

ISSUE #07 | JULY 2022

DIGITAL PULSE

DIGITAL TRANSFORMATION TO THE FORE

Inside:

Exposing Our Studios Through
International Market Access Programmes

Alibaba Rolls Out New Edition
of Netpreneur Training Programme in Malaysia

Penang: The “Silicon Valley of the East”



MALAYSIA DIGITAL

ACCELERATING THE GROWTH OF MALAYSIA'S DIGITAL ECONOMY

About MDEC

MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the digital transformation of the economy for 25 years. We aim to enable a progressive, innovation-led digital economy.

MDEC will continue to lead Malaysia towards becoming a globally competitive digital nation through the development and execution of the Malaysia Digital initiative, which aims to create substantial digital economic spill-over through equitable access to digital tools, knowledge, and income opportunities.

Predicated on a new framework built upon three primary components – Agility, Flexibility, and Relevance – Malaysia Digital is set to enhance Malaysia's value proposition to attract digital investments, firmly establishing Malaysia as the digital hub of ASEAN.



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Foreword

“Think Possible”

MANY things are possible, so long as you don't know that they are impossible. When the Multimedia Super Corridor (MSC) was first introduced, it was set to “change the way we live and work”, predicated on “new cyber laws, new types of entertainment, new means of healthcare delivery, and new applications of technology.”

In 1996, the notion of a digitally-driven economy and society felt almost like science fiction. But by dreaming big, embracing challenges and Thinking Possible, we could transform what was a nascent ICT industry into a digital economy that permeates every aspect of Malaysian society.

The digital future from the perspective of today seems equally overwhelming and impossible. A society powered and empowered by the Internet of Things, FinTech, Artificial Intelligence and Automation can feel out of reach. But as we've demonstrated, if we know it is possible, we can achieve it.

This issue of Digital Pulse is about achieving the impossible. It begins with our first, enormous step into the digital future with the launch of Malaysia Digital, the national strategic initiative to succeed MSC Malaysia. Fuelled by a new and improved framework, Malaysia Digital will enhance the nation's digital capabilities and boost the digital economy as we embark on our journey to become a digital nation.

We also explored how the digital creative industry can reach new heights via market access programmes, with testimonials from famed local studios. Besides, this edition delves into Penang as the “Silicon Valley of the East” from its growth as a semiconductor powerhouse into a prime digital investments location.

Lastly, we evaluated smartphones' impacts on sustainability. As an avid smartphone user, this might sound like a large pill to swallow. However, it starts with acknowledging and understanding the problem and then solving it.

Science fiction author Arthur C. Clarke once said: “The only way of discovering the limits of the possible is to venture a little way past them into the impossible.” Malaysia Digital has opened the next phase of our digital journey. So, let us push past the possible limits, inch by inch, step by step.

Happy Reading!



Mahadhir Aziz
Chief Executive Officer, MDEC



Malaysia Digital was formally launched by the Prime Minister on 4th July 2022

Malaysia Digital: Accelerating the Growth of Digital Economy

Malaysia Digital (MD) will help the country to better prepare for today's ever-evolving landscape and create a digital nation

PRIME Minister YAB Datuk Seri Ismail Sabri bin Yaakob launched Malaysia Digital (MD), an initiative to accelerate the growth of the nation's digital economy for the benefit of *Keluarga Malaysia*.

About MD

MD is a national strategic initiative led by the Ministry of Communications and Multimedia (K-KOMM) through Malaysia Digital Economy Corporation (MDEC), Malaysia's lead digital economy agency. It aims to encourage and attract companies, talents and investment while enabling Malaysian businesses and the Rakyat to play a leading role in the global digital economy.

It is an initiative to succeed MSC Malaysia, which has transformed Malaysia into a knowledge-based economy since 1996. With a new and improved framework, the new initiative seeks to enhance the nation's digital capabilities and boost the digital economy.

The missions of MD:

1

To drive digital adoption among aspiring young entrepreneurs, companies and the rakyat

2

To support local tech companies to become 'Malaysian Champions' and successful international players

3

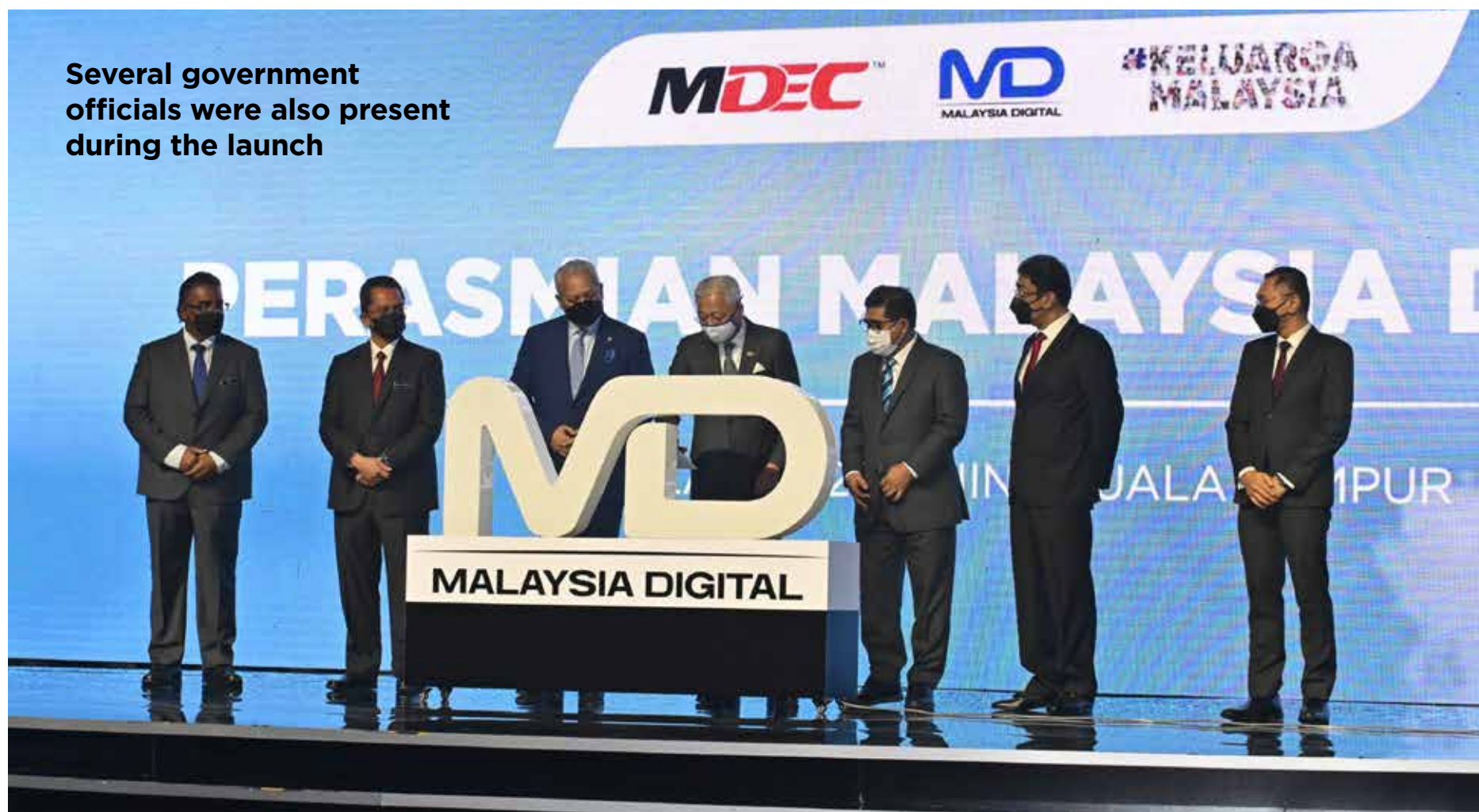
To attract high-value digital investments

The Government, through MDEC, will introduce two initial Malaysia Digital Catalytic Programmes (PEMANGKIN) which are DE Rantau and Digital Trade to realise this mission.

- ▶ **DE Rantau** is a programme to boost digital adoption, promote professional mobility, and drive tourism across the country, intending to establish Malaysia as the preferred Digital Nomad Hub.
- ▶ **Digital Trade** on the other hand, will drive interoperability and greater harmonisation of standards and regulatory approaches and facilitate trade within and across borders.

MD is the engine that accelerates the digital growth ecosystem within nine (9) focus areas and drives digital adoption and opportunities in the digital economy via PEMANGKIN and other competitive offerings.

Several government officials were also present during the launch



MD's nine (9) focus areas:

Islamic Digital Economy

Digital Trade

Digital Agriculture

Digital Services

Digital Cities

Digital Health

Digital Finance

Digital Content

Digital Tourism

Leading the execution will be the Malaysia Digital Coordination Committee (MD-CC), which will serve to coordinate the governance and operations of MD, including awarding MD status to companies.



THE AGENCY WILL CONTINUE TO DRIVE AND ACCELERATE THE SUSTAINABLE GROWTH OF THE NATION'S DIGITAL ECONOMY WITH MD AS THE OVERARCHING INITIATIVE TOWARDS ESTABLISHING MALAYSIA AS THE DIGITAL HUB OF ASEAN."

- TS. MAHADHIR AZIZ, CEO OF MDEC



K-KOMM AND MDEC WILL ESTABLISH A DEDICATED PLATFORM FOR THE INDUSTRY TO CONTINUOUSLY PARTICIPATE AND PROVIDE VALUABLE FEEDBACK ON MALAYSIA DIGITAL, INCLUDING PRIVATE-SECTOR REPRESENTATIVES FROM RELEVANT INDUSTRY BODIES AND ORGANISATIONS AS SUBJECT MATTER EXPERTS."

- YB TAN SRI DATUK SERI PANGLIMA TPr ANNUAR HAJI MUSA, COMMUNICATIONS AND MULTIMEDIA MINISTER



Exposing Our Studios Through International Market Access Programmes

Malaysia's rapidly progressing digital creative industry, including animations, films and video games is revealing a significant transition driver for the country



AS the world increasingly goes digital, Malaysia needs to have a strong presence in the digital sphere. One way to achieve this is through market access programmes promoting Malaysian-made content creators. MDEC was part of the delegation to the Marche Du Film 2022 film market to promote Malaysia's

animation industry on an international stage.

Studios which join often see these programmes as opportunities to generate new revenue, expand their reach and showcase their IPs. These programmes feature topics and discussions vital to the industry, such as new technology, real-time animation and Metaverse.

Benefits of Market Access Programmes

- ◆ Allow pitching sessions
- ◆ Organise business connection meetings to assist all studios, especially those keen to find distributors for the original IPs
- ◆ Big-time streamers and companies from Disney, Netflix, Paramount, and Warner attend the pitching sessions to look for potential content

MARKET ACCESS PROGRAMMES WHICH MDEC & MALAYSIAN STUDIOS ATTENDED:



Marche Du Film 2022

- ◆ The film industry's largest gathering for producers, financiers, broadcasters, distributors, suppliers and buyers from around the world
- ◆ Share ideas and make deals



Game Developers Conference

- ◆ Held in San Francisco in March
- ◆ Passion Republic Games won Best In-Play for the game GigaBash
- ◆ Uses these game festivals to acquire outsourcing jobs from bigger studios



Annecy International Animation Film Festival

- ◆ Held in France from June 13 to 18
- ◆ Attended by around 4,000 people from more than 90 countries
- ◆ It is a key meeting place for the international industry with many levels to experience
- ◆ Provided various events, including a work-in-progress sidebar and a gap financing market
- ◆ Assisted the animation sector post-pandemic and for emerging countries to break through with the IPs and not get drowned by the "bigger players"

STUDIO TESTIMONIALS:



MAGNUS GAMES STUDIO

We have participated in many of MDEC's events, such as LEVEL UP KL,

MYDCF, TGS and Gamescom. We know how important these events are for the entire local creative industry because it is a window for us to bridge local content to international buyers and sellers. We have benefited from these events by making meaningful connections that resulted in successful deals due to brilliant business matching events.



PASSION REPUBLIC GAMES

We joined many MDEC's market access programmes

and acquired works for big titles like Elden Ring, New World, Spiderman Remastered and more. We even managed to work with legendary Hideo Kojima on his game Death Stranding.

While the game is still developing, GigaBash has been participating in various game expos worldwide,

including in Japan, China, Germany, Brazil, Taiwan, and the United States. During LEVEL UP KL, we won multiple acknowledgements such as Best Indie Game, Best in Show and The Grand Jury Awards.



LES COPAQUE

The Buyers Flying In programme back in 2013 was the catalyst of our meeting. We closed the deal of having our secondary

IP, Pada Zaman Dahulu and was acquired by a prominent international broadcaster.



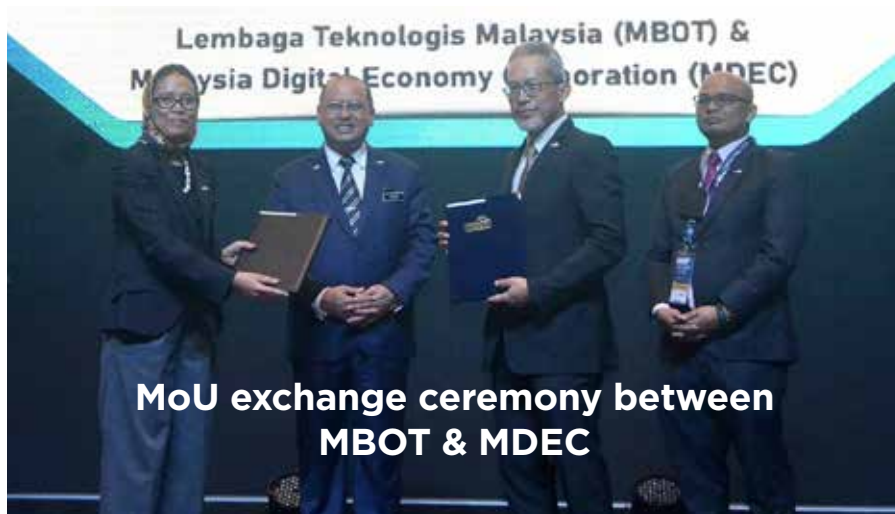
MONSTA

Participating in MDEC's annual events helps us connect with local and international industry players. These events

provide an invaluable opportunity for us to network and expand our contacts. In addition, the events allow us to learn about future trends, stay ahead of the curve and position ourselves for success in the digital economy.

MBOT Inks MoU With MDEC

Two agencies work seamlessly together to create better support for Technologist and Technicians



MALAYSIA Board of Technologists (MBOT) and Malaysia Digital Economy Corporation (MDEC) have signed an MoU to promote digital talent development in Malaysia.

MBOT, a professional body that gives Professional Recognition to Technologists and Technicians in related technology and technical fields, has appointed MDEC as part of the Technical Expert Panel (TEP). TEP acts as a strategic alliance between 3 sectors: government agency, industry and academia. This strategic alliance will serve as an advisor to oversee the respective Technology and Technical Fields which MBOT recognises.

Through this partnership, MBOT and MDEC will be able to provide expert advice on the latest technology trends and

Agreed Scopes Covered Under the Memorandum of Understanding (MoU):

- ◆ To share MDEC's Digital Skills Training Directory and various Industry Skills Frameworks.
- ◆ To promote MBOT's Graduate Members registration to graduating PDTI students (final year and fresh grad).
- ◆ To assist the training providers recommended by MDEC to register as MBOT Approved Training Providers (ATP).
- ◆ To recognise Continuous Professional Development (CPD) hours for short courses or micro-credential modules developed and offered by MDEC or its affiliate Institutes of Higher Learning (IHLs) that are deemed appropriate to be endorsed for CPD hours related activities.
- ◆ To assist high-potential technologists or technicians in digital technology in applying for professional recognition.
- ◆ To develop and propose professional assessment framework for the related Technology Field.

developments, as well as up-to-date information on the skillsets required for success in the digital economy.

This is in line with the mission to support the Malaysian Government's aspirations of developing a world-class workforce and to produce more home-grown talents in the Information and Communications Technology (ICT) field.

Alibaba Rolls Out New Edition of Netpreneur Training Programme in Malaysia

More emphasis will be placed on post-pandemic cross-border eCommerce potential in the course

Netpreneur Training Programme consists of online classes focusing on digital technologies for business growth



MALAYSIA Digital Economy Corporation (MDEC) and Malaysia External Trade Development Corporation (MATRADE) are in support of Alibaba Global Initiatives (AGI), a professional training arm of Alibaba Group, which will be launching a new edition of its Alibaba Netpreneur Training programme in Malaysia.

As Malaysia aims to become a globally competitive digital nation, the development and execution of MDEC's Malaysia Digital initiative together with its partners are set to create sustainable growth and substantial economic spill-over, which can be achieved by equipping every citizen with access to digital tools and knowledge.

The latest edition of the Alibaba Netpreneur Training continues AGI's efforts to equip entrepreneurs and business leaders with tangible and actionable steps they can take to advance in the digital economy.

Alibaba Netpreneur Training Programme

Coached 317 entrepreneurs in Malaysia since 2019

A four-week programme from July 12 to August 16

Applications are open until early July

Training will be conducted online in English by certified Alibaba trainers and business leaders experienced in digital business

Consists of online classes focusing on digital technologies for business growth

Programme participants will receive an e-certificate and be eligible to join the AGI entrepreneur community

Outstanding candidates will get the chance to participate in a one-week offline immersion programme at Alibaba's headquarters in Hangzhou, China

2022 Curriculum

Post-pandemic online commerce trends such as cross-border shopping and other digital economy developments

The digital economy in China and the latest trends and practices shaping its development

The journey of selected traditional businesses that have successfully gone through digital transformation

The evolution of Alibaba's business, including the role of digital technology in supporting the growth of companies in its ecosystem

Frameworks and approaches for building a successful and innovative business in today's digital world

“

WITH COMPANIES TAKING TO ONLINE CHANNELS TO KEEP BUSINESS RUNNING DURING THE PANDEMIC, DIGITALISATION IS NO LONGER A FOREIGN CONCEPT TO ENTREPRENEURS. THE NEXT STAGE IS HOW TO TURN DIGITAL ADVANCEMENTS INTO OUR BEST ADVANTAGE FOR THE FUTURE. WE HOPE THIS ENHANCED EDITION OF OUR ALIBABA NETPRENEUR TRAINING WILL HELP ENTREPRENEURS IN MALAYSIA DEVELOP LONG-TERM, SAVVIER DIGITAL STRATEGIES THAT WILL OPEN UP MORE ECOMMERCE OPPORTUNITIES FOR THEM.”

- DAN LIU, SENIOR ADVISOR OF ALIBABA GLOBAL INITIATIVES



“

MDEC WELCOMES THIS INITIATIVE AS IT WILL BE VITAL FOR BUSINESSES TO FURTHER FUTURE-PROOF THEMSELVES AS WE MOVE INTO THE ENDEMIC PHASE. THE RAPID PACE OF DIGITALISATION AND ACCESS HAS ENABLED NEW OPPORTUNITIES SUCH AS CROSS-BORDER TRADE. AS MALAYSIA'S LEAD DIGITAL ECONOMY AGENCY, WE WILL CONTINUE TO CATALYSE AND SPUR THE DIGITAL TRADE ECOSYSTEM VIA VARIOUS INTERVENTION PROGRAMMES THROUGH THE MALAYSIA DIGITAL INITIATIVE. EFFECTIVE COLLABORATIONS WITH GLOBAL TECHNOLOGY COMPANIES SUCH AS ALIBABA WILL BE KEY, AND WE LOOK FORWARD TO MORE IN THE FUTURE.”

- TS. MAHADHIR AZIZ, CEO OF MDEC



“

THE DIGITAL ECONOMY IS AND WILL CONTINUE TO PLAY A PIVOTAL ROLE IN HELPING MALAYSIAN COMPANIES TO BOUNCE BACK AFTER THE GLOBAL PANDEMIC, ESPECIALLY IN REACHING OUT TO GLOBAL CONSUMERS. MATRADE, IN LINE WITH THE NATION'S DIGITAL ASPIRATION, IS PLEASED TO CONTINUE COLLABORATING WITH THE ALIBABA GLOBAL INITIATIVES TO PROMOTE THE NETPRENEUR PROGRAMME FOR OUR EXPORTERS. MATRADE HOPES THAT PARTICIPATING COMPANIES CAN TAKE FULL ADVANTAGE OF WHAT IS OFFERED IN THE CURRICULUM TO BETTER PREPARE THEIR COMPANIES STRATEGICALLY IN EMBRACING DIGITAL TRANSFORMATION, INCLUDING ADOPTING CROSS-BORDER ECOMMERCE INITIATIVES.”

- ABU BAKAR YUSOF, DEPUTY CEO (EXPORTERS DEVELOPMENT) OF MATRADE



For more information on the enrollment criteria, the full programme details and how to register, [click here](#).

Penang: The “Silicon Valley of the East”

Penang is a melting pot of emerging skills and talents and an ideal hub for digital investments

AN island state of almost two million in population, Penang has grown by leaps and bounds over the years, achieving many incredible milestones. Recognised as “Asia’s Next Silicon Valley” (BBC, 2018), Penang continues to be a highly attractive location for local and foreign investors and a key investment gateway to Asia and beyond.

Helming the Role of Malaysia’s Economic Powerhouse

Contributes over 5% of global semiconductor sales

Top FDI recipient and export contributor in Malaysia

Strong and rigorously-enforced intellectual property climate

World-class industrial parks and Multimedia Super Corridor (MSC) Tier 1 Cybercentres

Second largest cargo freight hub in Malaysia, with direct flights to major cities in Asia

World Congress on Innovation Technology (WCIT)

Penang’s significance in the ICT landscape is also acknowledged and recognised by leading international organisations. One such instance is the State’s appointment to host the World Congress on Innovation Technology (WCIT) from 13-15 September 2022 and InvestPenang as the lead agency for WCIT for the State. Known as the Olympics of the world’s information technology industry, WCIT 2022 Malaysia expects to attract the participation of 4,000 visionaries, captains of industry, government leaders and academics from 100 countries.

<https://wcit2022.com/wcit>

World-class Manufacturing and Services Ecosystem



- ▶ Strategic site for Industry 4.0, advanced manufacturing, R&D, global supply chain management, high precision engineering capabilities and digital analytics
- ▶ Seamless plug-and-play ecosystem
- ▶ Industry-ready and innovative talent pool

Penang's Accolades



- ▶ In 2018, BBC chose Penang as Asia's Next Silicon Valley
- ▶ Chosen by CNN as one of the 22 world's best destinations
- ▶ In 2008, Georgetown was named a UNESCO World Heritage Site
- ▶ In 2021, Penang Hill was designated a UNESCO Biosphere Reserve
- ▶ Recognised as a medical travel destination of the year

Penang is Home to



- ▶ **200** DGBS and CoE status companies
- ▶ **350** multinational corporations (MNCs)
- ▶ **4,000** Small Medium Enterprises
- ▶ **3** of the Global Top 10 semiconductor leaders
- ▶ **6** of the Global Top 30 medical device companies

Preferred location for digital investments

The service industry is equally important as Penang is a thriving Digital Global Business Services (DGBS) and Centre of Excellence (CoE) for MNCs.

- The Penang Cybercity initiative has **created over 200 MSC status companies and more than 14,000 highly valued jobs.**
- More than **60 companies with GBS operations** with a

manufacturing footprint, such as B. Braun, Dell, Intel, Jabil, Motorola, National Instruments, ams Osram and Toray, among others.

- **An increasing trend of MNCs with no physical manufacturing presence** have opted to establish their GBS in Penang. These include Citigroup, Clarivate, S&P Global, Luxoft, Swarovski, Teleperformance, UST, Zebra Technologies and more.

- **Highest concentrated integrated circuit (IC) design and software development engineers** in Malaysia. It houses numerous reputable companies in this business area, including Cerium, Experior, Intel, Infinecs, Lattice, Oppstar, SkyeChip, Starfive, Synapse Design, Synkom and UST, which are also part of the global value chain.

Penang as an entrepreneurial state

- The State government 2018 established the Penang i4.0 Seed Fund programme to provide funding for qualified high potential early-stage technology start-ups and to enhance the growth of Penang's tech ecosystem.
- Via InvestPenang, the State government has curated an ongoing initiative, named G37, exclusively for its recipient companies.
- G37 provides mentorship guidance by experienced professionals, training and workshops by subject matter experts, covering fundraising, finance and investment, human resource, legal, software development and market expansion.



50 Years of Excellence and Beyond

Penang steps into the 50th anniversary of its industrialisation journey in 2022. Its transformation from a traditional seaport economy into the Silicon Valley of the East began in 1972 when the establishment of Malaysia's first free trade zone in the State drew key investments from eight Multinational Corporations (MNCs). Their arrivals have heralded the development of a robust ecosystem of ancillary industries and elevated the State's status as a prominent hub for advanced manufacturing and high-value-added upstream activities.

As 2022 marks the Golden Jubilee of industrialisation in Penang, the State government has incubated a year-long event with 13 focused themes to demonstrate Penang's successful transformation and forward-looking plans.

<https://www.pg50.com.my>

Malaysia Sees Strong Digital Investments Momentum

One-nation approach towards attracting digital investments and solidifying Malaysia's position as the digital hub of ASEAN

NATIONAL efforts to accelerate digital investments in Malaysia are driven by MDEC and the Malaysian Ministry of Communications and Multimedia (K-KOMM) as part of a national effort to establish Malaysia as the digital hub of ASEAN, particularly in accelerating economic recovery following the COVID-19 pandemic.

These digital investments efforts have:

- Successfully attracted **RM2.99 billion** in digital investments in Q1 2022
- Garnered from both Foreign Direct Investments (**FDIs**) and Domestic Direct Investments (**DDIs**)
- Led to the creation of **6,061 jobs**
- Garnered **34 MSC-status companies**:
 - ◆ From various countries; 18 from Malaysia, 9 from the United States, 3 from Singapore, and the rest from Canada, China, Hong Kong, and the Netherlands
 - ◆ Majority of these companies (18) are in the digital services sector, followed by digital finance (7 companies), digital cities (3), digital health (2), digital trade (3) and digital content (3)

These results indicate that the nation is on track to achieve the RM70 billion target of investments in digitalisation by 2025, as set by the Malaysia Digital Economy Blueprint (MyDIGITAL).

Digital investments are a key aspect of Malaysia's economic recovery. They create high-knowledge jobs and help accelerate innovations and adoption of Fourth Industrial Revolution (4IR) technologies that will further boost Malaysia's digital economy and as a digital nation.



OUR Q1 2022 ACHIEVEMENTS ARE A TESTAMENT TO K-KOMM AND MDEC'S ONGOING EFFORTS TO DRIVE DIGITAL INVESTMENTS TO MALAYSIA. IT ALSO HIGHLIGHTS THE HUGE INVESTOR MOMENTUM AND TRUST IN MALAYSIA AS A PRIME DIGITAL INVESTMENT DESTINATION IN ASEAN, THANKS TO OUR WORLD-CLASS INFRASTRUCTURE, HOLISTIC DIGITAL ECOSYSTEM, AND SKILLED DIGITAL TALENTS."

- YB TAN SRI DATUK SERI PANGLIMA TPr ANNUAR HAJI MUSA, COMMUNICATIONS AND MULTIMEDIA MINISTER

MDEC, as Malaysia's lead Digital Investment Promotion Agency (IPA), drives digital investments to Malaysia via the MSC Malaysia initiative as well as the Digital Investment Office (DIO), a collaborative platform developed alongside the Malaysia Investment Development Authority (MIDA).

MDEC – with support from MIDA – recently organised the Digital Investment States Summit 2022, a three-day event aimed to bolster Malaysia's digital investment aspirations and value proposition with the state IPAs across the nation. The goal is to create a one-nation approach to attracting digital investments ultimately.

Achieving Malaysia's digital investment aspirations is an effort that will take an entire nation. K-KOMM and MDEC seek to accelerate digital investments by galvanising meaningful public-private partnerships through the enhanced framework, revamped incentives, and catalytic programmes of Malaysia Digital, the initiative to succeed MSC Malaysia.

Impact of Smartphones on Sustainability



A new smartphone may seem like a small purchase, but the environmental impact of manufacturing and using one is surprisingly

MANY people today cannot imagine living without their mobile phones. And while there are many reasons for this, one of the most important is that mobile phones allow us to stay connected with the world. But what happens when we use these gadgets in ways that may be harmful to ourselves or others?

This is where ESG (environmental, social, and governance) comes into play as a critical element as it encompasses how our actions as individuals and as a society affect the planet and its people. This is the first in a series of articles highlighting the impact of various elements of the digital economy on sustainability.



Opt for an energy-efficient smartphone to minimise its carbon footprint

It's estimated that mobile phones now account for more than half of our online time and more than half of the world's web traffic. Mobile phones are now an indispensable part of our lives, and it's no surprise that they play such a big role in our online activity.

The rise of the smartphone has been nothing short of meteoric. In just a few short years, these devices have gone from being a rarity to becoming almost ubiquitous. **Today, smartphones**

account for roughly four out of every five mobile phones in use worldwide.

This dramatic shift has been driven by many factors, including the increasing affordability of smartphones and the availability of high-speed wireless networks. But perhaps the most important factor has been the sheer usefulness of these devices.

Although smartphones bring great convenience to our lives, they also have an environmental cost.

Deloitte Global predicts that in 2022:

4.5 billion smartphones will generate 146 million tons of CO₂ or equivalent emissions.

- ◆ Over 80% of these emissions will come from the manufacture, shipping, and first-year usage of 1.4 billion new smartphones.
- ◆ 3.1 billion smartphones in use, refurbishment of existing smartphones, and end-of-life processes, including recycling, make up the balance.

Mobile Phones' Impact on Global Warming

A new smartphone may seem like a small purchase, but the environmental impact of manufacturing and using one is surprisingly large.

A brand-new smartphone generates an average of 85 kilograms in emissions in its first year of use.

90% of this comes from manufacturing processes, including extracting raw materials and shipping.

After the first year, a smartphone generates an average of 8 kilograms of emissions from usage during its working life, which is most commonly between two and five years.

Minimising its Impact

There are a number of ways to minimise the impact of mobile phones on the environment. Because manufacturing accounts for almost all of a smartphone's carbon footprint, extending its expected lifetime is the biggest factor that could reduce a smartphone's carbon footprint.

Many consumers are now keeping their phones for longer.

Global market for refurbished and handed-down phones is growing.

Customers buying based on a vendor's green credentials could reshape the industry over time.

As environmental concerns become more important to consumers, firms that don't consider sustainability in their operations may find themselves at a competitive disadvantage. This could significantly impact the smartphone industry, with those manufacturers able to produce durable, eco-friendly devices gaining a competitive advantage. In the long run, this could reshape the industry, with more sustainable practices becoming the norm.

Local Businesses Flourish in Online Markets

Malaysia's B2021 initiative encourages MSMEs in the post-pandemic economy



Taguwa Ruwa clothing line aims to be comfortable and stylish

Taguwa Ruwa

Taguwa Ruwa is a casual clothing brand inspired by street fashion. Its whole look is based on the infusion of lifestyle styling design and modern apparel. Suitable for everyday fashion, it aims to create an accessible clothing line for all genders and ages. Taguwa Ruwa produces the finest apparel quality focusing on comfort and style. Created at the end of 2017, the objective is to build creative freedom for people and businesses.

Challenges faced during the pandemic

- ▶ Tougher brand market expansion due to lockdowns.

- ▶ Newly-founded online brands that increase industry competition.
- ▶ Finding ways to retain existing customers.

B2021 Campaign - Impact on business

- ▶ Increased product sales up to 30% during the campaign period
- ▶ Recorded additional sales of more than 100 products through the eCommerce platform, Lokein.
- ▶ Saw growth in follower counts and people started getting to know the brand.

Advantages of using eCommerce platforms

- ▶ Order management is easier and more efficient rather than depending solely on WhatsApp.
- ▶ The automated processing process is helpful.
- ▶ Customers are able to make payments directly.
- ▶ No more encounters with payment fraud issues.
- ▶ Ability to store customers' databases helps in marketing strategies.
- ▶ Increased audience reach globally as credit card payment is accepted.



CeeTee

Cheryl Ho was working as a marketing and public relations manager when she decided to try out a business in which she had CeeTee in mind. CeeTee produces handmade educational materials for children, such as interactive books, posters and craft kits as well as activity materials such as kites and drawing kits.

Ho's best-selling products on CeeTee are called Montessori Kids Learning Busy Books, which are customisable interactive books for kids. The products allow parents to pick the contents from 25 activities for their children to work on. It has been operating since 2020 but only started actively marketing it starting October 2021.

Cheryl Ho opened the CeeTee store on Shopee as her first venture into eCommerce

Challenges faced

- ▶ Experienced failures in the past for not learning the latest business trends.
- ▶ Failed to secure places in the competitive markets.
- ▶ Marketing strategies did not work and people barely knew the products.

B2021 Campaign - Impact on business

- ▶ Spiked numbers of orders coming in after joining the campaign.
- ▶ Increased total product sales to higher than ever.
- ▶ As market demands grow, raw materials can easily be bought in bulk.

Advantages of using eCommerce platforms

- ▶ People can do this as a full-time job as the revenue is promising.
- ▶ The eCommerce affiliate programmes can help increase business exposure and audience.
- ▶ High chances to expand stable businesses to a global stage presence.
- ▶ Improved time management in preparing and packing orders.

MDEC Continual Efforts in Creating Dominance for Digital Economy

MDEC's recent endeavours

ICT industry in Johor

YB Datuk Onn Hafiz bin Dato' Ghazi, member of the Johor State Legislative Assembly (MLA), attended a meeting with MDEC on strengthening the information and technology (ICT) industry in Johor.

Four main essences were the main focus of the meeting, namely the aspects of education, digital investment in Johor, helping the youth of Johor and improving the MD certification process.



MDEC's CEO visits IMDAsg, GrabSG and MIC Japan

The CEO of MDEC, Ts. Mahadhir Aziz has taken the opportunity to reconnect with ecosystem partners to exchange ideas and boost Malaysia's digital investment while in Singapore. The meet-up with IMDAsg, GrabSG and MIC Japan was a productive discussion.



Pitching session for Malaysia Digital Hub (MDH) community

In line with the aspirations of MDEC's community-building efforts, this MDH Pitch Up Session at TusStar Malaysia, one of MDH locations, is essentially a platform for startups to share their business propositions and gain valuable feedback, guidance and validation from panel of industry experts.

This is also an opportunity for the MDH startups to meet, network and explore opportunities with MDEC and industry experts. This first physical session focused on IoT, AI and Big Data companies.

MDEC at Rihuh

Digital Content Development (DCD) team had a booth at RIUH BAH! for three days at the Sabah International Convention Centre, which received great reception from the Sabahans.

They brought their A game and promoted the best from the animation and game industries. Passion Republic Games Studio held an exclusive game tournament for their original IP, GigaBash. Animations like Boboiboy, Mechamoto, Ejen Ali, Upin & Ipin, Durioo+ and many more were also at the booth.

The MDEC booth promoted DCD programmes and initiatives such as the DC3 grants, Enterprise Development Programme (EDP), Kre8tif!, LEVEL UP KL, MYDCF, SEA Game Awards, SEA Kre8tif Awards, Jom Main Games and others.



DCD team met NetEase

The Chinese gaming giant has identified Malaysia as the top destination for game development, art, engineering and design.

The team is excited about the prospect of NetEase entering Malaysia as their current annual revenue is worth US\$9 billion and is behind top mobile game titles such as Identity V, Marvel Super War and Diablo Immortal. Their presence would have a positive impact on the digital creative ecosystem.



MDEC and APEACC

MDEC hosted 21 delegates from APEACC (Asia-Pacific Entrepreneur Associate Chamber of Commerce) to understand MDEC's [#SayaDigital](#) and Malaysia Digital Initiatives.

The 21 delegates are appreciative and glad to learn about many programmes such as 100 Go Digital, GTG and 4IR Grant, MyWiT and GLOW Programme from the team.

www.mdec.my



Malaysia Digital Economy Corporation Sdn Bhd 199601016995 (389346 - D)

2360 Persiaran APEC,
63000 Cyberjaya,
Selangor Darul Ehsan, Malaysia

Tel: +603-8315 3000
Email: clic@mdec.com.my
Toll Free No: 1-800-88-8338
Fax: +603-8315 3115

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