divide will become problematic.

We’re fast approaching a world where many people use AI, and many people don’t, and it bifurcates between successful people and people who aren’t.”

There’s a significant emphasis on embracing AI, viewing it not just as a technological tool but as a fundamental aspect of our daily lives. The next decade is envisioned as the most marvellous and spectacular era in human history. The call resonates for active participation in this transformative journey by engaging with AI.

### **A PHILOSOPHICAL JOURNEY**

Taking a philosophical approach to the AI revolution, Kass encouraged his audience to keep an open mind. He acknowledged that opinions formed without adequate understanding of technology contribute to society’s challenges. Kass emphasised the need for individuals to engage with AI directly, stating, “I think a lot of the problems that we face today concerning technology come from the fact that people have formed opinions without actually having done enough of their thinking on what the technology means for us.”

### **A CALL TO MALAYSIA**

Expressing gratitude for the warm reception in Malaysia, Kass concluded by urging the nation to fully embrace AI and position itself as a global economic force in the ongoing digital revolution. The final words served as a call to action for governments and individuals, emphasising the importance of actively engaging with the transformative potential of AI to shape a future that mirrors shared aspirations.

“It would be profoundly disheartening and ironic if we were to construct the most advanced technology ever conceived and then waste its potential simply because we failed to envision the beauty of the future it could bring. So, I extend this call to you. My experience in Malaysia, particularly in Kuala Lumpur, has been incredibly welcoming. As we navigate this digital revolution, I hope Malaysia wholeheartedly embraces AI, propelling itself forward on the global economic stage.”



**MALAYSIA DIGITAL**

## **APPLY FOR THE MALAYSIA DIGITAL (MD) STATUS**

Ignite your business with the prestigious MD Status, awarded by the Malaysian Government through MDEC. Elevate your company's profile and gain access to a myriad of incentives, rights, and privileges specially tailored to propel your success.

**EMPOWERING YOU TO THRIVE, EXPAND, AND INVEST  
SEAMLESSLY THROUGHOUT MALAYSIA**

**FIND OUT MORE ABOUT MALAYSIA DIGITAL HERE**



# IN CASE YOU MISSED IT

## Business and tech news round-ups



### **NVIDIA CEO Says AI Data Centres Could Be New Manufacturing Sector for Malaysia**

US-based AI chip giant NVIDIA Corp, mulling a plan to set up a data centre in Malaysia, believes AI data centres could be a new manufacturing sector for the country. NVIDIA CEO and Founder Jensen Huang Jen-Hsun highlighted that Malaysia could be an excellent data centre infrastructure hub for Southeast Asia. During his maiden

visit to Malaysia in early December, he stated that traditional data centres are designed to hold data. The new AI data centres are essentially AI factories, where raw data will be refined and transformed into valuable data. He added that Malaysia is a very strong manufacturing nation, and he believes the country has a unique advantage in becoming an excellent data centre technology hub for NVIDIA in Southeast Asia.

### **Malaysia to Allow Visa-Free Entry for China and India Citizens: PM Anwar**

Malaysia will allow citizens of China and India 30-day visa-free entry starting December 1, Prime Minister YAB Dato' Seri Anwar Bin Ibrahim said, as part of efforts to boost tourism and the economy. He announced in November. The country allows China citizens a 30-day visa exemption to celebrate Malaysia's 50th anniversary of diplomatic relations with China next year. He also added that travellers from India will also enjoy the same facility. The move came after China announced on 24 November that it would allow visa-free entry for Malaysians and citizens of five European

countries for 15 days. Most tourists to Malaysia are from Singapore and Indonesia, but outside of ASEAN, China tourists make up the largest group of visitors.





### **Malaysia is Still a Preferred Destination for Data Centre** 🖱️

Malaysia remains a preferred business destination for investors, particularly for data centres, in ASEAN, says Communications Minister YB Fahmi Fadzil. This is evident from the total proposed investments of RM63.02 billion secured from US companies, mainly technology giants,

during the 50th Asia-Pacific Economic Cooperation Economic Leaders' Meeting in November. He said the government is dedicated to creating governance, public, and regulatory frameworks, as there has been an increase in interest in Malaysia's role in hosting data centres. He added that the government is prepared to engage with businesses and organisations to have a robust and future-ready ecosystem, given that Malaysia will chair ASEAN in 2025. At this stage, he mentioned that different countries within ASEAN possess slightly different preparedness when it comes to the regulatory framework, particularly around data protection.

### **We'll Explore Need for Data Embassy: Fahmi** 🖱️

According to Communications Minister YB Fahmi Fadzil, the government is keen to explore a data embassy in Malaysia due to growing interest by investors, as this will strengthen the country's position as a preferred investment destination. He said the data embassy is a concept pioneered by several European countries, such as Estonia, whereby it serves as a data processing centre with its embassy regulations. The tech companies raised the idea during the recent Asia-Pacific Economic Cooperation in November, attended by Prime Minister YAB Dato' Seri Anwar Bin Ibrahim. Other topics discussed included establishing a Digital Free Trade Zone and data protection policies. YB Fahmi Fadzil added that no policy decision has yet been made on the data embassy, although it is an enticing concept to explore.



### **Malaysia-China Economic Council, PIKOM to Attract RM100 Billion Investments** 🖱️

Nov: Malaysia-China Digital Economy Cooperation Council (MCDC) and the National Tech Association of Malaysia (PIKOM) have jointly pledged RM100 billion in investment over the next five years to propel the local digital economy. The commitment was announced as part of the RCEP Innovation and Digital Ecosystem (Ride) MADANI initiatives, which MCDC Co-Chairman Dato' Wei Chuan Beng said the partnership is set to push the nation's digital aspirations and environmental sustainability goals. As of November 2023, Ride Madani has already garnered RM2 to RM3 billion from 20 participating companies. He said Ride Madani plans to achieve the 'Three 100s' initiative within five years. This includes proposing that 100 enterprises jointly initiate the Ride Madani Alliance, invest RM100 billion in Malaysia over the next five years, and nurture at least 100 young leaders annually.

# EVENTS HIGHLIGHT

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

2023

06-08 NOVEMBER

## MDX 2023

The Malaysia Digital Expo 2023 (MDX 2023) was a six-week-long empowerment platform that brought together the best of Malaysia’s digital economy at a massive ‘Show and Tell’ extravaganza. As the latest addition to global tech expos and conferences, it demonstrated Malaysia’s readiness to explore and grow, take its digital ecosystem to the next level, and open doors for businesses to expand into ASEAN and beyond.

The full MDX 2023 experience included a perfect mix of auxiliary events, exhibitions, symposiums, and conferences, leading to the prestigious MDX Grand Finale at the Malaysia International Trade and Exhibition Centre, where MDEC showcased and celebrated the finest of Malaysia’s digital industry. Prime Minister YAB Dato’ Seri Anwar Bin Ibrahim officiated the Grand Finale. It featured Zack Kass, the former Head of Go-to-Market at OpenAI and AI Futurist, as the marquee speaker.





15 NOVEMBER

**WOMEN IN STEM MALAYSIA EDITION**

MDEC participated in The Board Awareness Programme (BAP) – Women in STEM Malaysia Edition, organised by the 30% Club – Malaysia Chapter. The half-day sharing event, organised by Microsoft Malaysia and supported by MDEC, provided a vital platform for advancing female leaders in the STEM sector. With a focus on board leadership responsibilities, the BAP seeks to give female leaders in STEM a forum to discover and realise their full potential.

15 NOVEMBER

**BUSINESS MISSION TO SINGAPORE**

MDEC's Digital Investment team embarked on a successful business mission to Singapore in November, in conjunction with the Singapore FinTech Festival at the Singapore Expo. The team presented Malaysia's digital investment opportunities and fintech ecosystem to 90 Australian fintech companies, conducting a productive roundtable session with Canada's Trade Commissioner and Canadian fintech companies and various other engagements.



17 NOVEMBER

**BUDGET 2024 AND DIGITAL CONFERENCE**

Proudly organised by Wezmart International Berhad, it was a pivotal event in fiscal foresight and technological evolution. Datuk Fadzli Abdul Wahit, Head of Digital Industry Development at MDEC, took the stage to deliver a profound discourse on Digitalising the Economy. This endeavour is complemented by a comprehensive framework of financing and digital grants, reinforcing Malaysia's commitment to a digitally empowered economic landscape.





23 NOVEMBER

DIGITAL TRANSFORMATION LEADERS' CXO SUMMIT

Raymond Siva, Senior Vice President, Digital Investment, MDEC, shared his insights on innovation, investment, collaboration and partnerships for digital transformation at the Digital Transformation Leaders' CXO Summit, which took place at the JW Marriott Hotel Kuala Lumpur. The summit brought together key change-makers across the commercial and government sectors and ecosystem players to discuss in panel sessions and share their expertise and experiences relating to 5G use cases and digital transformation.

20 NOVEMBER

MDEC, MAYBANK AND DAMA SESSION

MDEC, in collaboration with Maybank and Data Management Association Malaysia (DAMA), orchestrated an insightful session on Generative AI led by Professor Philip Parker from Institut Européen d'Administration des Affaires (INSEAD), with over 25 years of expertise; he shared profound knowledge during the event.



28 NOVEMBER

9TH WORLD HALAL SUMMIT IN ISTANBUL

MDEC is thrilled to be part of the transformative event uniting 500 companies from 45 countries and influencing the future of Halal products and services. The theme, "A Gateway to the Global Halal Economy: Unveiling the Potentials," showcases MDEC's commitment to exploring untapped possibilities in the Islamic Digital Economy (IDE). As part of MD Tasree's initiative, MDEC aims to connect Malaysia's IDE players globally, accelerating the adoption of Sharia-compliant solutions.





30 NOVEMBER  
- 01 DECEMBER

SLUSH 2023

MDEC had a fruitful trip to SLUSH in Helsinki, Finland, one of Europe’s most prestigious tech events, to connect with partners and friends and learn about the tech landscape and businesses in Finland. Celebrating 50 years of Malaysia-Finland ties, the MDEC team met Mr Mohamed Ariff bin Mohamed Ali, the Chargé d’Affaires from the Embassy of Malaysia in Finland, and explored synergies with Business Finland and Helsinki Partners. Finland excels in tech and innovation, with a strong STEM education system while being home to global giants like Nokia and Rovio.

29 NOVEMBER  
- 01 DECEMBER

BENGALURU TECH SUMMIT 2023

MDEC’s Digital Investment and Digital Export teams attended the Bengaluru Tech Summit (BTS) 2023, a 3-days summit in Bengaluru, India. The teams conducted fruitful engagements with MDEC’s stakeholders and partners in India. As a result of the trip, two potential MoUs will be signed with Karnataka Digital Economy Mission (KDEM) and The National Association of Software and Service Companies (NASSCOM), as well as the opportunity to bring Malaysian companies to participate in the summit.





10-14 DECEMBER

27TH WORLD INVESTMENT CONFERENCE

The Digital Investment team represented MDEC at the 27th World Investment Conference held in Delhi from 10 - 14 December 2023 and hosted by Invest India. As a recent member of the World Association of Investment Promotion Agencies (WAIPA), MDEC also participated in WAIPA's 27th General Assembly Meeting, which saw the election of new WAIPA steering committee members headed by Invest India as the president.



07 DECEMBER

iMDEC SLUMBER SECARA SELAMBA

MDEC held its annual dinner at the Mandarin Oriental, Kuala Lumpur, with the theme 'Slumber Secara Selamba', featuring a night of captivating performances from the MDECrew and local singer Hazama, on top of attractive prizes being won through the lucky draw with attendees donning their nightwear.

15 DECEMBER

MINISTER OF DIGITAL'S VISIT TO MDEC

YB Gobind Singh Deo, Minister of Digital, recently visited the MDEC headquarters in Cyberjaya. Ts. Mahadhir Aziz, CEO of MDEC, and other MDEC Exco members also welcomed the presence of YBhg. Datuk Haji Rodzi Md Saad, Director General of the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU). Ts. Mahadhir Aziz briefed the YB Minister on the initiatives and programmes implemented by MDEC, as well as discussed the strategy and direction of the Ministry of Digital in revolutionising the country's digital economy.



# TAKE IT EASY

Light takes on technology that makes the world go round



If you think your computer, laptop, and phone spying on you is scary, you should think again. Your vacuum cleaner has been gathering dirt on you for years.

Why did the computer break up with the internet? There was no connection.



What does a shark and a computer have in common? They both have megabites!

How did the programmer break out of the prison? He used the escape key.





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:

Facebook: [www.facebook.com/MyMDEC/](http://www.facebook.com/MyMDEC/)

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

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