



FOR IMMEDIATE RELEASE

MDEC OFFERS FREE ONLINE COURSE TO BOOST DIGITAL SKILLS

- *MDEC collaborates with DataCamp to offer 45 days free access to all Data Science online courses.*
- *More individuals encouraged to pick up digital skills which are sought after in the digital economy.*

Cyberjaya, 17 July 2019 – In the push to future-proof the workforce with skills demanded by the digital economy, Malaysia Digital Economy Corporation (MDEC) has launched the Let's Learn Data: DataCamp 45 Days Free Access Campaign.

Conducted in collaboration with DataCamp, an open online course provider, the campaign will offer Malaysians free access to all courses offered on the DataCamp website for a total of 45 days. The platform offers engaging and interactive Data Science online courses that combines short expert videos with immediate hands-on-keyboard exercises.

According to LinkedIn's 2019 Emerging Jobs in Malaysia Report, Data Scientists took the top spot and were the most in demand by the industry. Even Harvard Business Review labelled the profession as "the sexiest job of the 21st century". In line with this latent demand, MDEC hopes to encourage more talents to participate in this programme and to learn everything and anything about data science.

DataCamp offers practice challenges (mobile and desktop) and projects using real life data that is the perfect transition between learning and working on projects in any company. There are 275 courses currently in Python, R, SQL, Git, Shell, Spreadsheet and Theory, with more being added every week.

Malaysians from all walks of life will get a chance to learn all things about data on the platform for 45 days, free of charge. Participants who undergo the courses will get a digital badge / certificate upon completion of each course which can be linked to their LinkedIn accounts. Any Malaysian or Malaysian PR are eligible to join the Let's Learn Data



campaign. Each person is only eligible for the free access one time during the campaign and the only caveat is that all applicants must have a LinkedIn account.

Interested individuals can sign up for the campaign at MDEC's booth during the Beyond Paradigm Summit beginning tomorrow, which will be held in conjunction with MDEC's "Seriously Digital" month-long celebration. The #SeriouslyDigital celebration was kick started during the recent Malaysia Tech Week 2019, continued at the startup conference "Wild Digital" which took place from 3 to 4 July, and will follow suit at the Beyond Paradigm Summit.

The Beyond Paradigm Summit, to be held from 17 – 18 July at the Malaysia International Trade & Exhibition Centre (MITEC), will showcase advanced technologies encapsulating the core ideas of digitalisation and data exchange surrounding Industrial Revolution 4.0 (IR 4.0).

Alternatively, individuals can register online through <https://bit.ly/2LQVp2S> or the ADAX website: <https://adax.asia/> under the Let's Learn Data tab starting from 17 July – 15 September 2019. The campaign will end in conjunction with the AI & Big Data Week ending on 15 September 2019.

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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 find out more about MDEC's Digital Economy initiatives, please visit www.mdec.my or follow us on:



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

Twitter: <https://twitter.com/mymdec>

For further media enquiries, please contact:

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