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For Immediate Release

MDeC to host Big Data Week Kuala Lumpur in May 2014

Kuala Lumpur to be the only city in Southeast Asia to showcase Global Event

KUALA LUMPUR, APRIL 25, 2014 - Multimedia Development Corporation (MDeC) will be organizing the “Big Data Week 2014 @ Kuala Lumpur!” from 2nd-11th May 2014. This initiative aims to help Malaysia’s ICT industry build up its capabilities in Big Data Analytics (BDA), and spur endless opportunities for BDA products and services.

Kuala Lumpur is the only city in Southeast Asia to be given the honour to showcase Big Data Week and MDeC as the main driver of the showcase has lined up a number of partner events for local and regional participants throughout the week. The Big Data Week 2014 @ Kuala Lumpur will kick off with a networking party hosted by VLT to share insights with attendees on how Big Data Analytics is used in a few of the top digital companies in Malaysia. This will be followed by MDeC’s showcase event themed “Big Data: Endless Possibilities” and other exciting activities such as full-day hackathons, mining Facebook to discover yourself, and journalism and Big Data.

“Big Data is not simply a technology proposition, but also how organisations can structure new business models, drive into new markets and target growth more effectively. The sooner businesses realise this, and align their IT and business teams accordingly the faster they will see the benefits and gain a competitive advantage from Big Data. Recognising this, MDeC is once again pleased to host the Big Data Week in Kuala Lumpur for the second time. Themed “Harnessing Value from Your Data Variety”, there’s plenty of knowledge sharing in store. So, if you’re involved with web apps, enterprise apps, data analytics, financial apps or storage at massive scale, or simply want to learn more about Big Data and the opportunities, I encourage to be a part of the Big Data Week” said Datuk Badlisham Ghazali, CEO, MDeC.

The Big Data Week 2014 @ Kuala Lumpur! is organised with the support of the Ministry of Communications and Multimedia, and Malaysian Administrative Modernisation and Management Planning Unit (MAMPU).

The 3rd edition of Big Data Week will also debut on the 5th of May in over 30 cities worldwide as the largest crowd-sourced festival of events, meet-ups, workshops and hackathons focused on the social, political, technological and commercial impacts of data. It will bring together an anticipated 30,000 data practitioners across more than 200 events.



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For further information on the “Big Data Week 2014 @ Kuala Lumpur” or to participate, please visit (www.bigdataweek.com/kualalumpur)

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About Multimedia Development Corporation (MDeC), MSC Malaysia and Digital Malaysia

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of MSC Malaysia, the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry, while attracting participation from global ICT companies to invest in, and develop cutting edge digital and creative solutions in Malaysia.

In 2011, MDeC’s mandate was broadened by the Prime Minister to include driving Malaysia’s transition towards a developed digital economy by 2020 through Digital Malaysia. In 2012, Digital Malaysia was officially unveiled as the nation’s transformational programme to achieve this aim. Founded on three strategic thrusts, Digital Malaysia will create an ecosystem that promotes the pervasive use of ICT in all aspects of the economy, connect communities globally and enable them to interact in real time, to increase the country’s Gross National Income, enhance business productivity, and improve standards of living.

Please visit www.mdec.my, www.mscomalaysia.my and www.digitalmalaysia.my for more information.



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