



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

E&E PRODUCTIVITY NEXUS CONTINUES ITS SUPPORT TO FURTHER HELPING SME'S AFFECTED BY THE COVID-19 OUTBREAK

Kuala Lumpur, 29th June 2020 - In efforts to continue its support for local SME's, Malaysia Productivity Corporation (MPC) today announced its another leading-edge initiative to help Electrical and Electronic (E&E) industry player especially those that have been affected by the Covid-19 outbreak . This time around, MPC together with E&E Productivity Nexus are announcing its joint effort to facilitate and expedite the recovery of E&E companies in Malaysia and ensure its sustainability for a long run.

According to Chairman of E&E Productivity Nexus, Yang Berbahagia Dato Seri Wong Siew Hai, eyeing at the devastating scenario that occurred on E&E industry, E&E Productivity Nexus and MPC not looking back but came out with various ideas in order to boost up the spirit and morale of the E&E industry player.

As Malaysian Government implemented the Mandatory Control Order (MCO) for almost three (3) months, many E&E based company had a hard time to sustain and even to uphold its business. Despite being one of the early-bird industries that was allowed to commence operations, there are still a lot of companies were affected by the lockdown which disrupted their businesses.

"In what seems like the blink of an eye, this disease has upturned many lives and businesses. Hence, we have strategies several aid-plan to help E&E industry player in Malaysia and one of it is through webinars, followed by Virtual Advisory Clinics, Business Coaching as well as how to gain market access through trade clinics and promoting Malaysian E&E companies to the world," said Dato Seri Wong Siew Hai.

He said, the initiative kicked- off with a series of 3 business recovery webinars. "The first was 'Rethink, Reinvent and Revitalise in the New Normal'. The sole objective for the first step was

identifying challenges faced by companies affected by Covid-19 and strategies to overcome them. The second was 'Making the Climb towards Recovery' where it helped SMEs to understand how to develop recovery plans for their businesses. To conclude the whole series, it ended with the third webinar – 'Growing Business Against the Tides of Disruption' where it focused on assisting SMEs to seize opportunities in markets," he said.

"To strengthen the impact of this initiative, EEPN is also collaborating with Digital Productivity Nexus (DPN) and we are organising a webinar on Digital Transformation. This is to highlight the urgency and that digital transformation is inevitable and can be a life-saver for all type of business. We also wanted to emphasize that technology has emerged as a powerful lifeline, which has proved to be an invaluable to users - both for running many kinds of business as well as to keep us connected regardless how perplexing the world currently are. I believe that within every crisis, there is an opportunity. Many businesses have had to drastically change their models in order to stay competitive," added Dato Seri Wong Siew Hai

For the first kicked-off session, the Business Recovery Webinars were well attended by companies in E&E and related sectors. Out of the 1,129 attendees, 10% were from mid to large companies, while the remainder were SMEs. Feedback obtained has been relayed by EEPN to the Government. The EEPN Virtual Advisory Clinics (EEVAC) connecting companies to advisors on one-on-one basis are currently underway to help companies to undertake analytics and diagnostics on their respective companies for appropriate remedial action.

With this initiative, MPC and EEPN is positive with the outcome especially in helping and empower many industrial player especially E&E businesses. The year 2020 is proving to be a milestone year for many businesses. Industry leaders are finding themselves in a transformational landscape, and are rolling out solutions that will not only help mitigate the impact from Covid-19 - but also allow Malaysians to bounce back from the MCO safely and responsibly.

End

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.

