



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>

***FOR IMMEDIATE RELEASE***

**TOURISM VIRTUAL ADVISORY CLINIC (T-VAC) ESTABLISHED FOR  
INDUSTRY PLAYERS AFFECTED BY COVID-19**

14 Mei 2020, Kuala Lumpur - Tourism Productivity Nexus (TPN) supported by Malaysia Productivity Corporation (MPC) is piloting Tourism Virtual Advisory Clinic (T-VAC) to give advisory on implementable recommendations to tourism industry players who are affected by COVID-19 crisis. More than 30 advisory clinics have been conducted until today from nearly 250 applications received within a week and more advisory sessions are planned which are expected to be concluded by the first week of May. Due to the overwhelming requests from the industry players, TPN and MPC will reopen to new applications sometime in May.

The pilot project of the virtual advisory clinics leverages the online meeting platform to connect the appointed advisor with the participating company. T-VAC aims to support as many companies as possible individually by providing consultations and advise in the areas of financial management, business operation, and industry structure.

Dato' Abdul Latif Haji Abu Seman, Director-General of Malaysia Productivity Corporation (MPC) said industries have to rise quickly to adapt to the new normal by leveraging technology in coping with the disruptive impact of COVID-19 pandemic.

"This is the time of unusual business. The situation compels us to think, plan, and execute differently. During MCO, within these few weeks, technology has proven to affect performance, communication, and collaboration positively. Businesses, especially the SME players must adapt and leverage on technology in restarting their operations."

MPC Director General further added that the virtual advisory clinics will be expanded to other industries upon the completion of the pilot project by Tourism Productivity Nexus (TPN). The

execution will be implemented by productivity nexus, industry-led establishments under Malaysia Productivity Blueprint (MPB) under MPC's purview.

Tourism as among the hardest hit industries by COVID-19 saw losses amounting to billions of ringgit until March 2020. Tourism Productivity Nexus (TPN) has so far conducted various programmes to support the industry players to manage the impact. TPN Champion, Encik Uzaidi Udanis, who is also Malaysia Inbound Tourism Association (MITA) and Malaysia Tourism Council (MTC) President emphasised that tourism industry players must work together starting from now to rebuild the industry.

"TPN is doing what we can to support the industry players. Online meeting platforms have enabled us to connect with each other to share strategies, plans, and insights on how to regrow the industry. Through our engagements with the industry players especially the micro, small and medium companies via T-VAC, we understand that the problem lies in the foundation of a business operation, financial management, and marketing and promotion."

Encik Uzaidi Udanis called for more organisations, government or non-government, to connect with the stakeholders on the ground directly as this is how businesses are built and rebuilt.

Ends

**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 Tourism Productivity Nexus (TPN)**

*Tourism Productivity Nexus (TPN) is a one-stop centre that caters to enterprises to boost productivity while increasing innovation and capturing growth opportunities. The Nexus' initiatives emphasise the development of a holistic ecosystem in order to increase technology adoption and further strengthen key industry enablers.*

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Released by **MALAYSIA PRODUCTIVITY CORPORATION**. Media enquiries **Ms. Huda Atiqah Samsir Tel :013-7261950 ; e-mail : atiqah@mpc.gov.my**

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