



WELCOMING REMARKS

**DIRECTOR GENERAL OF
MALAYSIA PRODUCTIVITY CORPORATION**

**LAUNCHING OF
MALAYSIA SEMICONDUCTOR INDUSTRY
ASSOCIATION (MSIA)**

6 APRIL 2021 (TUESDAY)

12.30 PM

YANG BERHORMAT SENATOR DATUK LIM BAN HONG

Deputy Senior Minister of International Trade and Industry (MITI),

YANG BERBAHAGIA DATO' SERI WONG SIEW HAI

President of Malaysia Semiconductor Industry Association (MSIA),
and Champion of Electrical & Electronics Productivity Nexus
(EEPN),

Heads of Government Departments and Agencies,

Captains of Industries,

Members of Media,

Distinguished Guests,

Ladies and Gentlemen,

1. A very good morning to all of you. As the Director General of MPC, it is my pleasure and honour, to welcome all of you to the launch of Malaysia Semiconductor Industry Association (MSIA).
2. We are very grateful to have Yang Berhormat Senator Datuk Lim Ban Hong, Deputy Minister of International Trade and Industry to officiate this event.
3. Malaysia Productivity Corporation (MPC) being the leading organisation to enhance productivity and competitiveness in the country focuses on unlocking and promoting greater

productivity within Malaysia's industry sector, including the Electrical & Electronics (E&E) industry.

4. E&E Productivity Nexus (EEPN) which is commissioned under Malaysia Productivity Blueprint (MPB) drives productivity growth through multiple strategies such as collaboration between industry and government, while introducing a more cohesive industry structure and eco-system via utilities access and knowledge sharing.
5. MPC continues to support EEPN in accelerating its activities in the new norm amid the COVID-19 pandemic to promote more cohesive industry structure and eco-system by establishing Malaysia Semiconductor Industry Association (MSIA) as a collective voice of the semiconductor industry.
6. Among the programmes and initiatives that MPC, EEPN, and MSIA will collaborate for this year are National E&E Forum, Industrial Upskilling and Reskilling Programme, Webinar Series, Vendor Development Programme, Productivity through Digitalization and many more.
7. We will also continuously support EEPN and MSIA efforts to encourage E&E industry to register and subscribe in the E&E Marketplace Malaysia (EEMM), a gateway for Malaysian E&E. EEMM is a business to business (B2B) online marketplace portal specifically developed for the E&E industry in Malaysia with the main objective to serve as the important gateway in promoting Malaysian E&E companies to the international market. EEMM is one of the strategies and platform to

strengthen our local E&E companies and nurturing them to be global champions.

Ladies and Gentlemen,

8. As a leading productivity organisation, we believe that technology will improve productivity. EEPN through its signature programme, Plugfest managed to train around 100 companies to embark their digital transformation journey. We are confident that we can achieve the 3% productivity growth targeted for this year by having more companies adopting technology in their business operation.

9. On that note, I applaud all of you for spending your time here. Thank you again for coming to the launching of Malaysia Semiconductor Industry Association (MSIA). Have a productive session ahead. Once again, I would like to thank Yang Berhormat Senator Datuk Lim Ban Hong for gracing this event.

Thank you.