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FOR IMMEDIATE RELEASE

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National Electrical and Electronics Forum Explored the Future of Malaysian E&E Industry

Kuala Lumpur - Electrical & Electronics Productivity Nexus (EEPN), supported by Malaysia Productivity Corporation (MPC) has organized the “National E&E Forum 2020” as part of the government initiative in enhancing economic resilience and ensuring businesses continuity amidst the impact of disturbance in the global supply chain.

Director General of MPC, YBhg. Dato’ Abdul Latif Haji Abu Seman said, the “National E&E Forum 2020” provides a platform for greater exchange of views from speakers and panelists from E&E industry across the globe on the impact of COVID-19 and US-China trade war which has influenced the world trade especially in the E&E industry.

“The forum explored the future of the E&E industry in the midst of supply chain disruption and sought ways of growing local system designs and development capabilities within Malaysia, to enable it to rise as a recognised force within the region and the world.

“The speakers and panelist also shared the winning formula of global technology centre, detailing the barriers encountered by Malaysian companies and ways to adapt the findings to local landscape and transform our local forces into global champions,” he said.

In conjunction with this program, Deputy Minister of Trade and Industry (MITI), YB Senator Datuk Lim Ban Hong also launched the Electrical & Electronics Marketplace Malaysia (EEMM), a business to business (B2B) online marketplace specifically developed for the E&E industry in Malaysia as the important gateway in promoting Malaysian E&E companies to the international market.

The Champion of Electrical & Electronics Productivity Nexus (EEPN), YBhg. Dato’ Sri Wong Siew Hai said, EEMM is one of the key strategies to strengthen the local E&E players to become global champion.

“Whenever I have dialogue sessions with SMEs, the number one issue high-lighted by Malaysia companies is the problem they faced with market access, especially the overseas market. The EEMM is one of the solutions that will address this concern.

“In this fast-paced and high-octane world, we need to be agile as change is the only thing that is constant. If we remain stagnant, we will not be able to compete in the global economy. E&E industry has been the backbone of Malaysia’s economy, moving up progressively in the value chain, growing, adopting new technologies and embracing the government’s push for Industry 4.0. The E&E industry has been in Malaysia for nearly 50 years. It has grown by leaps and bounds. Today, its export valued at RM380billion and its contribution to GDP is 6.3%. It employs 560,000 people. That is how significant it is.

“With the right ecosystem that has long been established in Malaysia, we are moving towards the right direction. The future of the E&E industry is very bright. I expect it to continue to grow. The E&E marketplace Malaysia portal is the gateway to the world,” he said.

The portal accessible at <https://eemm.com.my/> covers wide ranges of E&E industry sub-sectors. There are 16 main categories namely ; Industry 4.0 & System Integrators, Communication Systems (RF, 5G & Wireless), Electronic Manufacturing Services (EMS) and Electronics Healthcare & Medical Devices and many more.

Among those who attended the programme were Secretary General of MITI, YBhg. Dato’ Lokman Hakim Ali and Deputy Secretary General of MITI, YBhg. Dato’ Sri Norazaman Ayob.

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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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