MDEC DataKITA Empowers Digital Ecosystem for the New World Order

- *DataKITA sees MDEC joining forces with the industry to provide an impetus for businesses to kickstart their data transformation journey*
- *On 25-29 October, MDEC will be hosting the AIDW (AI & Data Week) 2021, a week-long event curated to position Malaysia as a thought leader for Data, AI and IoT*

CYBERJAYA, 30 SEPTEMBER 2021: The rapid advancement of digital adoption has been a disruptive force within the business community. In this new landscape, data has been a hot commodity that creates a vast supply of opportunities with the emergence of cloud computing, artificial intelligence (AI) and machine learning.

According to a report by International Data Corporation, the total amount of data generated in the world last year was estimated at 64.2 zettabytes (1 zettabyte: a trillion gigabytes). The colossal amount signifies that data represents every aspect of human lives.

"With new information being generated every second, data should be treated as the 'oxygen' for the digital economy that needs to be harnessed for shared prosperity and value innovation to enable new sources of growth.

"Businesses that embrace data tend to be more agile and innovative, especially during these trying times. We have seen many that have been flourishing from creative business models compared to others who are struggling to survive. At the national level, data-driven decisions benefit the country, be it economically or in managing the COVID-19 pandemic," said Aiza Azreen Ahmad, Chief Digital Business Officer (CDB), MDEC.

Responding to the digital evolution, Malaysia Digital Economy Corporation (MDEC), Malaysia's lead digital economy agency, introduced the DataKITA initiative to prepare the digital ecosystem in adapting to the new world order of data utilisation, particularly one that is driven by the Fourth Industrial Revolution (4IR) technologies.

Launched in November 2020, the DataKITA initiative sees MDEC joining forces with the industry to provide an impetus for businesses to kickstart their data transformation journey through a structured approach as well as leveraging data literacy, data analytics, governance, data sharing and AI.

With aims to raise the availability, accessibility and usability of data in Malaysia, the DataKITA initiative is standing on four strategic pillars:

- **Knowledge**: Promote Data Literacy
- **Infrastructure**: Foster a Data-Driven Environment
- **Talent**: Facilitate Development of Data Professionals
- **Action**: Accelerate Business Enterprises to be Data-Driven and AI-Ready

The four pillars will ensure that the beneficiaries of the initiative are catalysing a thriving data ecosystem.

Aimed at stimulating a mindset change and encouraging knowledge sharing on technology adoption, DataKITA serves as Malaysia's aspiration in fortifying the efforts towards meeting the 4IR standards as well as the fast changes of disruptive technologies that have been proven to exponentially transform the global economic landscape, in line with Malaysia Digital Economy Blueprint (MyDIGITAL) and the National Fourth Industrial Revolution (4IR) Policy.

Additionally, DataKITA gears up Malaysia to tap into the lucrative data economy, which IDC has projected Malaysia's data-driven spending to reach US$1.9 billion by 2025 from US$1.1 billion in 2021. By controlling its data destiny, Malaysia can be a digitally sovereign nation that leads an innovative digital economy, in line with MDEC's mission to create a digitally integrated society that is driven by a sustainable and inclusive digital economy.

With the COVID-19 pandemic showed at great length how data fluency could save lives by enabling businesses to continue operating, MDEC strives to equip local trailblazers with the tool kits to survive the new normal.

As part of the DataKITA initiative, MDEC will be hosting the AI and Data Week 2021 (AIDW 2021). Starting from 25 October 2021, AIDW 2021 is a week-long event that aims to position Malaysia as a thought leader for the regional digital hub for data, AI and Internet of Things (IoT).

The goal of AIDW 2021 is to help catalyse the mindset integration as well as the adoption of data, AI and IoT among the attendees and participants through various captivating events that will be held during the week.

The virtual event welcomes industry players, data professionals, data communities and tech startups to engage with business enterprises, working professionals and government officials.

Its anchor event, which will be on 26 October, will feature insightful speakers in the areas of AI and data such as Nikolai Dobberstein, Partner and Asia Pacific Head of Communications, Media and Technology, Kearney; Carl Ward from Amazon Web Services and Laurence Liew of AI Singapore.

For more information on DataKITA, visit mdec.my.

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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: **N**ew skills, **A**doption, **D**igital ScaleUps and **I**nvestments. 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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