

MDEC Welcomes National 4IR Policy; Fully Focused on Digitalisation Efforts

CYBERJAYA, 2 JULY 2021: The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital transformation, welcomes the unveiling of the National Fourth Industrial Revolution (4IR) Policy, announced yesterday by YB Dato' Sri Mustapa bin Mohamed, Minister in the Prime Minister's Department for Economic Affairs and YB Khairy Jamaluddin, Minister of Science, Technology and Innovation (MOSTI).

"MDEC welcomes this important policy that will serve to guide us on our journey towards harnessing and leveraging on 4IR technologies. At MDEC, we have begun on implementing various initiatives on this front, with proof of concept and successful pilot projects achieved such as in the area of AgTech. 4IR must serve the benefit of our people and nation, in line with the vision of Malaysia 5.0, a nation deeply integrated with technology, providing equitable digital opportunities to the people and businesses, as well as echoing the goals of the Shared Prosperity Vision 2030," said Datuk Wira Dr Hj. Rais Hussin Mohamed Ariff, Chairman, MDEC.

"MDEC is fully supportive of this policy and will continue to place emphasis on the promotion, development and adoption of 4IR technologies across our initiatives. All the various divisions within MDEC are in tune with the policy and we look forward to working closely with various stakeholders to push the needle forward in benefit of the digital economy in line with the goals as set forth in the Malaysia Digital Economy Blueprint (MyDIGITAL), establishing Malaysia as the Heart of Digital ASEAN," said Surina Shukri, CEO, MDEC.

MDEC will continue to push digital adoption with prominence on 4IR technologies in the areas of skills, interconnectivity, governance and innovation. One of the key initiatives launched by MDEC in 2020, DataKITA, is to raise the availability, accessibility and usability of data in Malaysia's society and economy. This will be achieved via four key pillars; knowledge, infrastructure, talent and action. DataKITA will help businesses jumpstart their data transformation journey through a structured approach - leveraging data literacy, data analytics, governance, data sharing and artificial intelligence (AI).

On the use of Internet of Things (IoT), AI and Big Data Analysis (BDA), MDEC has conducted successful pilot projects across Malaysia in the area of agriculture via its eLadang AgTech initiative. It has seen farmers adopting an IoT-enabled fertigation system that has helped them to reduce monthly fertiliser usage by 20 percent, lower monthly manpower requirements by 25 percent and increase the quality of yield (Grade A chillies) by up to 90 percent. Current key Digital AgTech initiatives by MDEC such as the eLadang programme has successfully benefitted 548 participants as of December 2019. Of this, 78 farmers have utilized digital farming technology leading to 20 percent increase in productivity and 30 percent income increment as well as a reduction in operating cost by 30 percent. Three digital labs were also formed to train, certify and drive digital technology adoption in farming.

MDEC also recently launched the MyDigitalWorkForce Work In Tech (MYWiT) initiative, a training and hiring incentive programme aimed at boosting the digital business services sector as well as developing quality tech talents in Malaysia. Under this programme, the Digital Tech Apprenticeship (DTA) initiative will enable upskilling of Malaysians for high demand tech jobs in areas such as Data Science, Software Development, Cybersecurity and other emerging tech such as Robotic Process Automation (RPA), AI and Blockchain.

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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**,

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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 NADI Digital encompassing the four key thrusts of New skills, Adoption, Disruptors and Investments. This forms the basis of our overarching brand campaign that will drive our core programmes for the rakyat, business and investors. MDEC's objective 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 #RadicalTransparency

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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