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**For Immediate Release**

## **MDeC Recognises MSC Malaysia Community Involvement in raising money for #TogetherWithU Campaign**

**CYBERJAYA, 23 January 2015** - The Multimedia Development Corporation (MDeC) recently held an appreciation event to thank the MSC Malaysia communities who have contributed towards MDeC's '#TogetherWithU' / '#BersamaMu' community campaign to bring hope to the victims affected by the recent floods and assisted in the flood-recovery process.

At the event, MSC Malaysia companies consisting of the Shared Services & Outsourcing (SSO) cluster, the InfoTech cluster and the Creative Multimedia Cluster collectively raised RM355,000 to help rebuild the lives of those affected by the floods.

During the event, a total of RM230,000 was donated to MERCY Malaysia, a Malaysian-based international non-profit organisation providing medical relief and health related development for vulnerable communities in both crisis and non-crisis situations. The remaining amount was donated to other Non-Governmental Organizations (NGOs) that have partnered with MDeC, such as MyWin Academy and Persatuan Orang Kota Bahu (POKB).

"We are very touched by the support and contributions that we've received throughout MDeC's #TogetherWithU flood recovery campaign. It is heartening to see people of varying backgrounds from the MSC Malaysia community coming together to help our fellow Malaysians in need," said Dato' Yasmin Mahmood, Chief Executive Officer, MDeC.

"MDeC's #TogetherWithU campaign has provided us with a great opportunity to work together with companies and government bodies not only in the coordination and distribution of essential items to flood affected areas but also help to rebuild homes and provide temporary shelters for the flood victims. We sincerely thank MDeC's effort in driving this community initiative to help MERCY Malaysia rebuild the lives of those affected by the recent floods," added En. Ahmad Faezal, the Executive Director of MERCY Malaysia.

MDeC launched the #TogetherWithU and #BersamaMu community campaign early January to bring hope to the victims affected by the floods and assist in flood-recovery process. The core of this campaign is the eBantuan Banjir (eBB) Platform, an integrated mobile-enabled system that incorporates Open Data and Social Media which overlays on Internet of Things (IoT) and Big Data Analytics (BDA), as well as crowdsourced funding and volunteer platforms for individuals and corporations to donate resources. The public is able to access the eBB platform via [www.togetherwithu.my](http://www.togetherwithu.my) and via a free

mobile app with the same name currently available on Android, Windows mobile and iOS in the near future.

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

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 the Malaysian Multimedia Super Corridor (now MSC Malaysia). MSC Malaysia became the platform to nurture the growth of Malaysian companies in the IT industry whilst attracting participation from global ICT companies to invest 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. Founded on three strategic thrusts, Digital Malaysia is a natural progression to harness the building blocks already laid by MSC Malaysia. Digital Malaysia will drive generational change through its three-phase implementation which is set to take place between 2012 to 2020, 2021 to 2030, and 2031 to 2040 respectively.

The Digital Malaysia 354 (DM354) roadmap was introduced in 2013 as a structured approach to game-change Malaysia's digital landscape in Phase 1 by addressing 3 key ICT Enabling Environment Focus Areas, growing 5 ICT sub-sectors, which will benefit 4 initial Digital Malaysia Communities: Digital Entrepreneur, Bottom 40 (Bottom 40% of the income pyramid), Youth & SMEs.

Please visit [www.mdec.my](http://www.mdec.my), [www.mscomalaysia.my](http://www.mscomalaysia.my) and [www.digitalmalaysia.my](http://www.digitalmalaysia.my) for more information.