



**Press Release
For Immediate Release**

**GAIN CONNEX JAKARTA 2019 PROMOTES BUSINESS EXPANSION TO INDONESIA AS
GOVERNMENT KEEPS IMPROVING EASE OF DOING BUSINESS**

JAKARTA, September 26th, 2019 – As Indonesia continues its economic reform efforts, which includes improving its Ease of Doing Business (EODB) ranking, critical partners in the region continue to provide critical support for its ecosystem growth. This includes the latest business networking event – GAIN Connex Jakarta 2019 – that is taking place today.

The GAIN Connex Jakarta event – a major effort that the Malaysia Digital Economy Corporation (MDEC) manages through its Global Acceleration and Innovation Network (GAIN) programme – will enable deep knowledge sharing, curate key business-matching sessions, and initiate critical networking opportunities between Indonesian and Malaysian businesses.

One of the primary goals of this year's event, which is running for the second time with International Data Corporation (IDC), is to leverage on the expected growths that the Indonesian digital trade sector could experience.

Gopi Ganesalingam, Vice President of Enterprise Development Malaysia at MDEC, expressed his enthusiasm towards the potential partnerships facilitated by the GAIN Connex Jakarta 2019. "I believe GAIN Connex Jakarta 2019 would bridge the collaborations between participating Malaysian and Indonesia enterprises as they leverage one another very well. We are seeing an upward trend in bilateral partnerships between Indonesian and Malaysian tech companies, and this encouraging for all stakeholders."

He also revealed how the participating Malaysian and Indonesian companies will bring mutual synergy to local industry players in the area of cross border market access, innovation, technology and job creation.

This year's GAIN Connex will ensure participants can get better insights and understanding of the Indonesian market through a series of workshops. This includes emphasizing on the top five technologies trends in Indonesia. The five – based on IDC DX Sentiments Survey 2019 – include cloud, mobility, analytics, artificial intelligence, and Internet of Things (IoT).

These key trends are among Indonesian enterprises' top priorities for boosting business effectiveness, which are in line with the recent global industrial developments. Mevira Munindra, Senior Research Manager and Head of Operations at IDC Indonesia, explained that the ongoing digital transformation in Indonesia creates vast opportunities and tendencies of Indonesian enterprises to explore and enable more technologies in the business process and digital journey.

"We have seen how progressive Indonesian enterprises are on driving digital transformation as business strategy. They are more open to innovation and emerging technologies in order to be more agile and adaptable to Indonesia's dynamic market.



Collaborations with the right technology partners or vendors have become more important than ever, now that user requirements and technology enhancements become more complex in the market,” Mevira added.

Featuring key discussion topics like Cloud Tech, Mobility, Analytics, Artificial Intelligence, and IoT, GAIN Connex Jakarta 2019 will be hosting 15-20 Malaysian Tech SMEs from the mentioned sectors. Prominent enterprises, such as IMI Media Group – a strategic media and technology company, and Dattel – ASEAN’s leading Consumer Intelligence company, are among the participating companies.

“Through GAIN Connex, we hope to reach out to potential collaborators globally who have unorthodox ideas of capturing the consumer journey or behaviors using innovative techniques, methodologies or technological solutions,” said Ashran Ghazi, Chief Executive Officer of Dattel.

Connecting with the companies, the event also hosts three categories of partners; capital partners (venture capital and private equity firms), expert partners (Indonesian law, tax, HR, PR, research firms and tech startups), and system integration partners.

The event serves as a platform for select prominent Malaysian and Indonesian enterprises with top collaborative potentials to brainstorm opportunities in the face of insightful market study results and strengthen economic relationship between the two neighboring nations.

GAIN Connex is an annual flagship event taking place in Jakarta, Manila, Bangkok, and Ho Chi Minh, supported by MDEC under its initiative Global Acceleration and Innovation Network (GAIN). It is expected that the event could in the near future create a strong ecosystem that facilitates knowledge sharing, strong networks, and collaborations to answer to meet the growing demands in technology sector.

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About MDEC

Malaysia Digital Economy Corporation (MDEC) is the lead agency in driving the digital economy in Malaysia. MDEC’s implementation efforts are centered on building awareness on digital economy, creating credible talents for the industry, and encouraging digital technology adoption among the citizens and businesses. MDEC is also the agency entrusted to nurture the growth of the technology industry in Malaysia including the Small and Medium Enterprises (SMEs). On the global front, MDEC is responsible to ensure that Malaysia plays an integral part in digital revolution around the world, while attracting participation from global ICT companies to invest and develop cutting edge digital and creative solutions in the country.

About GAIN

In line with a vision to develop Malaysia’s digital economy, MDEC’s Global Acceleration and Innovation Network (GAIN) programme was created to catalyze the expansion of local



technology SMEs that have the potential to become global players through market access, leadership and capability development, brand visibility and scale-up capital.

About IDC

IDC ASEAN has a strong team of local technology and industry analysts, as well as consulting talents. With local presence in 5 major market (Malaysia, Indonesia, Philippines, Thailand and Vietnam) they complement IDC's Asia/Pacific and international research expertise. They underpin their unrivaled global coverage with knowledge, expertise and support, delivering insightful analysis and credible forecasts to help clients deliver sound business strategies. Their multinational, multilingual and multicultural team offers a deep understanding within various industries and issues that might affect the IT markets.

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To know more about MDEC's efforts and initiatives to drive the Digital economy, please contact:

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