



FOR IMMEDIATE RELEASE

MDEC's pilot 100 Go Digital townhall receives overwhelming response from SMEs in Langkawi

- The first 100 Go Digital townhall to accelerate digital transformation in Langkawi attracts over 200 attendees
- Langkawi looking to be a key part of Malaysia's tourism industry in 2020; 100 Go Digital will enable SMEs to adopt digital solutions to improve customer experiences and enhance efficiency of business operations.

LANGKAWI, 3 OCTOBER 2019 – The Malaysia Digital Economy Corporation (MDEC), together with the Langkawi Development Authority (LADA) and Majlis Perbandaran Langkawi (MPL), held its very first townhall for the **100 Go Digital** initiative. The pilot programme, appropriately carrying the tagline “Making Digital Tangible”, aims to catalyse digital adoption amongst Malaysian SME businesses.

100 Go Digital plans to achieve this by fulfilling three distinct objectives – digitalising local businesses, enhancing customer experiences and increasing business efficiency across Malaysia. It launches in Langkawi and will move to other locales around Malaysia.

The first-ever townhall saw overwhelming participation, with more than 200 attendees from Langkawi's small-and medium-sized enterprises (SMEs). The event was graced by Mohd Firdaus Ahmad, Exco of the Kedah State Legislative Assembly; Surina Shukri, CEO for MDEC, and Dr. Hezri Bin Adnan, LADA CEO. The **100 Go Digital** programme was also supported by industry associations who promoted it to their members. These associations include The Malaysian Association of Tour and Travel Agents (MATTA), Malaysian Malay Chamber of Commerce (DPMM), Langkawi Night Market Co-operatives (KOSALAM), and Langkawi Tourism Association (LTA) among others.

The event also saw the participation of industry partners Google, iPay88, Boost, Touch n' Go eWallet and Telekom Malaysia. All of them provided in-depth assistance that help businesses and entrepreneurs integrate and familiarise themselves with today's latest ecommerce technologies.



Currently, Malaysia's tourism industry contributes around 14.9% to the national GDP, with Visit Malaysia 2020 poised to become one of the key focuses for the Malaysian government, based on the plan by the Economic Action Council. In line with this, Langkawi plans to attract an increased number of visitors around the world for the coming year, most of whom are now increasingly digital-savvy.

This direction reveals a need for SMEs in Langkawi to adapt and provide better experiences for their clientele, both from home and abroad. Thus, this initiative will address a clear need as it aims to maintain Langkawi's position as a destination for a digitalised tourism experience and all industry related businesses.

“With **100 Go Digital**, we hope to curate the technologies available and use them to access new market segments. With more tourists arriving due to increased awareness of the products and services offered, we hope that the adoption of these new technologies will ultimately increased in shared prosperity for all,” said MDEC CEO Surina Shukri, during her keynote presentation to the attendees.

This initiative falls within the mandate of MDEC, whose goal is to help drive digital transformation across all layers of the Malaysian economy, in line with the core value of being inclusive. To-date, MDEC has managed various programmes that has resulted in digital adoption for education, entrepreneurship, and various other sectors. **100 Go Digital** is an addition to these proactive initiatives.

In terms of accelerating ecosystem enablement, this move fully complements the recently launched National Fiberisation and Connectivity Plan (NFCP) and 5G network pilot demos – smart agriculture, digital tourism, and smart city capabilities – that the Malaysia Communications and Multimedia Commission is now rolling out with its mobile network partners.

“**The 100 Go Digital** initiative is meant to help our businesses in Langkawi adopt digital technologies and use them to achieve various key benefits. These benefits will eventually help them grow further and prosper from the tourism industry,” said YB Mohd Firdaus Ahmad, Exco of the Kedah State Legislative Assembly.

###



About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is the government agency under the Ministry of Communications and Multimedia Malaysia entrusted to lead the nation's digital economy forward.

MDEC's mandate includes driving digital adoption, development of industry ready tech talents, digital economy policies and global champions.

To future proof Malaysia for the digital age, MDEC will leverage its proven track record, industry credibility and experienced leadership to connect, catalyse and commercialise digital initiatives to advance a thriving and sustainable digital economy placing diversity and inclusivity at its core.

#LetsBuildTogether #DigitalMalaysiaForward

To know more about MDEC's efforts and initiatives to lead the Digital economy, please visit www.mdec.my or follow us on:

Facebook: <https://www.facebook.com/MyMDEC/>

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

For further media enquiries, please contact:

Victor Yap

Senior Executive, Corporate Communications Division
Malaysia Digital Economy Corporation (MDEC)

Tel: 03-8314 1903 **Email:** victor.yap@mdec.com.my

Please see accompanying photo and caption as below:



Caption: YBhg. Dr. Hezri Bin Adnan, CEO of Langkawi Development Authority (LADA) (fifth from left), YB En. Mohd Firdaus Ahmad, Kedah State Legislative Assembly Exco. (sixth from left), Puan Surina Shukri, CEO of MDEC (fourth from right), Dato' Ng Wan Peng, COO of MDEC (third from right) and representatives from the supporting partners at the 100 Go Digital launch.