



MALAYSIA PRODUCTIVITY CORPORATION

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**MPC MOVES FORWARD WITH GO BIG WITH DIGITAL IN BOOSTING TECHNOLOGY
ADOPTION AND DIGITALISATION TO IMPROVE PRODUCTIVITY**

Petaling Jaya, 9 March 2022 – Malaysia Productivity Corporation (MPC) through Digital Productivity Nexus (DPN) resumes Go BIG with Digital Webinar Series in 2022 after a overwhelming response of more than 7,000 participation in 2021. This initiative encourage businesses to embark into digitalisation by promoting digitalisation solutions, success stories and government initiatives and incentives.

Director General of MPC, Dato' Abdul Latif Haji Abu Seman stated, "Digital technology is no longer an option. It is a necessity to remain resilient, relevant and competitive. We need to put more efforts in boosting technology adoption and digitalisation to increase productivity." It is imperative for business to accelerate their digital adoption in order to improve Malaysia's competitiveness as Malaysia was ranked 27th out of 64 countries in the IMD World Digital Competitiveness Ranking 2021, declined by one position compared to previous year. This shows that Malaysian companies need to aggressively improve digital adoption among the businesses in the top performing countries such as United States of America (USA), Hong Kong, and Sweden.

In the meantime, Dato' Wei Chuan Beng, Champion of the Digital Productivity Nexus stated that "The only way to sustain, to grow and to breakthrough is to Go BIG with Digital. We can increase the business efficiency through digital and technology. Its binary, it is either you go digital, or you go down."

Go BIG with Digital webinar series is a programme organised by MPC and DPN to promote digital solutions available in the market across the sectors, sharing on government initiatives

on digitalisation and industries best practices. It is scheduled every Thursday at 3pm starting Feb 2022 until November 2022.

Those who are interested to participate in the Go BIG with Digital webinar series may obtain more information from this website: <https://www.facebook.com/digitalproductivitynexus> or <https://wayup.my/> contact dpn@mpc.gov.my.

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About Malaysia Productivity Corporation (MPC)

Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.

About Digital Productivity Nexus (DPN)

Digital Productivity Nexus (DPN) is a one-stop centre that caters industry players especially from ICT industry to boost productivity while increasing innovation and capturing growth opportunities. The Nexus' initiatives emphasise the development of a holistic ecosystem to increase technology adoption and further strengthen key industry enablers.