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**PRODUCTIVITY STEP-UP TO SERVE THE INDUSTRIES IN BOOSTING
PRODUCTIVITY**

27 September 2023, Petaling Jaya — Malaysia Productivity Corporation (MPC) emphasises the critical role of the business improvement process through Productivity Step-Up programme in enhancing productivity across all industries. This forward-thinking initiative underscores Malaysia's commitment to positioning the nation for the top 12 globally in the World Competitiveness Ranking through strategic digitalisation efforts.

MPC Deputy General MPC, Zahid Ismail stated, in today's rapidly evolving global landscape, maintaining a competitive edge is vital for the prosperity of any nation. Malaysia recognises the importance of harnessing the power of technology and digitalisation to elevate productivity and foster innovation. The "Productivity Step-Up" programme aligns perfectly with Malaysia's vision to enhance productivity through digitalisation.

"We firmly believe that by boosting productivity, Malaysia can solidify its position as a global leader in the ever-evolving landscape of industry as aimed under the New Industrial Master Plan (NIMP)", he added.

The "Productivity Step-Up" programme is a comprehensive initiative designed to empower businesses across all sectors, encompassing manufacturing, services, and agriculture. The programme is set to engage over 1000 companies, targeting significant improvements of 5% to 10% in key performance indicators such as Productivity, Quality, Cost, Delivery, Safety, Morale, and Environment, highlighting MPC's dedication to boosting productivity while embracing digital transformation.

MPC invites businesses, entrepreneurs, and stakeholders from all sectors to participate in this groundbreaking initiative. For more information about the "Productivity Step-Up" programme and how your organisation can get involved, please visit <https://wayup.my/>.

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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.