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MPC AND POINTSTAR LAUNCH DALIA PROGRAM TO BOOST ENTERPRISE PRODUCTIVITY

8 August 2023, Kuala Lumpur - Malaysia Productivity Corporation (MPC) and PointStar have launched the Digital Acceleration for Learning and Industry Adoption (DALIA) program during Google Cloud Day event today. This four-week initiative aims to help businesses to automate manual processes and embark on their digital transformation journey. The program comprises three steps approach: productivity assessment, process analysis, and digital intervention.

DALIA is fully funded and accessible to all SSM-registered companies in Malaysia. By leveraging Google's cutting-edge technologies, PointStar and MPC aims to drive productivity elevation across industries.

According to Zahid Ismail, MPC Deputy Director General, digital technology is paramount in elevating productivity levels across businesses. He emphasized, "We need to accelerate digital adoption among enterprises to enhance the productivity and competitiveness of our nation. DALIA provides the perfect platform for organisations to harness the power of digitalisation effectively".

With Malaysia's steadfast commitment in improving productivity and competitiveness, the latest IMD World Competitiveness Ranking 2023 showcased the nation's remarkable ascent from 32nd to 27th position. DALIA arrives as a timely catalyst to bolster this upward trajectory by fostering innovation, digital literacy, and operational excellence within enterprises of all scales. With the launch of Ekonomi MADANI, a new economic framework for Malaysia, the government targets to position Malaysia as the 12th most competitive economy globally in ten years' time.

"The collaborative efforts of PointStar, MPC, and Google mark a significant milestone in the realm of enterprise productivity enhancement", remarked Justin Lee, Chief Executive Officer of PointStar. "DALIA aligns perfectly with the nation's vision of digital empowerment and will undoubtedly equip businesses with the tools and knowledge they need to thrive in the modern era".

Through its holistic approach, DALIA envisions a transformative shift in Malaysia's business landscape, redefining organisational operations and enhancing market competitiveness across industries. PointStar and MPC's commitment to foster sustainable economic growth through digital empowerment remains steadfast, ensuring DALIA becomes a resounding success in driving industry-wide productivity elevation.

For more information on DALIA: Digital Acceleration for Learning and Industry Adoption, please visit <https://www.pointstar.com.my/mpc-workshop>.

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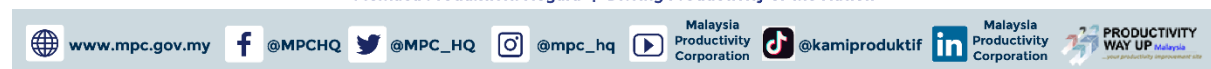
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"Memacu Produktiviti Negara" | "Driving Productivity of the Nation"



About Malaysia Productivity Corporation (MPC)

MPC is a statutory body under the Ministry of Investment, Trade and Industry (MITI). It drives national productivity holistically at the national, sectoral, and enterprise levels through five main thrusts: developing future talent, driving digitization and innovation, ensuring industry accountability for productivity, building a robust ecosystem, and fostering productive mindset. It collaborates strategically with the private and public sectors by emphasising productivity as a key agenda to boost productivity growth and national competitiveness, ultimately leading to shared well-being and prosperity.