

FOR IMMEDIATE RELEASE

MDEC LAUNCHES #DIGITALVSCOVID CAMPAIGN WITH LOCAL TECH COMPANIES TO MITIGATE COVID-19 IMPACT ON ECONOMY

- *Campaign kicks off with 80 Malaysian tech companies offering services on a pro-bono basis or discounted rates to SMEs during this period of economic uncertainty.*
- *SMEs cite business continuity, employee well-being, and macro/socio-economic support as primary areas of concern.*

KUALA LUMPUR, 25 March 2020 – Following the two-week movement control order (MCO) to combat the COVID-19 threat in the country, the Malaysia Digital Economy Corporation (MDEC) has launched the #DigitalvsCovid campaign, marshalling local tech companies to extend digital solutions and services to affected domestic businesses and consumers.

The #DigitalvsCovid campaign's call to serve the nation received very encouraging responses, particularly by MDEC's network of GAIN companies consisting of prolific tech startups and scaleups that are recognised for their unique tech innovations and sizeable business footprint, locally and abroad.

"While large corporations have contingency plans to minimise the impact of Covid-19, many SMEs and micro-enterprises may not be able to tide through this global pandemic. One way forward is through automation and digitalisation. We are proud to announce that 80 tech companies are waiting to render their services and MDEC urges entrepreneurs from all industries to leverage on these offerings," said Surina Shukri, CEO of MDEC.

Surina said it only took one attempt to rally Malaysian tech companies to 'Pay It Forward' during these trying times. Numerous tech companies within and beyond the GAIN network have expressed their sincere interest to offer their services on a pro-bono basis, either through attractive discounts or strategic collaborations.

The comprehensive list of tech solutions and services for SMEs is accessible at <https://mdec.my/home/c19techrelief/> and it will continue to be updated as more tech companies come forward to render their assistance.

Expressing MDEC's appreciation to the tech companies that have come forward to assist the business community in Malaysia, Surina also shared the top three areas of concern by SMEs that were received by MDEC's Global Growth Acceleration division since the implementation of the movement control order on 18 March 2020.



“Many SMEs are experiencing interrupted supply-chain movement, delays in business processes that require paperwork, limited tools to engage their stakeholders, constraints in conducting non-cash transactions, as well as challenges in managing a high-volume workforce. Nonetheless, we are confident that our GAIN companies can offer relief to SMEs by resolving some of these difficulties.” explained Surina.

Another concern by SMEs is the well-being of their employees to ensure minimal business disruption. Companies are trying to adequately equip employees with awareness of the Covid-19 pandemic and advocating preventive health and safety measures. Additionally, employers are actively seeking the provision of workforce compensation protection and other benefits for their employees.

“MDEC’s Global Growth Acceleration division will continue to explore more industry-relevant business continuity solutions via digital technologies and drive participation and growth in the digital economy,” added Surina.

MDEC’s #DigitalvsCovid campaign to raise awareness and mitigate against the spread of the Covid-19 threat also launched a series of short videos across its social media channels that encourage a digital approach for businesses to combat Covid-19. The campaign will also work with Key Influencers to increase its message penetration, with the first video by Alif Satar already getting over 45,000 views. Further updates will be posted on the MDEC website and all its social media channels.

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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 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward

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