

## **AZMIN ALI LAUNCHES LEADERSHIP AND DIGITAL SUMMIT 2020: GO BIG WITH DIGITAL CONFERENCE AND VIDEO**

PETALING JAYA, 8 December 2020: Digital Productivity Nexus, a technology subsector of the Malaysia Productivity Corporation had its inaugural Leadership and Digital Summit 2020: Go B.I.G with Digital today, officiated by Senior Minister of International Trade and Industry Malaysia, YB Dato' Seri Mohamed Azmin Ali.

Azmin Ali Quote:

Champion of the Digital Productivity Nexus, Dato' Wei Chuan Beng opened the discussion by emphasizing on the importance of quickening the digitalisation's adoption rate. He said, "We have entered the next era of technology: the digital age. With the rapid pace of the evolving technology, it continues to revolutionise how we live and how businesses operate. In response to the Covid-19 pandemic, digital technologies have proven to be practical solutions. Digital Malaysia will be ready for challenges and opportunities in the future."

Go B.I.G with Digital is aimed to get all leaders towards a mindset change that digital transformation for their companies is imminent through 5 phases of top down leadership. This includes promoting digital culture, pioneering & expanding the digital adoption throughout the company, protecting data and prosper through breakthrough.

The Go B.I.G with Digital Video was also featured for the first time at the summit, reflecting the impact and exponential possibilities when leaders helm the digital adoption journey. Honorable Guests YBhg. Tan Sri Mohd Zuki Ali, the Chief Secretary to the Government, and YBhg. Tan Sri Jamaludin Ibrahim, the President of Axiata Group Berhad also presented their keynote speeches entailing how the turnaround of culture (culture change) and application of technology has greatly impacted the productivity of their people, divisions, industries and agencies.

Other speakers include Dato' Michael Tio, CEO and MD of PKT Logistics Group, Dr Dzaharudin Mansor, National Technology Officer of Microsoft Malaysia and M. Nazri Muhd, CEO of MyFinB Group. Moderators of the summit were PIKOM Chairman Danny Lee and PIKOM Advisor Shaifubahrim Saleh.

The Leadership Summit was attended online by over 300 delegates across all industry sectors including heads of government agencies. The closing of the summit also featured technology providers in Augmented Reality by Nexcom International from Taiwan and Artificial Intelligence showcase by Etronix from Malaysia.

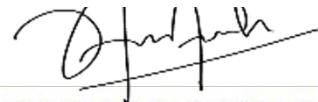
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### **DPN Boiler Plate**

Digital Productivity Nexus (DPN) has been established under the Malaysia Productivity Blueprint (MPB) represents a bold step in raising labour productivity to boost the country's productivity in sustaining strong economic growth. DPN serves as a platform to drive multi-stakeholder initiatives to increase productivity holistically and in tandem at the national, sector and enterprise levels. Our role is to identify short and long-term initiatives that will empower industry players to boost productivity, as well as to facilitate future initiatives for the needs of industries.

Among the initiatives DPN's achieved for year 2020 comprises the areas of Digital Supply, Digital Demand, Digital Workforce and Digital Regulatory. Four products were introduced; Go B.I.G with Digital Video, Digital Transformation Guide (DiTG), Digital STARS and Digital Infrastructure Competitiveness Index (DICI). DPN works closely with main stakeholders that include Ministries, Agencies and private sectors.

### **DISAHKAN OLEH:**



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