

MDEC Kicks Off 100 Go Digital To Assist Businesses In Digitalisation

- *100 Go Digital Coaching is a series of workshop sessions that will help businesses to attain guided knowledge for practical digital adoption journey*
- *Move is also targeted to ensure businesses remain competitive, sustainable and profitable during and post-pandemic*

CYBERJAYA, 3 JUNE 2021: The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital transformation, today announced the kick off of the 2021 edition of the 100 Go Digital Coaching programme which aims to enable businesses in key sectors to move towards digitalising their businesses to remain competitive, sustainable and profitable amidst the pandemic.

This year's programme will incorporate a hands-on and hand-holding component to ensure maximum impact and effectiveness. It will also seek to support a conducive ecosystem to accelerate digitalisation process so that businesses can expand their operations and increase their revenue as well as take advantage of the digital platform to further widen their avenues to generate income.

"Pre-pandemic, we have had to tell businesses on why they should go digital. Now, it is a question of how and with the new components incorporated within the 100 Go Digital Coaching programme, we are confident we will be able to infuse digital advantage into businesses, sharing and enabling the best practices and technologies to assist businesses to survive and thrive. This is also in line with Malaysia Digital Economy Blueprint (MyDIGITAL) which aims to onboard 875,000 MSMEs onto the digital platform by 2025," said Surina Shukri, CEO of MDEC.

The 100 Go Digital Coaching is made up of three key components which holistically covers the digitalisation course of a business. Firstly, Coaching Session which will provide an overview of the process ensuring understanding of the benefits and opportunities which lie ahead. Pain points and challenges will also be identified and practical guidance will be provided by coaches from corresponding renowned companies. Coaching workshops will be hosted by MDEC throughout the year.

Secondly, businesses will be provided recommendations of digital solutions and strategy to be incorporated into their respective business plans to move up the technology value chain. Finally, MDEC will also track and monitor their progress to ensure they stay on the right track and receive intervention and assistance where needed. Businesses will also be introduced to other programmes which will further aid their development as they progress through the stages of digital adoption.

"We got what it takes and we will give it all we have got to ensure businesses find success in this difficult time. As needs and challenges evolve with time, the 100 Go Digital Coaching programme is keeping up to ensure local businesses remain viable and profitable by utilising the best digital has to offer," said Aiza Azreen Ahmad, Chief Digital Business Officer of MDEC.

The 100 Go Digital Coaching is aimed at the retail, F&B, logistics and professional services sectors.

The coaches possess proven track record and they come from eight established companies namely AutoCount, Deepsky, Estream Software, iBizzCloud, Innergia Labs, Locus-T, Million Software and Smart-Acc Solutions. These are amongst the first group of digital coaches with more to be added in the near future.

Apart from the coaching session these companies will also provide online training materials and dedicated programme support team.

To learn more and register for the 100 Go Digital Coaching, kindly visit:

<https://mdec.my/100godigital>

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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 nation's digital transformation for 25 years. MDEC's agenda is **Malaysia 5.0**, enabling a nation deeply integrated with technology, providing equitable digital opportunities to the people and businesses.

In order to achieve this, we will focus on four key thrust lead DIGITAL thrusts, **New skills, Adoption, Disruptors and Investments**. This forms the basis of our NADI Digital brand campaign, that will drive our core programmes for the rakyat, business and investors. MDEC's aim is for Malaysia to become a globally competitive digital nation, anchored on inclusivity, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN.

#Malaysia5.0 #NadiDigital #SayaDigital #MHODA #MyMDEC

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