

MDEC's GAIN Connex 2021 and Tech Ecosystem and Globalisation Initiatives Fuel Malaysian Tech Companies to Expand on the Global Stage

- *GAIN Connex 2021 continues the previous programmes held from 2017 to 2020 with a new focus on cross-functional topics that cut across the tech ecosystem*
- *Besides an exclusive sharing session with IDC analysts, GAIN Connex 2021 helps startups to connect with the Southeast Asia partner ecosystem to drive new business in technologies such as collaborative tools and automation tech*
- *MDEC Tech Ecosystems and Globalisation (TEG) programmes and initiatives such as the MDEC Innovation Exchange, Funding Facilitation and their Digital Creative Content programmes helped many startups expand into the global stage*

CYBERJAYA, 24 AUGUST 2021: Malaysia Digital Economy Malaysia (MDEC), Malaysia's lead agency in digital transformation, has announced the latest iteration of its GAIN Connex initiative.

GAIN Connex 2021 is a continuation of the previous GAIN Connex programmes held from 2017 to 2020, established as a series of in-depth knowledge-sharing and business networking programmes amongst different countries in Southeast Asia.

Through the programme, Malaysian tech companies can gather valuable market insight, discover new opportunities, and acquire relevant knowledge through targeted workshops, info-sharing sessions, and networking events. GAIN Connex also introduces companies to prominent partners in other countries within Southeast Asia.

Themed as 'GAIN Connex: Future of Work', the new programme is incepted to catalyse and connect GAIN companies to wider and new audiences, in line with MDEC's vision to develop Malaysia's digital economy under the Malaysia Digital Economy Blueprint (MyDIGITAL).

The enhanced GAIN Connex 2021 will focus on cross-functional topics that cut across the tech ecosystem, connecting different technologies to a single topic. They include:

- **An exclusive plenary session** with IDC analysts on the region's Future of Work market trends and opportunities.
- **Key Theme Phase 1: Future of Work – Collaborative Productivity**, which taps into collaborative systems such as enterprise resource planning (ERP) systems, database management, real-time collaboration tools, augmented reality (AR) and other productivity tools.
- **Key Theme Phase 2: Future of Work – Automated Task**, which delves into automation technologies and systems such as machine learning, artificial intelligence (AI), robotics, big data analytics, intelligent process automation (IPA), Internet of Things (IoT), customer service management (CSM), and workforce management solutions.

"Throughout the years, MDEC's GAIN programme has helped Malaysian tech companies and startup expand their market access and export opportunities to other countries within the region. The enhanced GAIN Connex programme continues the facilitation of knowledge-sharing and collaboration amongst Southeast Asian peers, but through the focus of cross-functional topics, we are also ensuring our tech startups are well equipped with the right knowledge and tools to thrive in the disrupted landscape following the COVID-19 pandemic," said Gopi Ganesalingam, Vice President, Tech Ecosystems and Globalisation MDEC.

GAIN Connex 2021 follows several of MDEC's initiatives under their TEG programmes, which have seen much success in impacting the technology startup sector. These include:

- **Malaysia Digital Hub (MDH)**
Since January 2021, MDEC has assisted the development of 10 MDH-certified hub operators spanning 22 locations, with GA Space from Sabah being the latest addition. MDEC supports MDH hubs and its tenants through initiatives such as Mentor+, Founders Grindstone and the

#MydigitalWorkforce Work in Tech (MyWit) programme, as well as connecting them to MDEC's partners the likes of Microsoft, RHL Ventures and Seedstars.

- **MDEC Innovation Exchange (MIX)**

MIX is part of MDEC's corporate innovation efforts aimed at empowering large corporations with value-added digital transformation via local innovators. MDEC has formed engagements with over 100 corporate partners across seven economic sectors that range from telecommunications to agriculture. To date, MDEC has assisted organisations in tackling 75 problem statements, in addition to creating nearly 1,300 opportunities for relevant tech companies and signing five Memorandums of Understanding (MoUs) through MIX.

- **Accelerator and Venture Building**

This initiative focuses on the approach of collaborating with partners from the government, corporate, and private sector by supporting their programmes through MDEC's various initiatives. During the first half of 2021, MDEC has collaborated with 11 accelerator partners from various sectors that include 1337 Ventures, NEXEA, Sunway iLabs, Huawei and SIDEC (Selangor Information Technology & Digital Economy Corporation), with more on the way.

- **Fintech Booster**

Developed in collaboration with Bank Negara Malaysia and the Securities Commission, this initiative aims to provide capacity building support for fintech companies via three verticals: Legal and Compliance, Business Model, and Technology. Fintech Booster powered by GAIN 2nd Vertical (Business Model) will launch in Q3 of 2021, which will see corporates and tech partners be onboarded as part of the ecosystem community.

- **Funding Facilitation**

MDEC has several initiatives directed towards facilitating funding for tech startups. Their Investor Matching Initiative, which is a curation of funding stage and verticals by MDEC, found 54 venture capital (VC) partners for tech companies raising funding in 2021. MDEC also ran Alternative Funding Initiatives, partnering 14 equity crowdfunding and P2P financing platforms to promote alternative financing means amidst the COVID-19 crisis. Founders Grindstone, on the other hand, helps enhance the capabilities and eligibility of startups to investors and VCs through industry engagement. These initiatives helped raise more than US\$122 million throughout 2020 till June 2021.

- **Digital Creative Content**

MDEC's support for the Digital Creative Content industry continues to grow. Through their Virtual Market Access initiative, MDEC has helped three Malaysians (out of nine participants) pitch at the ASEAN pitch session of the 2021 Annecy Animation Festival. MDEC also brought Malaysian participation to the Bangkok International Digital Content Festival and plans to tap into other international markets via MIP Junior and the Tokyo Game Show. Besides that, MDEC continues bringing business matching opportunities to entities like Disney+, Warner Media, Astro, Scopely, Xsolla and Kowloon Nights.

Additionally, MDEC's Kre8tif!@School and LevelUp@School programmes this year collectively brought in 1,423 registered participants, with 426 having completed all modules. More recently, the Creative Content Streaming Programme garnered more than 280 participants.

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

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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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