

ISSUE #09 | JANUARY 2023

DIGITAL PULSE

A SPOTLIGHT ON THE DIGITAL HUB OF ASEAN



HSBC GLOBAL SERVICE CENTRE PIONEERS FUTURE-READY TECHNOLOGY

DE Rantau Expects Injection of RM4.8b
into Local Economy by 2025

Ablr, Sinisana, Wahed Set Eyes
on Pushing Malaysia's IDE Forward

28 Pioneering Businesses Sign MDEC's
MDCAP for Sustainability Practices

MD

MALAYSIA DIGITAL

ABOUT MDEC

ABOUT MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)

Malaysia Digital Economy Corporation (MDEC), a government agency under the purview of the Ministry of Communications and Digital, was established in 1996 to lead Malaysia's digital economy. Beginning with the implementation of the MSC Malaysia initiative, we have since then catalysed digital transformation and growth all over the nation. By offering greater incentives and governance for growth and re-investment, we aspire to bolster Malaysia's status as the digital hub of ASEAN, opening new doors and driving shared prosperity for all Malaysians.



CONTENTS

| 04

Foreword

| 05-08

Capitalising on Malaysia's Booming Digital Revolution

| 09-10

DE Rantau Expects Injection of RM4.8b into Local Economy by 2025

| 11-15

Ablr, Sinisana, Wahed Set Eyes on Pushing Malaysia's IDE Forward

| 16-18

28 Pioneering Businesses Sign MDEC's MDCAP for Sustainability Practices

| 19-20

Events Highlight

| 21

Take It Easy



FOREWORD



TS. MAHADHIR AZIZ,
CEO of MDEC

**“APPROACH THE NEW YEAR
WITH RESOLVE TO FIND THE
OPPORTUNITIES HIDDEN IN
EACH DAY.”**

A new year beckons, like a blank canvas waiting to be painted. What would you illustrate? The above quote by Michael Josephson is an apt one, especially when we are expecting the global economy to experience a slowdown, a challenging period for all of us. But just as one will never start a painting with distemper or stain, we should put our best brushstroke forward.

Malaysia has not been spared by the ravages and challenges of the pandemic. We have lost so many and so much over the past two years. But looking at the glass as half-full and based on empirical data of our digital economy, we have done pretty well to not

only stem the tide but also ride the waves. The country’s digital economy continues to be on an upward trajectory, expected to contribute up to 25.5% of GDP come 2025. eCommerce transaction value breached the RM1 trillion mark for the very first time in 2022 while the number of MSMEs pivoting digitally has also exceeded the target.

We launched a new national strategic initiative in July 2022 to succeed the 26-year old MSC (Multimedia Super Corridor) Malaysia, called Malaysia Digital (MD). MD will serve to improve the digital capabilities and capacities while raising its overall ecosystem value. In just two short months, MD has brought in RM42 billion worth of foreign direct investment while expanding domestic direct digital investment by RM4.76 billion.

MDEC has also launched the region’s first digital nomad programme, called DE Rantau, and laid foundations for the National e-Invoicing Initiative.

Since reopening our borders to the world, we have also hosted and organised the “Olympics of the World’s Information Technology Industry”, World Congress on Innovation & Technology (WCIT). We have also organised Malaysia Digital Week 2022, an event which congregated business leaders, captains of the industry and experts from around the world. The tremendous response and results that we have gotten from all these initiatives show that the world’s confidence in Malaysia has grown.

We invite you to be a part of our success, grab a brush and paint this canvas called 2023 together with us. Happy reading.



CAPITALISING ON MALAYSIA'S BOOMING DIGITAL REVOLUTION

Arriving in style: The country is the premier ASEAN location for digital and tech companies looking for expansion

MALAYSIA is becoming a hub of digital innovation in ASEAN due to its ever-growing digital economy, making it the perfect place for tech organisations looking to get ahead. With an abundance of resources and opportunities available, Malaysia is quickly establishing itself as a powerhouse within the region.

The digital economy is a major contributor to Malaysia's GDP, standing at 23.2% in 2021. The government's goal of 25.5% by 2025 appears comfortably attainable given this impressive progress – putting Malaysia on track for even greater success in the years ahead.

MALAYSIA DIGITAL, A REVAMP OF MSC MALAYSIA

- MSC Malaysia companies have generated over 198,000 jobs.
- MSC Malaysia companies have invested RM430 billion (US\$95.5 billion) into Malaysia's digital economy since 1996.
- Malaysia Digital aims to drive the digital economy through catalytic high-impact initiatives, strategic and sustainable investments, and inclusive policies.

The region, which has a **population of 662 million with more than 70% internet users**, remains an attractive investment destination, having recorded foreign direct investments (FDI) inflows of US\$174 billion in 2021, a **12% share of the global FDI**.

MATURE DIGITAL ENVIRONMENT

In the wake of COVID-19, Malaysia's dynamic digital infrastructure provided an ideal foundation for global business operations to continue seamlessly from home. With its value-driven cost competitiveness, companies were able to remain robust and also lay a secure groundwork for future digital success amidst one of the most troubling times in modern history.



MALAYSIA IS CONDUCTIVE TO THE TYPE OF WORK WE WANT, WHICH IS TO DEVELOP AND DEPLOY SOME OF THE INDUSTRY'S MOST ADVANCED AND INNOVATIVE TECHNOLOGY TO MAKE BANKING FOR OUR CUSTOMERS EASIER AND MORE SECURE."

**SAMEH ABOUZEID,
MANAGING DIRECTOR OF
HSBC GLOBAL SERVICE
CENTRE: MALAYSIA**

POSITIVE BUSINESS ATMOSPHERE

- Malaysia ranks 32nd globally in the IMD World Competitiveness Ranking 2022.
- Malaysia Digital status offers fiscal and non-fiscal initiatives to local and international tech companies.
- The initiative encourages companies to operate, grow, expand or invest anywhere in the country.
- Offers a bill of guarantees to offshore companies and investors.
- The bill includes tax incentives, foreign knowledge worker quota and passes, and the flexibility to source capital and funds globally.
- Companies with Malaysia Digital status are entitled to a set of incentives, rights and privileges from the government.

Malaysia has set an ambitious goal of developing a comprehensive digital infrastructure that serves the nation's population in a meaningful and equitable manner. The nation is committed to encouraging mass adoption of technology to ensure its citizens have access to digital advancement within their means. As this digitalisation initiative continues to move forward, the country looks forward to a bright future that engages the whole nation in modern technology and innovation.

With Malaysia's digital advances, HSBC's Global Service Centre has embraced the opportunity to create a technologically-driven future. Recently, the bank has unveiled unique initiatives like their two-tier customer verification system with voice identification - a pioneering move that made them both first within Malaysia and Southeast Asia as well.

“We are leveraging this digital ecosystem to launch things here before they are seen elsewhere,” said Sameh Abouzeid, managing director at HSBC Global Service Centre. “Malaysia is conducive to the type of work we want, which is to develop and deploy some of the industry’s most advanced and innovative technology to make banking for our customers easier and more secure.”

According to Abouzeid, a progressive regulatory environment enables HSBC in Malaysia – the home of one of the bank’s 10 global service centres – to develop its support for its retail and corporate clients in the Asia-Pacific region.

REGIONAL APPROACH

MDEC also recognises that a regional approach to digital investment, rather than competition among neighbouring countries, is the key to success.

By working together in collaboration with ASEAN nations, MDEC strives to make Malaysia an even more successful leader in this space.

We don’t see competition around us,” says Mahadhir Aziz, CEO of MDEC. “Rather, we see collaborators we can work with and complement to add value to other markets.”

MDEC has been proactively working with other regional counterparts to create innovative solutions for digital trade and upgrading the existing digital economy framework.

The digital economy is one of Malaysia’s most important economic pillars, accounting for 23.2% of the country’s GDP in 2021.





Malaysia is an ideal investment location within ASEAN due to its well-established infrastructure and booming industries.

POWER OF DIGITALLY SAVVY TALENT POOL

Malaysia's allure as a business location also lies in the variety of skills found in the Malaysian workforce. With talent developing at a staggering rate, the country has emerged as a formidable option compared to other countries. From app developers to graphic designers and from high-level software engineers to marketing strategists, it offers a complete package that would cover any need any business may have.

“With Malaysia being a centre for technical development and technical education in the region, there is a ready pool of talent made up of future-fit individuals,” Abouzeid says, referring to their ability to embrace new ways of thinking and working in the modern workplace.

Meanwhile, Aziz sees a promising future full of potential for Malaysian content creators thanks to the ever-growing metaverse. With its newfound popularity, this virtual platform offers many opportunities for creative minds and investments alike.

This new iteration of the internet allows for new opportunities in the sector and a way for Malaysia's burgeoning skilled talent pool, which saw 5.36 million youngsters graduate in 2020, to develop their skills and new projects to drive exports.

“We are one of a handful of countries with a very strong skill set in creative digital content,” he says. “This allows us to contribute positively to the extended, augmented, and virtual reality sectors.”



DE RANTAU EXPECTS INJECTION OF RM4.8B INTO LOCAL ECONOMY BY 2025

It's exciting to see how far Malaysia has come in such a short time to become a global hub for digital nomads

DE RANTAU is Malaysia's standout initiative for establishing itself as the top digital nomad hub in the world. The programme has made great strides since its launch last September, enabling more and more people to benefit from digital professional mobility and tourism with greater ease than ever before.

The government is working towards offering more destination options around the nation to travel while working. The launch of Penang and Langkawi, Kedah as the locations for DE Rantau in 2022 enables digital nomads to simultaneously commit to remote work and bask in the beauty of island life.

Recognised by both the government and the international community, it offers nomads who are looking for a change of scenery an attractive and comprehensive range of professional options.

Not only does DE Rantau foster a more competitive cost of entry than other countries, but it also promotes digital adoption with which Malaysia's economy can grow.

Apart from the introduction of the DE Rantau Nomad Pass, which will support the facilitation of foreign digital nomads' stay in Malaysia for 12 months, the Ministry of Communications and Digital (KKD) through Malaysia Digital Economy Corporation (MDEC) has created a vibrant ecosystem supporting the digital nomad lifestyle to regain the balance in working and living.

Aligned with Malaysia Digital (MD), the DE Rantau programme is solidifying Malaysia's path to becoming the preferred digital nomad hub of the ASEAN region.

Even before the pandemic, nomads had been roaming far and wide to work and live according to their desires. But it was only due to global events that this trend truly blossomed - now more people are opting for a life unfettered by borders, propelled forward with technology in hand.

KKD, through MDEC, has crafted a revolutionary mobile application called DE Rantau Platform. This all-inclusive ecosystem provides digital nomads living in Malaysia access to accommodation hubs and an array of local services. Under the Malaysia Digital (MD) initiative, DE Rantau is one of the first two Malaysia Digital Catalytic Programmes (PEMANGKIN)

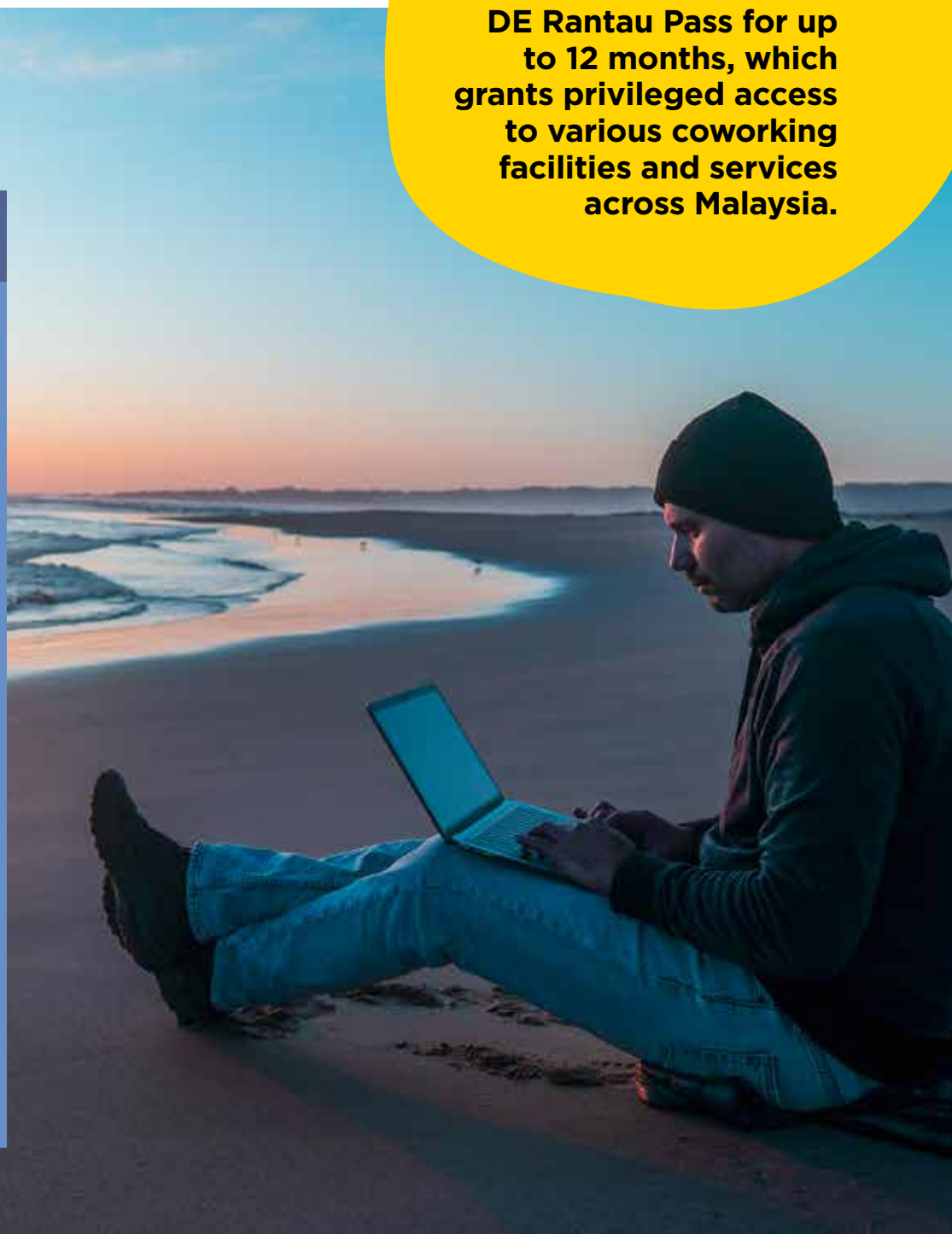
planned for 2022. It is designed to create substantial economic spillover through equitable access to digital tools, knowledge, and income opportunities.

The programme is expected to inject a total of RM4.8 billion into the local economy by 2025. In its first phase, the identified digital nomad hubs will include Penang, Langkawi, Kedah and Kuala Lumpur.

Digital nomads can obtain a renewable DE Rantau Pass for up to 12 months, which grants privileged access to various coworking facilities and services across Malaysia.

FACTS AND FIGURES

- **2,962** digital nomads applications globally as of last year
 - **Top 5 countries:** Pakistan, Russia, America, British and Australia
-
- **Top 5 occupations of applicants:**
 - Software development
 - Digital marketing
 - Other digital domain-related work
 - Digital creative content
 - Digital content development
 - **4 weeks:** Duration for DE Rantau approval process
 - **1 week:** Duration for DE Rantau Nomad Pass issuance





ABLR, SINISANA, WAHED SET EYES ON PUSHING MALAYSIA'S IDE FORWARD

MDEC shares a conversation with three fast-growing companies that have made Malaysia as a springboard for their global success

ABLR is on a mission to revolutionise Islamic financial services, providing access and affordability to underserved communities in Malaysia and beyond.

THE digital economy is transforming and developing at an unprecedented rate, with Islamic digital economy (IDE) being no exception. Malaysia and ASEAN have seen considerable growth in this area since their inception, with the awareness of such systems expanding from a localised to a global level.

Ablr, a fintech company, has chosen Malaysia as the site of its operations due to the country's world-leading Islamic fintech ecosystem and robust regulatory framework. As the number one ranked nation in the Global Islamic FinTech Index, Malaysia has demonstrated a clear commitment to fostering innovation in the Islamic finance industry.

Ian Ow, Founder and Group CEO of Ablr, says that the pandemic has brought issues regarding environmental, social and governance (ESG) and sustainable development goals (SDGs) to the fore, and this has helped further surface how Islamic principles coupled with digitalisation efforts can be a huge boost to achieving these ESG and sustainability goals and outcomes.

LEVERAGE ON MALAYSIA'S ROBUST ECOSYSTEM

As a fintech company that provides shariah-compliant products that seek to fill the gap for the unserved and underserved Muslim population globally, Ablr leveraged on the maturity and strength of Malaysia's ecosystem.

The Malaysian government and MDEC have been instrumental in offering a supportive environment for his venture in the country, says Ian. "I am grateful for being able to raise capital from Dana Penjana Nasional, a government fund, to further our mission in providing honest financial products that help improve people's lives through the support of Penjana Kapital."

SOLID GOVERNMENT COMMITMENT

The Malaysian government has also demonstrated its commitment to supporting the development of Islamic finance and the digital economy by focusing on these key economic growth areas with MDEC's dedicated IDE unit, which will create a strong foundation for further stability and expansion.

With Penjana Kapital administering and facilitating the deployment of the Dana Penjana Nasional fund, the Malaysian government has been supporting the companies to grow their innovation.

Ablr is now focused on rolling out various digital product offerings to underserved and unserved households and micro-small medium enterprises (MSMEs) in Malaysia and thereafter exporting and localising these for other Muslim markets. The company looks to positively impact Malaysia and beyond by accelerating the reach and impact of Islamic financial services that help address financial inclusion gaps and support sustainable development goals.

MEDIA AND TOURISM

With a strong presence in Islamic finance, halal food, and fashion already evident throughout the country and region, Ian



I AM GRATEFUL FOR BEING ABLE TO RAISE CAPITAL FROM DANA PENJANA NASIONAL, A GOVERNMENT FUND, TO FURTHER OUR MISSION IN PROVIDING HONEST FINANCIAL PRODUCTS THAT HELP IMPROVE PEOPLE'S LIVES."

**IAN OW,
FOUNDER AND GROUP CEO OF ABLR**

believes that two other areas, media and tourism, have immense potential for growth in the future.

"Awareness is key in promoting the development of the global Islamic economy. Media is a powerful tool to help educate and share more information through modern media formats such as television, movies and even music. That awareness can be invigorated through experiences and real-life interactions through tourism to Islamic countries and cultural exchanges with the Muslim population," he concludes.



One for the album... Ablr looks to positively impact Malaysia and beyond by accelerating the reach of Islamic financial services.

SINISANA brings transparency and sustainability to IDE, helping businesses serve the Muslim market with products that are produced responsibly.

IDE is making its presence felt as recognition grows of its crucial part in our region. Solutions within the IDE spectrum are becoming more diverse, offering a range of services outside the traditional realm of Islamic finance tools, says Jonah Lau, Co-founder and Chief Technology Officer of Sinisana.

The Islamic Finance industry has long searched for alternative operations methods that adhere to Shariah regulations. Now, these technology-enabled solutions are being developed for multiple applications beyond banking and finance. With tailored platforms now catering to a broad range of services, it is becoming clear that IDE is rapidly evolving into something much bigger than first imagined.

PROVENANCE AND ACCOUNTABILITY

Sinisana is devoted to making a meaningful and lasting impact in IDE locally and beyond. Its foremost priority is ensuring integrity throughout all stages of production - from supplier networks to customer experience. "A key focus area for us has been utilising our traceability platform to support various ESG initiatives by businesses. We believe this is where our tools and platform can help more companies serving the Muslim market



THE NEW MALAYSIA DIGITAL PUSH HAS ALSO LOWERED THE BARRIER OF ENTRY COMPARED TO THE PREVIOUS MSC MALAYSIA INITIATIVE, MAKING IT MUCH MORE CONVENIENT FOR DIGITAL ECONOMY COMPANIES TO OBTAIN SUPPORT."

**JONAH LAU,
CO-FOUNDER AND CHIEF
TECHNOLOGY OFFICER OF SINISANA**

tap into a greater global wave of consumer demand for products and services that have been produced sustainably. There is already much overlap between halal standards and sustainability goals, and we believe this is the next natural evolution of IDE."

RESPECTED GLOBALLY

Jonah says: "Malaysia is a global leader in the halal economy, and its halal certification is well-regarded by Muslim consumers everywhere. This provides a strong foundation for IDE to innovate and flourish from Malaysia to the world. There is also a high level of digital adoption by consumers and businesses within Malaysia that facilitates digital innovation. In addition, non-Muslim consumers in Malaysia are also open to innovation within the IDE that benefits them."

He asserts that MDEC has been a pillar of support ever since Sinisana began operations at the end of 2019. There have been various MDEC programmes that have benefited the company in gaining exposure in the market.



Blockchain-traceable halal beef on supermarket shelves.

“The new Malaysia Digital push has also lowered the barrier of entry compared to the previous MSC Malaysia initiative, making it much more convenient for digital economy companies to obtain support. MDEC’s specific IDE division has been extremely supportive of Sinisana’s growth by linking industries to tech startups.”

To further progress, he says the Malaysian government and government agencies should be more receptive towards homegrown solutions that have been proven in the market. Agencies should be focused on more than just the big-name or imported solutions that are often very costly and result in a technology trade imbalance. He added: “As a global leader in the halal economy, government agencies need to be cognizant and recognise the potential of local Malaysian Islamic digital economy solutions as our next key export to the world.”

Driven by advanced AI and latest tech tools, Wahed aspires to build a next-generation robo-advisor platform.

IDE has evolved greatly since it began, driven by major shifts in both market dynamics and customer behaviour. The

COVID-19 pandemic has accelerated this process, as customers have become more knowledgeable and aware, while making greater use of online technologies spurred by higher mobile penetration rate.

Interestingly, the growth in the robo-advisor market has also increased despite the pandemic onslaught, says Juliana Abu Bakar, Country Head and CEO of Wahed Malaysia.

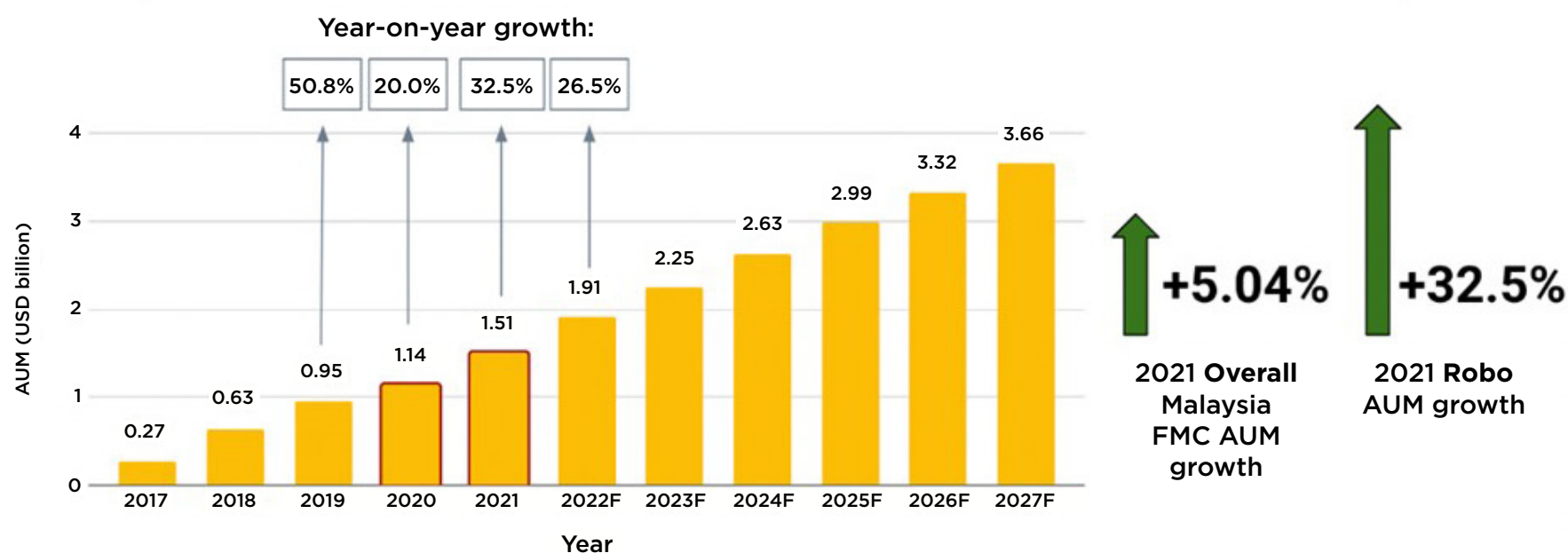
These changes have been particularly pronounced in Malaysia and other ASEAN countries, leading to a more competitive and dynamic environment for businesses operating within the region’s IDE.

STANDOUT FACTORS ABOUT MALAYSIA FOR WAHED

- Geographical hub for ASEAN
- Supportive ecosystem - MDEC, MyDIGITAL Corporation
- Products - the growth of Islamic fintech products in Malaysia
- Demand - products and services with Islamic values are highly sought-after

Growth of Robo-Advisor AUM in Malaysia

COVID merely **delayed** the rampant growth of robo-advisors in 2020 - remains commendable at **20%** and is projected to rapidly increase in the forecast years



Source: Statista.com, SC Annual Report 2021

With IDE rapidly evolving, the Malaysian government and MDEC have an active role to play in stimulating growth within this sector, says Juliana.

“Further to MDEC’s efforts to bring VCs to Malaysia and create opportunities for local startups while encouraging MNCs to invest and make Malaysia a regional hub for knowledge transfer, collaboration can be encouraged by building it with foreign countries.”

For established companies, MDEC could focus on building an ecosystem which helps build global prominence for Malaysian companies, she adds. “This success should ideally be complemented by educational programmes that drive market-driven awareness throughout Malaysia’s population.”

Ultimately, through a holistic approach of providing stronger infrastructure development coupled with targeted awareness-raising campaigns, both investors as well as companies in the IDE will benefit from a real competitive advantage with strong potential for positive long-term growth.

WAHED FUTURE PLANS

- Offer a variety of investment/wealth management products with ethical solutions
- Work together with MDEC to promote FDI into Malaysia
- Collaborate with local companies for a win-win objective



THE GROWTH IN THE ROBO-ADVISOR MARKET HAS ALSO INCREASED DESPITE THE PANDEMIC ONSLAUGHT.”

**JULIANA ABU BAKAR,
COUNTRY HEAD AND CEO OF WAHED
MALAYSIA**

IDE offers numerous untapped yet highly prospective sources for potential growth and development. Halal tourism is one such sector that could be extremely lucrative in some of the more religious countries and Muslim cultures in the ASEAN region. Education is also important, not just in terms of learning but, more importantly, teaching Islamic core values that promote an all-encompassing amalgamation of empathy, morality and social responsibility.

Last but not least, a wide range of possibilities are available to capitalise on the rising demand and interest regarding ethics-focused mainstream or social media platforms that promote Islamic awareness amongst users.

As such, these three key areas should certainly be taken into account going forward if we are to consider a sustainable long-term approach to growing the IDE across the ASEAN region, Juliana concludes.



28 PIONEERING BUSINESSES SIGN MDEC'S MDCAP FOR SUSTAINABILITY PRACTICES

Lead a sustainable future:
Become part of the MDCAP
movement today

THE Malaysia Digital Climate Action Pledge (MDCAP) is a new corporate commitment that seeks to increase the adoption of sustainable, climate-positive practices by businesses within the digital economy.

This initiative helps reduce the collective ecological impact in this sector and fosters a stronger sense of moral responsibility as organisations become better stewards of their technology and data.

Helping business practice sustainability through the lens of digital technologies, MDCAP offers a valuable opportunity to build resilient capacity across industries and make climate action more achievable in Malaysia.

This endeavour was made possible through the efforts of the Malaysia Digital Economy Corporation (MDEC) and UN Global Compact Network Malaysia & Brunei (UNGCMYB). By joining forces, both organisations are making significant contributions to the advancement of sustainable development goals in this region. MDCAP provides companies with clear guidelines on ethical behaviour, compliance with local laws, transparency, improved governance structures and other methods to help them create lasting value for society.

**THIS INITIATIVE IS
QUICKLY BECOMING AN
ESSENTIAL ELEMENT FOR
NOT ONLY LONGEVITY
BUT ALSO IMPROVING
COMPETITIVENESS AND
GARNERING CUSTOMER
LOYALTY.**

It assists companies in becoming responsible business actors while expanding their reach and supporting economic growth.

5 FOCAL KEY AREAS

- Develop a Climate Action Guide and Toolkit for digital economy businesses.
- Increase access to chargeable sustainability e-learning programmes for tech SMEs, and promote e-learning resources.
- Encourage businesses to adopt initiatives that address Climate Change.
- Promote sustainable practices among tech organisations.
- Develop and collaborate on outreach and engagement events.

Indeed a breakthrough moment for the digital economy sector – 28 pioneering businesses have become MDCAP Signatories. As part of this exciting initiative, these organisations will receive access to powerful resources designed to equip them with the necessary tools and guidance to create meaningful programmes that promote climate action.

SUSTAINABILITY APPROACH

- All companies in Malaysia's digital ecosystem are eligible to sign the Pledge, from MSMEs to MNCs.
- MDEC and UNGCMYB are actively promoting the benefits of signing the Pledge to these businesses.
- Signing the Pledge is voluntary, but companies must select and report annually on progress against two of the six commitment options that have been incorporated into MDCAP.
- Signatories sign up for one year and will be invited to recommit at that stage.
- There is no cost attached to signing the Pledge.

The expected growth of Malaysia's digital economy beyond the initial target of 25.5% by 2025 is a tremendous catalyst to shift towards sustainable practices.

SIGNATORIES MUST UNDERTAKE A MINIMUM OF 2 OUT OF THE FOLLOWING 6 COMMITMENTS:

- Conduct business operations in an environmentally responsible manner through Reduce, Reuse, and Recycle practices.
- Take action to minimise greenhouse gas (GHG) emissions by implementing energy efficiency and/or renewable energy or other emission-reducing measures.
- Implement responsible sourcing across the supply chain.
- Define a climate governance strategy by the company's mission, vision, and values.
- Encourage stakeholder dialogue on the company's sustainability practices.
- Share sustainability best practices regarding strategies, action plans, and initiatives.

Faroze Nadar, Executive Director of UNGCMYB, added: "The digital economy will be the heart of global development moving forward; hence it will play an outsize role in ensuring sustainable development. With this partnership with MDEC, we aspire that the Malaysian digital economy ecosystem will be a key catalyst for sustainable nation-building and as a global contributor to achieving the SDGs."

Other programmes under MDCAP include Sustainability e-Learning, co-developed by UNGCMYB and Taylor's University, which will also be offered to the first 75 SMEs taking the Pledge at a subsidised rate.



AS SUSTAINABLE DEVELOPMENT DEPENDS ON THE DIGITAL ECONOMY, UNGCMYB PARTNERS WITH MDEC TO BOOST THE MALAYSIAN DIGITAL ECOSYSTEM TOWARDS SUSTAINABLE NATION-BUILDING AND GLOBALLY CONTRIBUTING TO SDGs.

**FAROZE NADAR,
EXECUTIVE DIRECTOR OF
UNGCMYB**

Malaysia remains committed to climate action and strives to become a carbon-neutral nation by 2050. As outlined in 12MP, the Government is aiming for a 45% reduction in greenhouse gas emissions intensity of GDP by 2030, compared to a 2005 baseline, and to achieve a 31% renewable energy mix by 2025.

EVENTS HIGHLIGHT

Glimpses of what matters: Coverage of past MDEC memorable initiatives

2022-2023



05

JANUARY 2023

COMMUNICATIONS AND DIGITAL MINISTER'S VISIT TO MDEC HQ

MDEC CEO briefed Minister YB Fahmi Fadzil on the agency's performance during the ministerial working visit.



17-18

DECEMBER 2022

MALAYSIA DIGITAL CONTENT FESTIVAL (MYDCF) 2022

MDEC held MYDCF 2022, in conjunction with Comic Fiesta, to celebrate the best of digital creative content developed by Malaysian and Southeast Asia creators.

12

JANUARY 2023

GRAND OPENING OF XSOLLA'S KL OFFICE

MDEC CEO attended the grand opening of Xsolla's KL Office. Xsolla is a leading global video game commerce company.



09

DECEMBER 2022

MDEC ANNUAL DINNER 2022

MDEC organised its annual gathering to acknowledge its employees.





11-14
OCTOBER 2022

**MALAYSIA DIGITAL WEEK (MDW 2022)
AND MALAYSIA DIGITAL CLIMATE
ACTION PLEDGE (MDCAP)**

MDW 2022 featured anchor and satellite events to help drive MDEC’s goal as the Digital Hub of ASEAN. Jointly developed by MDEC and UN Global Compact Network Malaysia & Brunei (UNGCMYB), MDCAP aims to increase the adoption of sustainability across the digital economy.

07-18
NOVEMBER 2022

KRE8TIF! 2022

Kre8tif! 2022 was organised to empower the digital creative content industry, driving the growth of the nation’s digital economy.



04-07
OCTOBER 2022

LEVEL UP KL 2022

LEVEL UP KL 2022 aims to empower Malaysia’s digital video and game industry towards becoming the regional gaming hub.



TAKE IT EASY

Light takes on technology that makes the world go round

What is the biggest lie anyone can tell?

“I have read and agreed to all the terms and conditions.”



Person 1: Do you know how to use Outlook?

Person 2: As a matter of fact, I Excel at it.

Person 1: Was that a Microsoft Office pun?

Person 2: Word.



Whoever said that the definition of insanity is doing the same thing over and over again and expecting different results has obviously never had to reboot a computer.





To find out more about MDEC's Digital Economy initiatives, please visit us at www.mdec.my or follow us on:
Facebook: www.facebook.com/MyMDEC/
Twitter: [@mymdec](https://twitter.com/mymdec)