

MDEC Launches #SayaDigital Movement, Accelerating Digitalisation and MyDIGITAL Agenda Nationwide

- *#SayaDigital Movement aims to increase digital literacy among the B40 group, youths, senior citizens, and socio-economically vulnerable across 12 locations, nationwide*
- *#SayaDigital supports the Malaysia Digital Economy Blueprint (MyDIGITAL), an initiative that aims to create 500,000 new jobs for the digital economy by 2030 and ramp up the contribution rate by 22.6 percent to the national gross domestic product (GDP) by 2025*

Kuala Lumpur, 12 April 2021: The Malaysia Digital Economy Corporation (MDEC) today announced the launch of the #SayaDigital Movement on a national level at the People's Housing Project (PPR), Hiliran Ampang. This initiative had been originally introduced with the aim of improving the digital skills of Malaysians, enabling them to seize opportunities in the digital economy.

It also includes being fully aligned with the country's ongoing economic recovery plan. This initiative will provide strong support to the Malaysian Digital Economy Blueprint (MyDIGITAL) that the YAB Prime Minister, Tan Sri Dato' Hj. Muhyiddin bin Hj. Mohd Yassin, announced in February 2021.

MDEC's implementation programme is strongly supported by the Prime Minister's Department; Ministry of Communications and Multimedia Malaysia; Ministry of Rural Development and Community; and Rural Internet Center. This is due to its ongoing focus on four main themes, namely, Digital Simplifies Life; Digital Increases Income; Digital Empowers Careers; and Digital Expands Business.

The programme is designed to get the B40 group, youths and senior citizens involved with the digital economy. To kickstart the momentum of #SayaDigital, three pilot programmes were held to raise the digital literacy awareness involving 301 participants, with the latest being held at Kampung Desa Temuan in Bukit Lanjan last month. The participants attended a series of interactive workshops that exposed them to the digital skills needed to face challenges in the new normal.

This year's #SayaDigital Movement focuses on four components, namely, training young people to become "Geng #SayaDigital" volunteers; creating awareness through digital literacy activities; conducting digital readiness assessments; and providing basic digital skills training to the community. To date, 25 "Geng #SayaDigital" have already been formed including those in Sabah and Sarawak to further enhance the programme nationwide. The campaign as a whole aims to benefit 10,000 Malaysians in socio-economically vulnerable rungs across the country.

Concurrently, participants who have registered online have been connected to major MDEC programmes such as eUsahawan, PeDAS, eRezeki, MyDigitalMaker, GLOW and eBerkat. Presently, these programmes have benefited Malaysians through digital skills enhancement, digitally-driven business, involvement in the e-commerce sector, and workforce participation on global digital platforms. In addition, there are eight #SayaDigital online programmes that have been streamed via Facebook Live and have already gained more than 16,000 views to date.

"According to the World Digital Competitiveness Index 2020 report, Malaysia is ranked 26th and second best among ASEAN countries; while the World Economic Forum (WEF) has placed our country in the 34th position in the Network Readiness Report 2020. This achievement will absolutely give added value and inject the spirit of togetherness between the

Government and *Rakyat* to form a stronghold that supports each other to make MyDIGITAL a success. Nevertheless, we should not be complacent as continuous efforts and initiatives need to be implemented as the digital technology sector in Fourth Industrial Revolution (4IR) era rapidly changes on a daily basis. In this regard, MDEC's move to launch #SayaDigital to enhance digital skills among the B40 group, youths, senior citizens, and socio-economically vulnerable groups is timely as our country strives to achieve its ambition of becoming a major regional digital economy market. This is in line with the Shared Prosperity Vision 2030 (SPV 2030), an initiative that will not marginalise any groups of people," said YAB Prime Minister of Malaysia, Tan Sri Dato' Hj. Muhyiddin bin Hj. Mohd Yassin.

"#SayaDigital supports MyDIGITAL's comprehensive strategy that sets out a roadmap to achieve the vision of making Malaysia a regional leader in the digital economy by 2030. Through this, the Government aims to create 500,000 jobs; implement digitalisation initiatives to benefit 875,000 small- and medium-sized enterprises (SMEs) and micro entrepreneurs; and become the catalyst for 5,000 start-ups. In this regard, #SayaDigital official launch today showcases the Government's clear commitment to involve people from various groups to benefit from a thriving digital economy, in line with SPV 2030," added YB Dato' Saifuddin Abdullah, Minister of Communications and Multimedia.

MDEC had designed 12 adaptation and digital literacy programmes with 2,000 participants who are expected to participate in a basic digital literacy training course. They will be working closely with 100 volunteers who are also known as "Geng #SayaDigital" ambassadors. Participants will answer the Digital Readiness Assessment to measure their level of digital literacy. The test results will then determine the Basic Digital Literacy Learning Module that they will be assigned to. The programme also includes three main modules – digital communication; internet banking and e-wallet; and digital service applications that are used in other countries.

"The goals outlined in MyDIGITAL are based on the confidence that we can empower Malaysians to face challenges head-on that the new norm had brought about. After all, the goal is to create a technology-integrated society through Malaysia 5.0. Equipping people with digital capabilities is a key factor for the synergy between digital infrastructure and the digitally-skilled workforce that acts as the backbone for a sustainable digital ecosystem in Malaysia. This advantage will, in turn, be the main driver for the growth of the digital economy in the future," shared YBhg. Datuk Wira Dr Hj. Rais Hussin Mohamed Ariff, Chairman, MDEC.

"Individuals with efficient digital skills such as coding, animation, Big Data analysis, machine learning and Cloud Computing are greatly needed in driving forward the digital economy during this pandemic. According to the latest MDEC study, there are currently 47,000 digital job opportunities advertised on major job search portals in Malaysia. This shows that the country's digital-skilled labor market remains competitive amid these challenging times. It also provides a sign of the country's digital economic growth. In this regard, MDEC's #SayaDigital is a timely effort that will get more people to learn digital skills. Initiatives to empower Malaysians are crucial for their digital journey as we move closer to achieve the goal of making Malaysia the Digital Heart of ASEAN," said Surina Shukri, Chief Executive Officer of MDEC.

The #SayaDigital campaign kickstarted last year as MDEC's efforts to support Malaysians and local businesses to step up digitalisation measures that will help to reduce socio-economic impact of the pandemic. Through the campaign, MDEC introduced several initiatives, such as SME Digital Summit; #YoungCreators Movement; #MYDigitalWorkforce Week; and Gig and Freelance Expo (GFX) as high-impact engagements for those who want to improve their skills as well as for young individuals just entering the workforce.



MEDIA RELEASE – FOR IMMEDIATE RELEASE

Leveraging on MDEC's extensive network of international experts and companies including Alibaba, Google, Tencent, Exabytes, Maxis and Digi, participants gained opportunities to get the best advice and tools from leading industry leaders to assist them in exploring their respective digital journeys.

More details on #SayaDigital Movement can be found at <https://mdec.my/sayadigital>.

###

About #SayaDigital

#SayaDigital marks a concerted effort by the Malaysia Digital Economy Corporation (MDEC) to accelerate the nation's digital economy ambitions. Following MDEC's track record in first-mover programmes, #SayaDigital is anchored around the core objective of enabling Malaysians to be digitally skilled and empower businesses to go digital. The movement comprises various programmes, like PeDAS, eUsahawan, eRezeki, 100 Go Digital, Go-eCommerce, eBerkat, Global Online Workforce, #MyDigitalWorkforce, and #mydigitalmaker. All of them and related programmes are designed to help cultivate digitalisation for businesses and skill development among all Malaysians. As the call for a more digitalised Malaysia becomes stronger, MDEC seeks to equip both individuals and businesses with the right arsenal of tools to thrive within the realms of the new normal while making giant strides in the Fourth Industry Revolution (4IR).

#SayaDigital #DigitalLeap

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 #SayaDigital

To find out more about MDEC's Digital Economy initiatives, please visit us at <https://mdec.my/> or follow us on: Facebook: <https://www.facebook.com/MyMDEC/> Twitter: [@mymdec](https://twitter.com/mymdec)

Contact Details

For inquiries, please contact:

Dashika Gnaneswaran - dashika.gnaneswaran@mdec.com.my

Simon Yap - simon.yap@mdec.com.my