

# HARNESSING DIGITALISATION WILL BOOST PRODUCTIVITY

The time is now to implement a change of mindset, as the year 2020 started off by taking the industry throughout the world off guard with the Covid-19 pandemic.

**D**igitalisation is seen as prominent to boost productivity growth in the long-term. We have seen how high-productivity nations adapt quickly to changes brought in by technology advancement. This involves the willingness to acculturate new ways of producing goods & services, resulting in new ways of doing business.

The ICT subsector has evolved beyond being a mere collection of technological tools. It is a socio-economic enabler, as well as a key driver to business transformation. Malaysia Productivity Corporation (MPC) through Digital Productivity Nexus (DPN) is responsible for assisting the effective implementation of the productivity improvement initiatives are realized.

DPN is led by Dato' Wei Chuan Beng, an active industry captain and recognized entrepreneur in the telecommunications sector and ICT industry. His illustrious career in developing the nation's ICT growth and national initiatives goes beyond 30 years. He is the Founder of REDtone International Berhad and former Chairman of PIKOM. He is supported by tech industry experts and governing committees from various ministries and agencies, private sectors and industry associations.

With full support from MPC, DPN

embarked on the initiative 'Go B.I.G with Digital' which aims to achieve breakthrough productivity via digital and technology adoption for drastic and huge impacts in businesses.

'Go B.I.G with Digital' focuses on catalysing productivity growth for Breakthrough results, strengthening Integrity and empowering best practices and Good values to increase productivity growth or 'Go B.I.G with Digital'. This will be done through the adoption of IR4.0, producing stronger connectivity and innovation of technology.

As an example, when half a million companies, start-ups and businesses initiate a digital project each, this will potentially roll out the entire digital tech companies and community. Investment from foreign IR4.0 companies will start to make its entry into the market economy in Malaysia, set up companies, and train their people. This is the intended virtual cycle.

This initiative includes all sectors via collaborations and smart partnerships. Businesses are expected to grow from 10X to 100X of incremental productivity. The digital industry will include the rest of sectors in growing together via this initiative and no one will be left behind. This is the essence of DPN's 'Go B.I.G with Digital'. Businesses will boom and move forward with greater momentum.



Dato' Wei Chuan Beng, Champion of Digital Productivity Nexus (DPN).

To unleash the power of the industry, it needs to have less regulation, with more focus on outcome. Strong leadership and consistent transparency pave the way into knowing exactly what needs to be done when we digitalize. This includes the ability to access information from all directions and communicate clearly with all parties for clarity and understanding of tasks. Subsequently, this results



Dato' Abdul Latif Haji Abu Seman, Director General of MPC and Dato' Wei Chuan Beng with Secretariat of National Oversight Productivity Council (NOPC), 16 January 2020 at MITI.



Digital Productivity Nexus Governing Committee (NGC) comprises of ministries and agencies, private sectors and industry associations.

in breakthrough outcomes and productivity, and revolutionised change.

Dato' Wei highlighted that digital services would inevitably be the global frontier and he intends to be involved in the development. He is excited to see all the different

technologies and what they are capable of. He is confident that with this initiative enabling the adoption of digital technology and business model, the country's digital transformation is imminent. Digital Malaysia will be ready for challenges and opportunities post-2020.

## 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.

## About Digital Productivity Nexus (DPN)



Digital Productivity Nexus (DPN) is a one-stop centre that caters to businesses to boost productivity by increasing digitalisation and innovation and capturing growth opportunities. The Nexus' initiatives emphasise the development of a holistic ecosystem to increase the adoption of technology and digitalisation and further strengthen key industry enablers.

The change of mindset in now, especially when the year 2020 began by taking us all off guard with the unthinkable situation. However, this is the right time and moment to kick-off what we have been talking about for years, digitalisation.

**Adopt Digital, Achieve Breakthrough, Accomplish Results.  
Let's Go B.I.G with Digital.**



"Memacu Produktiviti Negara" | "Driving Productivity of the Nation"



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