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INDUSTRIES URGED TO JUMP ON THE DIGITAL ECONOMY BANDWAGON TO GAIN COMPETITIVE EDGE

Kuala Lumpur – Malaysia Productivity Corporation (MPC) urges businesses to embrace information and digital technology to gain competitive advantage in the marketplace and hasten productivity growth.

MPC Director General, Dato' Abdul Latif Haji Abu Seman in welcoming the launch of Malaysia Digital Economy Blueprint or MyDigital by Prime Minister Tan Sri Muhyiddin Yasin today said, "The launch of MyDigital is impeccably timely to the enthusiasm of the industries to adopt digitalisation in their business activities. MPC believes that the strategies and initiatives for Malaysia's digital economy as plotted in the blueprint will boost business digital transformation, resulting in higher productivity growth and greater competitive advantage."

"MPC is committed to facilitate this agenda and the Digital Economy Council to materialise the initiatives in the blueprint. We are strengthening the strategies and delivery by Digital Productivity Nexus (DPN), an industry-led establishment under Malaysia Productivity Blueprint (MPB) to substantiate government's efforts in boosting the adoption rate of holistic digital transformation by the industry players across all sectors.", Dato' Abdul Latif added to his statement.

MPC has been rigorous in its efforts to promote digital adoption in workplaces especially since last year when the Movement Control Order (MCO) was first in place due to COVID-19 pandemic. Leading by example, MPC has since augmented digital technology in its operation, coordination, and delivery, while at the same time rendered support and assistance to the industry players by leveraging the technology through programmes such as Business Virtual Advisory Services (BVAS), e-Shared Prosperity Organisation (eSPO) Acknowledgment Certificate, and webinar series. DPN, under MPC's supervision leads the initiatives related to digitalisation.

Dato' Wei Chuan Beng, Digital Productivity Nexus (DPN) Champion, who also sits in the Digital Economy Council, formed to mastermind the policies, implementation, and monitoring of the strategies and initiatives for Malaysia's digital economy, said, "DPN's focus is to uplift the productivity in the digital industry and simultaneously enable the upthrust of the productivity growth in other sectors. DPN's emphasis in 2021 fits a glove to the essence of MyDigital launched by the Prime Minister, to impact more industry captains across all sectors, and also leaders in the public bodies."

Dato' Wei added, "DPN's Go B.I.G. (Breakthrough, Integrity, Good) With Digital initiative is expanded and strengthened with 6Ps – Promotion, Piloting, Proliferation, Protection, Prosperity, and Partnership framework to affect the leadership level to drive organizational digital transformation."

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.

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