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***FOR IMMEDIATE RELEASE***

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**Digital Solution Directory for Professional Services Boosts Firm-level Digital Adoption**

Petaling Jaya – Professional Services Productivity Nexus (PSPN) with full support from Malaysia Productivity Corporation (MPC) is developing Digital Solution Directory to encourage industry players to adopt and adapt the readily available solution providers to enhance and expand business operations. The aspiration is to drive demands for technology, increase digital adoption and promote local technology solution providers capabilities within the professional services fraternities. The directory will facilitate modernisation and digital transformation towards 4IR.

According Ts. Ir. Choo Kok Beng, PSPN Champion, “Modernised and digitalised professional services increase efficiency and breed innovation. The Twelfth Malaysia Plan 2021-2025 (12MP) emphasises that technological innovations are changing the way businesses operate and deliver services. Professional services need to move-up the value chain. In ensuring continuous economic recovery, professional services should focus on accelerating high value-added activities and adapting technological changes to improve labour productivity”.

“In the 12MP, professional services will be encouraged to provide high value-added services through the adoption of 4IR technology such as artificial intelligence (AI), robotics, and the Internet of Things (IoT). This effort leads to a high quality and knowledge-based services sector and restore the growth momentum in the services sector.” said Ts. Ir. Choo Kok Beng during the Soft Launch of DSP and Tech Talk Series 1 entitled “Digitalise Your Workforce via Robotic Process Automation” on 16 November 2021.

Dato’ Abdul Latif bin Haji Abu Seman, MPC Director General said, “Technological innovation proves to be the primary source of high productivity growth. OECD Economic Survey Malaysia 2021 reported that the use of technology among businesses needs further boost and urges firms to double the effort to achieve greater level of digitalisation towards productivity enhancement”.

“I believe the Directory of Digital Solution will give a strong momentum to push for digital transformation among firms, which will be translated into higher productivity growth, greater innovations, and increased efficiency. This directory is among MPC’s affirmative actions in providing a facilitating ecosystem for industry to prosper”, added Dato’ Abdul Latif.

The development of the Digital Solution Directory for Professional Services aims to match the supply and demand of technology related to professional services fraternities, provide a platform for digital solution providers to facilitate the demand group by showcasing the best solutions available, and pilot as well as enable companies to leverage digital technology through business matching exposition.

The directory comprises a list of more than 100 digital solution providers and their respective fields of expertise which are compiled into matrix. The overall initiative is expected to garner participation of professional service providers in the business matching exposition. Real-time business consultations and recommendations based on specific professional services fraternities by the technology solution providers will be conducted to connect the relevant parties.

The directory was officially launched on 23 November 2021 by Datuk Lim Ban Hong, Deputy Minister of International Trade and Industry (MITI). The Directory is developed through innovative collaboration between MPC productivity nexus and the National Tech Association of Malaysia (PIKOM). The Digital Solution Directory can be downloaded through <https://www.digitaldirectory.wayup.my/> while the solution providers may register as one of Digital Solution Providers living document through <https://bit.ly/DigitalSolutionProviderRegistration>. Professionals may contact [halisa@mpc.gov.my](mailto:halisa@mpc.gov.my) for further details.

End.

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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 PSPN**

*The Professional Services Productivity Nexus (PSPN) is a one-stop centre that assists professional services enterprises to boost productivity, increase innovation and capture growth opportunities.*

*The nexus is driven by a credible and respected leader from the Professional Services subsector who acts as an independent and unbiased Champion to ensure the success implementation of the subsector’s initiatives in MPB.*

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