

For Immediate Release

## **MDeC Online Community Gathering pushes for increased connectivity**

Digital technology adoption crucial for business growth and creation of connected communities

**KUCHING, JULY 11, 2014:** The Multimedia Development Corporation (MDeC) today held its first MDeC Online Community Gathering in Sarawak, in a bid to engage with the online communities in East Malaysia.

With the focus on “Adopting digital technologies to fuel business growth and create connected community”, the panel discussion was moderated by Vijayaratnam Tharumartnam, Vice President of Corporate Communications and Marketing at MDeC. He was joined by Kashminder Singh, Co-Founder of pitchIN.my, Carol Fung, e-Commerce trainer from Chiica Consultants and Cyril Dason, Coordinator and Founder of Sarawak Bloggers as speakers at the discussion.

Vijayaratnam Tharumartnam said “There is a lot of potential for growth in terms of connectivity in Sarawak. Through our Digital Malaysia initiative, MDeC foresees that digital adoption can greatly benefit the people in the state, especially the four key communities identified under Digital Malaysia: youth, digital entrepreneurs, Small and Medium Enterprises (SMEs) and the bottom 40% of the population with the lowest income (B40). It is our hope that by becoming more connected, we can provide more opportunities for business growth to these communities and move holistically as a nation towards the Digital Economy.”

Digital Malaysia’s desired digital economy outcomes includes increased wealth (GNI), enhanced productivity and improved standard of living. The greater usage of ICT across all levels of society will no doubt fulfil Malaysia’s aspiration of achieving a high income nation status by the year 2020.

The challenge for the near future is to create an ecosystem that promotes the pervasive use of ICT in all aspects of the economy to connect communities globally and interact in real time. Moving forward, MDeC will continue to overcome this challenge by providing platforms for discussion and info-sharing across all states in the country to encourage the adoption of digital technologies.

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

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia), the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst 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 official unveiled as the national transformation 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. For more information, please visit [www.mdec.my](http://www.mdec.my), [www.msomalaysia.my](http://www.msomalaysia.my) and [www.digitalmalaysia.my](http://www.digitalmalaysia.my)