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FOR IMMEDIATE RELEASE

MPC Teams Up with PIKOM to Accelerate Digital Adoption through Digital Solution Directory

Petaling Jaya, Selangor -- 23 November 2021 -- Malaysia Productivity Corporation (MPC) and the National Tech Association of Malaysia (PIKOM) launched Digital Solution Directory on Tuesday to facilitate matching the digital solution providers with industry players especially from the professional services, retail, food & beverages, and tourism sub-sectors.

Datuk Lim Ban Hong, Deputy Minister of International Trade and Industry (MITI) who launched the Directory stated, "In the age of digital disruption, technology will be at the core of this transformation of businesses and society. Our interaction in social spaces, business communications and dealing with our customers have changed. This pandemic has given us numerous wake-up calls since the first of MCO, indicating that transformation through digital technologies is essential as the way forward."

He continued, "Globally, Malaysia ranks 22nd out of 64 countries in the 'digital transformation in companies' indicator of the World Competitiveness Yearbook 2021, improved 4 positions from 2020. With strong support and smart collaborations between public and private sectors, there are certainly more avenues for Malaysian business to embark into digitalisation."

The ICT industry has recorded a 2.8 percent productivity growth in 2020, the second highest among the nine priority sub-sectors under the Malaysia Productivity Blueprint (MPB). With the increased demand for smart gadget, virtual telecommunication devices and e-commerce, it is believed that the ICT sub-sector will continue to grow over the next few years hence boost productivity performance of this sector.

Meanwhile, Ram Ganesan Karthigasu, Chairman of Malaysia Productivity Corporation said, "Productivity Nexus have been established under the MPB to mitigate the global challenges and drive productivity of the industries. Digitalisation and innovation are the main initiatives to strengthen the readiness of enterprises in adopting technology and digital advantage."

“Digital Solution Directory is a reference on digital technology solutions for the industry players to help them in their digital transformation journey. This directory will accelerate business recovery, by matching the technology solution providers and the industries especially professional services, retail, food & beverages, and tourism sub-sectors. It is also aligned to the ‘Go B.I.G. with Digital’ movement which was initiated by Digital Productivity Nexus (DPN) with full support from MPC”, he continued.

In the meantime, Danny Lee, Chairman of PIKOM mentioned, “PIKOM, together with DPN, has gone through a great deal of thought into producing a directory, ensuring that it is useful, relevant and meets the business needs today, to see micro-SMEs, and SMEs grow their businesses, create wider market reach and become more competitive.

The Digital Solution Directory was launched on Tuesday where the event was organised virtually. Businesses who wish to access and download the directory can contact aiman@mpc.gov.my or visit <https://www.digitaldirectory.wayup.my/> for further details.

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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.

Released by **MALAYSIA PRODUCTIVITY CORPORATION.**

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