

**Press Release  
For Immediate Release**

## **MDEC Introduces SME Digital Quickwins to Continue Assisting Covid-19 Impacted Businesses**

- New efforts continue the #DigitalVsCovid Movement momentum to support SMEs with their business continuity during MCO
- This initiative will provide easy and fast support capabilities for SMEs to go digital and prepare them for a post-MCO era

**April 8, Kuala Lumpur** – Negative impacts on many small- and medium-based enterprises (SMEs) are now making themselves known as Malaysia's Movement Control Order (MCO) moved into its third week. Understanding the growing concerns among SMEs, the Malaysia Digital Economy Corporation (MDEC) has introduced the SME Digital Quickwins initiative to address these ongoing issues.

One of the newest efforts within the #DigitalVsCovid Movement, SME Digital Quickwins has two key focus areas. First, to facilitate the process of connecting technology solution providers with SMEs. This will ensure they can properly tackle and overcome the challenges that these businesses now face.

The most immediate issues include the massive drop in walk-in customers, halting operations for most retailers and needing to face an oncoming financial crunch.

"Many SMEs are also experiencing interrupted supply-chain movement, delays in business processes, having limited access to tools that engage their stakeholders, dealing with constraints in conducting non-cash transactions and trying to manage a high-volume workforce. That is why MDEC put together SME Digital Quickwins to provide the assistance SMEs need. With this effort, we want to continue the huge momentum we have created with the #DigitalVsCovid Movement," said Surina Shukri, CEO, MDEC.

By connecting SMEs with these technology solution providers, they would gain instant access to free and discounted services – subject to terms and conditions, and easy yet fast deployable solutions. All these will help them to go digital so they can continue and better manage their day-to-day operations.

Other efforts include quickly connecting with eight SME associations that have come together as one voice to amplify the concerns of SMEs. From this collaboration, MDEC has conducted a webinar on Digital Marketing



Techniques with Malaysia Digital Chamber of Commerce (MDCC). The online workshop was well-received, with over 300 participants signing up.

“SMEs need to realise the importance of using digital tools. Being able to learn and re-learn has never been as important as now, especially during this MCO period. Only then can SMEs conquer the world!” added Chris Daniel Wong, President, MDCC.

The second approach is to look ahead and plan on next steps after the MCO is lifted. This will be very much about accelerating the recovery phase and enabling SMEs to become highly adaptable towards the post-MCO era. Current efforts include drawing up plans to manage SME sustainability – including talent retention and ecosystem growths, and even empowering them through this trying period.

“There are other programmes out there that can help, like the 100 Go Digital platform and SME Business Digitalisation Grant. These ongoing initiatives are good springboards that SMEs can use to jumpstart their recovery process,” added Surina.

All SMEs are encouraged to register and connect with the SME Digital Quickwins at <http://bit.ly/SMEquickwins>.

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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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