



PERBADANAN PRODUKTIVITI MALAYSIA (MALAYSIA PRODUCTIVITY CORPORATION)
Peti Surat 64, Jalan Sultan, 46904 Petaling Jaya Selangor, Malaysia
Tel: 03-7955 7266, 7955 7050, 79557085
Fax: 03-7957 8068 (E), 7955 1824 (B), 7954 0795 (Promosi)
Lorong Produktiviti Off Jalan Sultan, 46200 Petaling Jaya, Selangor, Malaysia. <http://www.mpc.gov.my>

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BUSINESSES URGED TO JUMP ON THE DIGITAL ECONOMY BANDWAGON VIA DIGITAL LEADERSHIP

Petaling Jaya, 15 September 2021 - Malaysia Productivity Corporation (MPC) urges businesses to embrace digital technology to gain competitive advantage in the marketplace and hasten productivity growth.

MPC through Digital Productivity Nexus (DPN) and Small and Medium Enterprises Association (SAMENTA) today has collaborate in accelerating digitalisation of the businesses as the new way of doing business and expand their market reach.

In the recent World Bank's Malaysia Economic Monitor report, it has raised a concern of the prolonged impact of COVID-19 on the Malaysia economy and revised the projected GDP growth rates downward from 6% to 4.5%. The report also cited that the digital adoption among SMEs in Malaysia lags behind those of large firms.

According to Dato' Abdul Latif Haji Abu Seman, Director General of MPC, this also means that the sector suffers significantly during the COVID-19 pandemic and the movement control orders.

"In the light of the pandemic, it has become more important than ever for SMEs to embrace the digitalisation of their operations. However, engagements with the industry have indicated that the reason for the lag is usually attributed to the perceived high cost of technology adoption, perceived complexity in incorporating technology in daily operations as well as a lack of focus on technology incorporation from its management", he added.

"This is where the leadership of the organization plays a prominent role", said Dato' Wei Chuan Beng, Champion of Digital Productivity Nexus of MPC. "Leadership is about harnessing all the resources around us and aligning them to achieve the organisational goal. Those in the leadership positions need to take the risk and make brave decisions to achieve a lofty goal. Digital adoption will require these leaders to renew their mindset and set lofty targets not just to survive the pandemic but to come out stronger by leveraging on the opportunities brought forth by digitalisation" he added.

According to Maresa Ng, Chairman of Community Engagement & Development, Small and Medium Enterprises Association (SAMENTA) Central, "At SAMENTA, we are a strong advocate

for businesses turning to automation and digitalisation to increase productivity. This will enable Malaysian SMEs to continue being competitive among our regional peers, and more critically to swiftly recover in the aftermath of surviving the COVID-19 pandemic. Prior to the pandemic, going digital was nice-to-have, but today, it is a "must-have" to survive and thrive in the onward months to come".

She continues, "A webinar entitled Digital Leadership: The Entrepreneurs Journey of Going Digital will be organised in collaboration with DPN and MPC on 15 September 2021. We work closely with SME communities in great collaborative effort with government agencies in raising awareness and bridging the knowledge-action gap for SMEs that are still unsure with their next steps to go digital. We targeted 2000 and more business owners to be fully committed in paving the way through Empowering Digital Leadership in all industries, in all sizes".

Businesses and individuals who are interested to join this webinar can check the details from this SAMENTA, MPC, and DPN's facebook page or contact dpn@mpc.gov.my or aiman@mpc.gov.my

End.

About Digital Productivity Nexus (DPN)

Digital Productivity Nexus (DPN) has been established under the Malaysia Productivity Blueprint (MPB) represents a bold step in raising labour productivity to boost the country's productivity in sustaining strong economic growth. DPN serves as a platform to drive multi-stakeholder initiatives to increase productivity holistically and in tandem at the national, sector and enterprise levels. Our role is to identify short and long-term initiatives that will empower industry players to boost productivity, as well as to facilitate future initiatives for the needs of industries.

About the 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.

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