

MDEC Announces the AI and Data Week 2021 to Further Catalyse Data Technology Adoption

- *AIDW 2021 is a week-long curation of virtual events aimed at fostering data technology adoption among Malaysian business enterprises and drive the growth of Malaysia's data ecosystem development*
- *The week is headlined with an Anchor Event on 26 October themed "AI in Malaysia – Racing Towards the Future", co-organised with Kearney*

CYBERJAYA, 21 OCTOBER 2021: Malaysia Digital Economy Corporation (MDEC), Malaysia's lead digital economy agency, today announced the AI and Data Week 2021 (AIDW 2021), a week-long curation of virtual events focusing on the Internet of Things (IoT), Data, and Artificial Intelligence (AI).

Set to happen from 25 to 29 October 2021, AIDW 2021 aims to catalyse data technology adoption among Malaysian business enterprises and to foster data ecosystem development in Malaysia.

AIDW 2021 will feature a host of talks and panel discussions by data and industry experts with the aim to foster a thriving data and AI ecosystem, especially in terms of mindset, integration, and adoption of the IoT, Data, and AI among enterprises, working professionals, government officials and the public.

Data-driven spending in Malaysia is on the rise. An MDEC-commissioned [study](#) by IDC found that Malaysia's big data and analytics market is set to grow from US\$1.1 billion (RM4.5 billion) in 2021 to US\$1.9 billion (RM7.89 billion) in 2025.

Additionally, Kearney's [report](#) on the future of AI in Southeast Asia noted that while AI adoption in the region is still nascent, proper application and execution of AI can add US\$115 billion to the Malaysia's GDP by 2030.

"Malaysia is witnessing a significant growth in data-driven adoption among organisations and businesses. MDEC and the Malaysian government are cognisant of the importance of data not only in driving efficiency and improving governance, but also in growing the Malaysian digital economy.

"AIDW 2021 serves as one of the core platforms for us to accelerate the availability, accessibility, and usability of data amongst the Malaysian society and the economy. Through successful application of data and AI, we can drive a productive, progressive, and inclusive digital economy in line with the Malaysia Digital Economy Blueprint (MyDIGITAL) and the goals of the Twelfth Malaysia Plan (12MP)," said Mahadhir Aziz, CEO of MDEC.

On top of a host of talks and panel discussions surrounding IoT, Data and AI-related topics, AIDW 2021 will feature an Anchor Event co-organised with global management consulting firm Kearney that includes in-depth discussions into topics specifically on AI.

Highlights of AIDW 2021 include:

- **Anchor Event: AI in Malaysia – Racing Towards the Future**
Jointly organised by Kearney and MDEC, this Anchor Event features two executive roundtables that seek to discuss what Malaysia should do to realise the full potential of AI.
(26 October, 9.00am – 12.30pm)
- **Future Disruption: Adopt, Adapt or Fail Harder**
IoT, Data and AI are advancing industries into the future and disrupting traditional processes. To survive, it is important for industries from all sectors to learn and understand the application of data technology for businesses and consumers.
(25 October, 10.00am – 5.00pm)

- **Empowering the Agriculture Sector with Digital Technologies**

Being fertilised with the infusion of digital agriculture technologies (AgTech), this insightful panel session will see digital farmers sharing their journey on sustaining and scaling the application of AgTech to improve the livelihoods of the many.

(27 October, 2:30pm – 4:00pm)

To participate in AIDW 2021, visit <https://mdec.my/aidw>.

In conjunction with AIDW 2021, MDEC has introduced DataKITA.Hub, a platform designed to assist businesses in embarking and enriching their data journeys.

Serving as a one-stop centre for all things AI and data, the platform currently features a comprehensive map of local data and AI ecosystem players. It will soon include a catalogue of local Data Products and Services providers and a collection of data use cases and success stories.

For more information on DataKITA.Hub, visit <https://mdec.my/datakita/datakita-hub/>

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About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the digital transformation of the economy for 25 years. We aim to enable a progressive, innovation-led digital economy.

To achieve this, MDEC will execute on its **NADI** (Nadi Digital) framework, based on the four thrusts: **New skills, Adoption, Digital ScaleUps and Investments**. NADI will drive our core programmes for the rakyat, industry and investors. MDEC will continue to lead Malaysia's digital economy forward towards becoming a globally competitive digital nation, anchored on innovation, sustainability, and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN.

#MyMDEC #NadiDigital #SayaDigital #HeartofDigitalASEAN

To find out more about MDEC's Digital Economy initiatives, please visit us at www.mdec.my or follow us on: Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

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