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MIDA AMALGAMATES WITH MDEC ON DIGITAL INVESTMENT OFFICE (DIO)

LAUNCH OF MALAYSIA, HEART OF DIGITAL ASEAN (MHODA) PORTAL, A SINGLE WINDOW TO FACILITATE DIGITAL INVESTMENTS INTO MALAYSIA

KUALA LUMPUR, 2 August 2021: YB Dato' Sri Mustapa bin Mohamed, Minister in the Prime Minister's Department (Economy), today launched Malaysia, Heart of Digital ASEAN (MHODA) portal, a single platform to attract and facilitate digital investments into Malaysia.

Its announcement in conjunction with Malaysia Tech Month 2021 is set to boost the month-long virtual event of electrifying digital and technology programmes and promotions.

The MHODA portal was designed under the establishment of Digital Investment Office (DIO) to coordinate, assess and evaluate digital investment projects, while providing end-to-end facilitation to investors. DIO will also put forward future-ready policies and guides on talent requirements, digital infrastructure networks and address operational issues faced by businesses during the current pandemic and beyond.

YB Dato' Sri Mustapa bin Mohamed expressed, "I am confident that the DIO through the MHODA platform will ensure a quicker and more streamlined process for digital investment applications, as investors need not have to navigate multiple channels or IPAs, to secure their investments in Malaysia. The Government entrusts MIDA and MDEC to lead the DIO as both are cognizant of policy guidelines and committed to hand-hold investors to grow their high-quality digital investments in this region."

Since its inception on 22 April 2021, both agencies have committed to welcome quality digital projects, in line with the Government's aspiration to attract RM70 billion worth of investments by 2025 and to elevate the contribution of digital economy to Malaysia's GDP from the current 19.1 percent to 22.6 percent.

Mr. Arham Abdul Rahman, Chief Executive Officer (CEO) of MIDA, assured that "the branding of Malaysia as the Heart of Digital ASEAN serves the purpose of this single digital investment interface in allowing us to make swift decisions in handling investors' needs and assuring investors to firm-up investment plans, and proceed on the project implementation. Providing a cohesive and supportive ecosystem in an efficient operating environment is imperative to entice quality investments into Malaysia. DIO will serve to strengthen Malaysia's capabilities and the nation's competitiveness as an ideal business location for companies in the digital space."

Mr. Arham also highlighted that the DIO initiative will further solidify Malaysia's aim to reinvigorate the national agenda to enhance competitiveness as formulated in the National Investment Aspirations (NIA) which focus on coherence and cohesiveness across all national policy initiatives relating to investment, including the New Industrial Masterplan and the 12th Malaysia Plan. "We are convinced that DIO, through its MHODA platform is a stepping-stone towards the country's digital evolution, especially in transforming the new and existing economic clusters through digital enablers, high income job creations and digital upskilling of the local workforce and businesses," he added.

Ms. Surina Shukri, CEO of MDEC reiterates "The DIO will operate as a single window for all investors in the digital economy, and in the role, it can establish a centralised data and reporting platform to capture a holistic view of digital investments and evaluate any interventions that may be required."

"Through this DIO online platform, investors will find it convenient to submit their investment interest through a single-entry point, easing entry and facilitation and enabling quality digital investment opportunities in line with the goals of MyDIGITAL. This also builds upon Malaysia's aspiration to position itself as a Digital Hub in the region, while accelerating the growth of digital investments will indirectly develop more highly skilled professionals and nurture our digital global champions. This is in line with our agenda towards Malaysia 5.0, enabling a nation that is deeply integrated with technology, providing equitable digital opportunities to the people and businesses," she added.

Playing its role as a single site in promoting Malaysia's digital landscape, MHODA can be accessed through www.heartofdigitalasean.my as well as MIDA's official website.

Businesses are welcome to discover new perspectives on domestic and global trends in the artificial intelligence, drone tech, data analytics, fintech and digital workforce in the ongoing Malaysia Tech Month 2021.

About MIDA

MIDA is the Government's principal investment promotion and development agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Headquartered in Kuala Lumpur Sentral, MIDA has 12 regional and 20 overseas offices. MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era. For more information, please visit www.mida.gov.my and follow us on Twitter, Instagram, Facebook, LinkedIn and YouTube channel.

About MDEC

Malaysia Digital Economy Corporation (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the nation's digital transformation for 25 years. MDEC's agenda is **Malaysia 5.0**, enabling a nation deeply integrated with technology, providing equitable digital opportunities to the people and businesses. In order to achieve this, we will focus on four key DIGITAL thrusts, **New skills, Adoption, Disruptors and Investments**. This forms the basis of our NADI Digital brand campaign that will drive our core programmes for the rakyat, business and investors. MDEC's aim is for Malaysia to become a globally competitive digital

nation, anchored on inclusivity, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN. To find out more about MDEC's Digital Economy initiatives, please visit us at www.mdec.my or follow us on: Facebook: <https://www.facebook.com/MyMDEC/>
Twitter: @mymdec

#Malaysia5.0 #NadiDigital #SayaDigital #MHODA #MyMDEC

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