



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>

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**DIGITAL TECHNOLOGY TO IMPROVE CONNECTIVITY AND PRODUCTIVITY  
DEVELOPMENT OF AGROFOOD SUPPLY CHAIN IN MALAYSIA**

18 June 2020, Kuala Lumpur – Agrolink Malaysia Information Toolbox, a digital one-stop-centre will be launched soon to help agriculture businesses access information, at the same time to support their development in the country.

The Agro-food Productivity Nexus (AFPN), fully supported by Malaysia Productivity Corporation (MPC) plays a vital role in facilitating and providing assistance in the productivity development and building connectivity in the agro-food supply chain.

Champion of AFPN, Dr. Nungsari Ahmad Radhi said that industry players are appreciative of the government's firm commitment towards developing agro-food industry on a collaborative platform.

"We are aware of the challenges faced by the industry, of insufficient focus on value-adding activities and fragmented value chain; issues with quality and standards, low adoption of technology, modern farming techniques and many small players with low levels of productivity. Therefore, the information toolbox will be an aggregator of information resources that links all the elements of the agro-food supply chain in Malaysia.

"This initiative brings the small and rural agrofood producers together into a Cluster Group entity and allow the small farmers to play in the mainstream supply chain and to improve their negotiation positions," he said.

He added that the toolbox will also ease the local agricultural businesses to obtain the latest news and information on programmes related to Malaysia Good Agriculture Practices (MyGAP) and Good Manufacturing Practices (GMP).

"It also provides an approach for farmers to understand and adopt the succinct technology and tools that they can utilise and implement in their farms. With the Agrolink Malaysia Information Toolbox, AFPN will attempt to overcome the mismatch of talents of the education institution which has led to a disparity in the employment rate for youths, specifically due to the mismatch in skills".

"We appreciate the government's recognition and allocation to agrofood industry which we believe has the potential to generate economic growth and therefore employment for the country. Selected Malaysian agrofood companies are already internationally competitive by adopting technology to fulfil

global standards. Much more can be done, and we welcome the government's show of policy support," he said.

He added, this effort was in line with the government initiative to help the agriculture sector reap better gains towards digitisation.

Dr. Nungsari highlighted the importance of adopting skills in digitisation and other emerging technologies in driving agrofood businesses to help boost productivity.

"Among the projects involved in digitisation are the microclimate weather station which allow farmers to have critical information to deal with crop protection on their pesticides and fungicides spraying decision. The effectiveness of using IoT digital technology with cloud data storage could help farmers to obtain farm live data; allows them to precisely manage their farm and to provide them with solution on-the-go.

"The farmers will benefit by gaining more farming knowledge in better producing their crops, reducing their fertilizer and pesticides input cost, improving water usage efficiency, increasing their crop quality and increasing their yield. In this project, we provide farm assessment, training and consultancy to farmers in digital agribusiness. The goal of this project is to increase efficiency in agriculture, achieve sustainability and increase reliable productivity," he said.

Meanwhile, Director-General of MPC, Dato' Abdul Latif Haji Abu Seman said The Agro-food Productivity Nexus (AFPN) is part of the nine subsectors identified under Malaysia Productivity Blueprint (MPB) to accelerate the economic recovery and assist the industry players to rebuild businesses.

"The Productivity Nexus is a centre of excellence for matters related in increasing productivity at the sectoral and manufacturing levels and will be the catalyst in implementing productivity initiatives with close cooperation with the Government. The industries are encouraged to take the opportunity on the programmes available under the Nexus to further increase productivity.

"Among the notable ongoing initiatives are webinars and online trainings for capacity building, business virtual advisory services, and review of regulations to reduce unnecessary burdens in rebuilding businesses. Continuous efforts are in place to hasten and catalyse economic recovery and productivity growth, as MCO eases and business activities increases," he said.

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For Media Enquiries:

Ms. Huda Atiqah (013-7261950)

OR Atiqah@mpc.gov.my

**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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