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***FOR IMMEDIATE RELEASE***

**Productivity Step Up Empowering Logistics Service Provider for  
Enhanced Efficiency**

11 July 2023, Kuala Lumpur: Malaysia Productivity Corporation (MPC) proudly presents the Productivity Step Up Program, an innovative initiative designed to empower logistics service providers and drive efficiency and productivity in their operations.

"Our aim is to empower logistics service providers with the necessary tools, knowledge, and support to drive productivity and achieve operational excellence," said Zahid Ismail, Deputy Director General of Malaysia Productivity Corporation (MPC). "By participating in the Productivity Step Up Program, service providers can enhance their efficiency, optimize resource utilization, and ultimately deliver greater value to their customers."

MPC, in collaboration with the Logistics Productivity Nexus, invites logistics service providers to join the transformative journey towards operational excellence and enhanced productivity offered by the Productivity Step Up Program.

The logistics industry plays a vital role in facilitating trade and commerce, and it is essential for service providers to optimize their processes to meet evolving demands. Recognizing this need, the program provides them with the necessary knowledge and resources to streamline their operations and achieve greater productivity.

To participate in the Productivity Step Up Program and embark on a transformative journey towards operational excellence and enhanced productivity, logistics service providers are invited to join the program through the Logistics Productivity Nexus, established by Malaysia Productivity Corporation.

**End.**

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### **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.*