

MDEC and LinkedIn Ink MoU to Help Enhance Digital Talents and Business

- *As part of the MoU, MDEC and LinkedIn will be holding several activities and initiatives to boost the online presence of businesses as well as to develop digital talents*
- *This includes webinars aimed at enhancing a company's LinkedIn page and on how to set up international corporate pages on the platform for SMEs, to help expand international reach*
- *MDEC has also partnered LinkedIn in the former's digital talent development programmes, such as the ongoing Let's Learn Digital programme*

CYBERJAYA, 19 AUGUST 2021: Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital transformation, has inked a Memorandum of Understanding (MoU) with LinkedIn to further enhance the digital presence of businesses and develop digital talents in the country.

Inked on 22 July 2021, the MoU focuses on two strategic fronts: Enhancing Digital Presence and Equipping Digital Talents. Firstly, it will see MDEC and LinkedIn working together to enhance the online presence of local companies, to ensure that they remain relevant and effective in the present digital landscape.

This aspect of the MoU will involve several activities, including webinars to enhance the companies' LinkedIn page, as well as setting up international corporate pages on the platform for local small and medium enterprises (SMEs) to expand their regional and global reach.

Secondly, the MoU will also see both parties engage in various initiatives to develop digital talents for Malaysia. This includes the ongoing Let's Learn Digital 2021 programme, which sees LinkedIn offering the Digital Marketing Pathway course for Malaysians.

LinkedIn will also be coordinating with MDEC to bring its popular 'Rock Your Profile' sessions to lecturers and students of MDEC's Premier Digital Tech Institutions (PDTIs). 'Rock Your Profile' sessions provide tips on how LinkedIn users can realise the full creative potential of a LinkedIn profile, on top of insider advice on profile, long-form posts, and other LinkedIn tools that agency professionals are using to increase their productivity and success.

Many Malaysian enterprises already understand the importance of an online presence for their business. According to the Department of Statistics Malaysia (DOSM), companies with web presence have increased from 37.8 percent in 2017 to 53.9 percent in 2019.

However, the COVID-19 pandemic has driven even wider digitalisation locally and internationally, which necessitates more innovative and effective means of standing out.

"Two ingredients that are fast becoming essential for companies today are a strong digital presence and competent digital talents. To that end, this partnership between MDEC and LinkedIn can help ensure local businesses remain globally competitive, in line with the goals of the Malaysian Digital Economy Blueprint (MyDIGITAL).

"Additionally, the job landscape is set for a massive shift. According to the WEF Future of Jobs Report, 97 million new jobs will be created and 50 percent of employees will require retraining by 2025. This strategic partnership with LinkedIn is another testament of MDEC's continued efforts to engage global tech companies to address industry challenges in the digital economy and foster a strong digital workforce as we strive to support Malaysia's economic recovery and provide equitable digital opportunities to the people and businesses," said Surina Shukri, CEO, MDEC.

"COVID-19 has accelerated the adoption of digital platforms across Southeast Asia. This digital transformation has led to many changes in the workforce, for example, it has driven the adoption of new business practices amongst companies in Malaysia. Moving forward, it is incredibly important that both businesses and workers are equipped with digital skills and capabilities to help them remain relevant. We're happy to partner MDEC to ensure that both businesses and workers are prepared for the digital landscape of today," said Frank Koo, Head of Asia, Talent and Learning Solutions at LinkedIn.

The announcement of MDEC and LinkedIn's MoU comes during the #MyDigitalWorkforce Week, which forms Week Three of MDEC's Malaysia Tech Month 2021 (MTM'21). Ongoing from 16 to 30 August 2021, #MyDigitalWorkforce Week features a series of webinars and talks on digital jobs and career awareness, on top of a Digital Jobs Expo which expects 5,000 job vacancies from more than 100 companies.

As part of #MyDigitalWorkforce Week, LinkedIn was present along with Facebook and Google to talk about MDEC's Let's Learn Digital initiative. To sign up for #MyDigitalWorkforce Week and for more information on the event, visit <https://mydigitalworkforceweek.my/>

#MyDigitalWorkforce Week is part of Malaysia Tech Month 2021, a virtual and month-long curation of digital and technology events. For more information, visit mdec.my/mtm2021. Visitors and participants will be able to keep track of MTM'21's many events and talks as well as network with fellow attendees via the [Hubilo Events app](#), which can be downloaded on [Google Play](#) as well as the [Apple App Store](#).

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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 or follow us on: Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

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