

**MDEC Leads Nine Local Companies at International Platform, Garnering RM42 Million in Commercial Opportunities and Sales for Creative Industry**

- *MDEC's Digital Creative Content Market Access & Business Matching Programme (2Ps) bridges opportunities at Virtual Kidscreen Summit 2021*
- *Commercial opportunities valued at RM27.3 million and actual sales amounted to RM15.1 million*

**CYBERJAYA, 11 JUNE, 2021:** The Malaysia Digital Economy Corporation (MDEC), the nation's lead agency in digital transformation, announced that it has successfully generated a combined value of RM42 million in commercial opportunities and sales for the creative content industry through the The Virtual Kidscreen Summit 2021.

The event, held virtually for the first time in 2021, saw MDEC leading nine creative companies through top decision and deal-makers to network and drive their businesses forward. The value of the commercial opportunities captured by the companies amounted to RM27.3 million in commercial opportunities and the actual sales amounted to a total of RM15.1 million.

The summit provided a platform for MDEC to present its Digital Creative Content Market Access & Business Matching Programme (2Ps). The 2Ps is a continuous initiative in bridging opportunities for Malaysia's digital creative industry, to both domestic and international markets, Virtual Buyer Fly Ins (VBFI) and Virtual Business Missions (VBM).

The 2Ps initiative was designed to provide assistance to companies who are offering services (work for hire) and IP commercialisation. The benefits comprise exposing companies in the international market place, creating business opportunities as well as creating sales and commercialisation of their IP and services.

"MDEC is cognizant of the situation faced by the creative industry during these challenging times. The Government's support via the PRISMA stimulus package and our continuous efforts clearly demonstrate our commitment to the industry, in line with the goals of the Malaysia Digital Economy Blueprint (MyDIGITAL) and Malaysia 5.0," said Gopi Ganesalingam, Vice President of Tech Ecosystem and Globalisation, MDEC.

PRISMA is the Malaysian Creative Industry Stimulus Package which is the Ministry of Communications & Multimedia's key short-term initiatives to support and encourage the sustainability of Malaysia's creative industry practitioners in line with the new normal as a result of the COVID-19 pandemic and the Movement Control Order.

MDEC, representing the nation under the Malaysian Pavilion comprising a delegation of Malaysian creative companies, led eight animation companies and one game company at the summit, which encompassed conferences and break-out sessions on the business of kids' entertainment recently. The

nine companies were Monsta, Lemon Sky, Lil Critter, Giggle Garage, Skyline Interactive, Anima Vitae Point, Pixelline Studios, Animasia Studios and Common Extract.

“The success of the virtual Kidscreen Summit 2021 is truly an extension of the good work done since Kidscreen Summit 2020. This consistent support for the industry is what makes MDEC serve its major value as an agency to bridge the gap between international markets,” said Mohan Low, Head of Digital Creative Content.

Besides the Digital Creative Content Market Access & Business Marching Programme (2Ps), MDEC’s programmes and initiatives in creative content include Digital Content Enterprise Development Programme (EDP), Creative Content Streaming Programme, PRISMA Digital Content Grant (DCG PRISMA) and Digital Content Technology Support Programme (BATIK Digital) – all of which support the goals of the government’s PRISMA package.

MDEC’s upcoming Malaysia Digital Creative Festival (MyDCF), which combines both Kre8tif! And LEVEL UP is expected to roll out this September 2021. It will enable business owners of different disciplines to explore collaborations and new businesses during this event. MyDCF includes conferences, business matching, elevator pitches and workshops. For more information, visit [www.mdec.my](http://www.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 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](http://www.mdec.my) or follow us on:  
Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

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