

## **MDEC Teams Up With MDA to Catalyse Digital Economy Ecosystem**

- *Collaboration between MDEC and MDA to provide digital insights, webinars and trainings for MDA members and non-members*
- *Series of collaborations will kick off with MDA @ School programme, set to offer relevant training programmes to Malaysian talents*

**CYBERJAYA, 12 OCTOBER 2021:** The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital economy, and Malaysia Digital Association (MDA) today announced an agreement to foster collaborations through corporate innovation, mentorship, and accelerator programmes to raise awareness on initiatives set to benefit the digital economy ecosystem.

As part of the agreement, both MDEC and MDA are set to organise a speaking engagement series called Digital Wednesday, on a quarterly basis. The sessions will feature prominent industry speakers and experts as well as MDEC's leadership team who will share insights and the latest on talent development, digital investments and plans to further contribute to grow Malaysia's digital economy ecosystem.

"We are excited to announce this partnership with MDA as we seek to further push ahead with initiatives to enhance and catalyse our digital economy ecosystem through our brand campaigns, #SayaDigital and Malaysia, Heart of Digital ASEAN.

"We are optimistic that the partnership will create more opportunities for not just the members but also non-members, thereby advancing an inclusive digital economy in line with the Malaysia Digital Economy Blueprint (MyDIGITAL) and Shared Prosperity Vision 2030," said Raymond Siva, Senior Vice President, Investment and Brand and Chief Marketing Officer, MDEC.

The collaboration will kick off this month with MDEC's involvement in MDA's signature industry learning platform, MDA School, which provides joint certification programmes, among others. This initiative will be the first of many programmes held by both organisations for the industry, which include Digital Wednesday - MDA's quarterly industry networking, sharing and learning event. And, for the first time, MDEC will be involved in MDA's d Awards 2022, an annual event that recognises and honours the talents, agencies, brands, publishers and digital service providers that embrace and use digital technologies.

"We are thrilled with this new strategic partnership with MDEC. This partnership is significant; it allows MDA and MDEC to work together in driving the industry forward for those involved in any digital business out there. This also establishes MDA as a critical player together with MDEC in empowering the industry and continuing to progress the nation to the next level," said Nicholas Sagau, MDA President and Chief Operating Officer REV Media Group, the digital arm of Media Prima Berhad.

For more information on the MDA School and Digital Wednesday, kindly visit <https://www.malaysiandigitalassociation.org.my/>

#END#



### **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](http://www.mdec.my) or follow us on:  
Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

### **About Malaysia Digital Association (MDA)**

The Malaysian Digital Association (MDA) is a representative body that comprises online publishers, advertising agencies, creative agencies and digital service providers. Founded in 2009, MDA has been instrumental in shaping the Malaysian digital industry and committed to driving it forward with innovative initiatives. Such initiatives include the endorsement of digital measurement partners for the industry, Digital Wednesday events, MDA School, Best Practice Reports, MDA Video Series and d Awards.

For more information about MDA, please visit [malaysiandigitalassociation.org.my](http://malaysiandigitalassociation.org.my) or contact Zati Azami at the MDA Secretariat at Telephone: +6037660-8535 or [zati@macomm.com.my](mailto:zati@macomm.com.my). The MDA office is located at Unit 706, Block B, Pusat Dagangan Phileo Damansara 1, 9 Jalan 16/11 Off Jalan Damansara, 46350 Petaling Jaya, Selangor DE, Malaysia.

#END#

### **About Malaysia Tech Month 2021**

Malaysia Tech Month 2021 (MTM 2021) is a virtual, month-long curation of electrifying digital and technology keynotes, workshops, discussion panels and business-matching sessions. It will feature distinguished group of local and international industry speakers and investors to share their expert thoughts and experiences in 4IR-driven digital economy.

MTM 2021 will see exciting programmes that will allow the spotlight to be shone upon digital ecosystem leaders and creators, leading-edge companies as well as talents, enabling all stakeholders to discover new perspectives on domestic and global trends in artificial intelligence, drone tech, data analytics, fintech and digital workforce.

Drawing out new tech conversations from public sector and enterprise decision makers, entrepreneurial and academic circles, MTM 2021 aims to drive MDEC's aspirations in establishing Malaysia as the Heart of Digital ASEAN and further reinforce Malaysia's position as the first-mover for the rise of the digital economy in the present and post-pandemic era.

### **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 aims to enable a nation deeply integrated with technology, providing equitable digital opportunities to society, people, and businesses, echoing the Malaysia 5.0 agenda.

In order to achieve this, MDEC will focus on the following four DIGITAL thrusts, **New skills**, **Adoption**, **Disruptors** and **Investments**. This forms the basis of our NADI Digital execution framework that will drive our core programmes for the rakyat, industry and investors. MDEC's targets for Malaysia to become a globally competitive digital nation, anchored on inclusivity, sustainability, and shared prosperity, and firmly establishing Malaysia as the Heart of Digital ASEAN.

**#MyMDEC #NadiDigital #SayaDigital #HODA #Malaysia5.0**

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

**For media queries, kindly contact:**

Dashika Gnaneswaran - [dashika.gnaneswaran@mdec.com.my](mailto:dashika.gnaneswaran@mdec.com.my)

Simon Yap – [simon.yap@mdec.com.my](mailto:simon.yap@mdec.com.my)

MEDIA RELEASE

