

## **MDEC Welcomes Increased Collaboration Between Digital and Technology Platforms to Accelerate Nation's Digitalisation Agenda**

- *MDEC welcomes the collaboration between Google and Astro Awani to digitally empower SMEs*

The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital transformation, welcomes the strategic collaboration announced today between Google and Astro Awani in furthering the digitalisation efforts of the nation.

The move is in line with MDEC's four key thrust areas namely; in enabling new skills, increase adoption, introduce new technology disruptors and promote high quality investments. It will also be a key support to the Malaysia Digital Economy Blueprint (MyDIGITAL) which seeks to empower 875,000 micro, small and medium enterprises (MSMEs) to adopt eCommerce by 2025.

To-date, MDEC has on-boarded 335,834 SMEs onto the eCommerce marketplaces and will continue to bolster its programmes to this end. The strategic partnership between Google and Astro Awani will spur the growth of this sector further.

"We welcome this announcement between Google and Astro Awani as this strategic partnership will definitely play a crucial role in pushing the digital needle towards creating a thriving digital economy and in ensuring the establishment of an innovative, inclusive and technologically-integrated society in line with Malaysia 5.0," said Datuk Wira Dr Hj. Rais Hussin Mohamed Ariff, Chairman, MDEC.

The strategic collaboration echoes the efforts by MDEC to inculcate and encourage corporate initiatives to accelerate digital adoptions by SMEs as seen in the recent tie-ups with Celcom, Digi and Maxis as well as financial institutions such as CIMB Bank in the AgTech sector recently.

"We are encouraged and pleased to see more companies stepping forward to jointly push digital adoption by businesses to make their technology creators and leaders in our continuous effort at reviving the economy and nation-building towards making Malaysia a technology and digital hub. At MDEC, we are also working closely with Google on a similar initiative via Mahir Digital Bersama Google which has so far seen over 2,000 participants upskilled and trained. We look forward to more impactful collaborations as we strive to deliver on our digital mandate to the Rakyat," said Surina Shukri, CEO of MDEC.

MDEC will continue to lead the nation's digital transformation towards Malaysia 5.0; a nation deeply intergrated with technology that empowers inclusivity, sustainability and shared prosperity. MDEC strives to lead Malaysia's digital economy for equitable digital opportunities, driving a globally competitive digital nation.

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### **About Malaysia Digital Economy Corporation (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward.

Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government's Shared Prosperity Vision 2030 in line with Malaysia 5.0 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward

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

MEDIA STATEMENT



**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)