

**Press Release
For Immediate Release**

MDEC launches #SayaDigital Movement to Accelerate Growth of a Digital Society in Malaysia

- *Movement aims to enhance digital skills and empower business to adopt digital, readying Malaysia to success in the new normal*

KUALA LUMPUR, 19 August, 2020: The Malaysia Digital Economy Corporation (MDEC), in collaboration with the Ministry of Communications and Multimedia Malaysia (KKMM), has launched the #SayaDigital movement to empower and embolden Malaysians so they can quickly embrace digital skills and technologies. This will enable them to grab hold of the opportunities that the nation's digital economy has to offer. The movement's primary aim is to accelerate a digital society and spur the country to make the digital leap into the era of the Fourth Industrial Revolution (4IR) to achieve shared prosperity for all.

#SayaDigital has four primary goals:

- Digital Makes Life Convenient
- Digital Boosts Income
- Digital Empowers Careers
- Digital Accelerates Business Expansion

For the month of August, #SayaDigital will feature several MDEC-led capacity-building programmes, providing businesses with various means to go digital and enabling Malaysians to be digitally skilled with speed and at scale.

The first two weeks of the movement focused on scaling digital adoption among businesses, while the subsequent two weeks provide opportunities for Malaysians to learn and enhance digital skills. The recently held SME Digital Summit, the first of its kind in Malaysia, successfully attracted over 1 million digital participants during the three days summit, where they learned and implemented digital solutions to restart or expand their businesses. Among the industry players that collaborated to assist participants in their digital journey were Exabytes, Digi Telecommunications, commerce.asia, EasyParcel, Zetpy, Maxis, HEXA Food, SITEC and Zaptech.

As for initiatives from 21-30 August, such as The Young Creators, #MYDigitalWorkforce Week and Gig and Freelance Expo (GFX), they will focus on cultivating digital skills of talents, enhancing the capabilities of all Malaysians to monetise their new abilities and matching digital jobs with the right talents. The brands collaborating with The Young Creators initiative includes TikTok, SnapChat and Binumi.

The content, which will be fully virtualised, consist of webinar sessions, panel discussions and digital engagement opportunities. There will also be digital career fairs, online competitions and other satellite events over the two weeks.

All virtual conferences will feature webinar sessions, panel discussions and digital engagement opportunities. There will also be digital career fairs, online competitions and other satellite events.

Many of the talks and keynote sessions will have industry and public sector experts sharing the latest trends, insights and thoughts on the new norm with advice on what businesses should be ready for. Leveraging MDEC's robust network of strategic partners, many of these sessions will feature speakers from global and regional brands such as Google, Amazon, Tencent, Maxis, Hong Leong, Sharing Cities Alliance, IMPACT Malaysia and Fairwork.

“The ongoing pandemic, which show no sign of any positive outcomes in the short term, had already negatively impacted various industry sectors and the livelihood of many Malaysians. This includes those who have lost jobs since April 2020, with the latest tally being 778,800. While these are critical concerns, the government had proactively addressed these issues via the various solutions and programmes that it developed and introduced to reduce the adverse effects for all Malaysians. This includes KKMM’s ongoing support for the growing list of digitalisation initiatives that MDEC developed.

“I truly welcome the launch of the #SayaDigital movement that is timely as the world now looks towards accelerating the digital economy. After all, the growing demand within and around the digital sector will re-invigorate the country’s economy and, in quick order, create even more new job and economic opportunities for all Malaysians,” said Dato’ Saifuddin Abdullah, Minister, KKMM.

Malaysia’s digital economy has been on a steady rise, growing at around 21% annually¹. In 2018, it contributed RM270 billion or 18.5 per cent of GDP for that year² – the highest within the ASEAN region. It is quickly recognised as a crucial driver to boost the nation’s economic growth, especially since the world is now dealing with the COVID-19 pandemic.

“The allocations from PRIHATIN and PENJANA are the clearest signs that the government believes the digital economy is one of the main engines for Malaysia’s economic recovery – a vision that MDEC shares. In engaging various segments across Malaysia – from micro-entrepreneurs and SMEs (MSMEs) to gig workers, businesses and even students, #SayaDigital’s customised programmes provide every possible means to those who want to make that digital leap and navigate the new normal successfully. Driving digital competencies and digitalisation ensures everyone can tap into the myriad of opportunities that the digital economy brings in the rapidly evolving Fourth Industrial Revolution. #SayaDigital will also accelerate the building of a digital Malaysia, placing the nation as the heart of Digital ASEAN,” added Surina Shukri, chief executive officer, MDEC.

More details on #SayaDigital can be found at www.mdec.my/sayadigital .

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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

¹ [e-Conomy SEA 2019](#)

² [eCommerce continues to accelerate Malaysia’s digital economy forward](#)



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)

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