

Centre to drive adoption of digital transformation in state

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THE Johor Digital Economy Centre (JDEC) aims to train talents and content creators to take on current and upcoming economic challenges.

Established by Sultanah Fatimah Foundation, the centre was launched on Nov 1 last year with a starting fund of RM2mil to provide comprehensive training and assistance to Johoreans in their digital transformation journey.

Foundation chairman Datuk Tee Siew Kiong said part of the centre's efforts was to teach participants to better manage the content that they put online, which could be turned into an alternative source of income, especially during the Covid-19 pandemic.

"Usually, when people talk about live streaming, Malaysians mostly think of cooking shows and shopping.

"But content creation can be much more than that and we want to produce more talents by giving them the skills and know-how.

"For example, with the necessary digital skills and story-telling techniques, a lawyer can share information and knowledge by producing content related to his area of expertise on his social media channels," he told *StarMetro* in an interview in Johor Baru.

Since the centre's launch, Tee said it received about 200 registrations for its live stream training, of which 97 were shortlisted for a two-day course this month.

The participants, he said, would learn from key speakers and well-known personalities about the latest trends and directions of live streaming, styles, body language, facial expressions, content organisation, live marketing skills and other useful tips.

"We want to cultivate and groom quality live streaming talents and enterprises in Johor.

"The new norm brought on by the

It aims to produce more talents in content creation through comprehensive training and assistance



Johor Menteri Besar Datuk Hasni Mohammad (second from left) looking at the data analysis while a live stream is in session following the launch of Johor Digital Economy Centre. With him is Tee (left).

pandemic is a good example, whereby we have seen many entrepreneurs and businesses forced into switching to online platforms to keep their operations alive.

"For those who have yet to make the switch, this is a good time to start and we aim to provide a platform for them to seek knowledge and expertise," he said, adding that the courses offered by JDEC were subsidised by the foundation.

Tee said the live streaming course costs RM1,288 but JDEC participants only need to pay RM288 upon enrolment.

Outstanding candidates will have an opportunity to sign up with brokerage agencies as a stepping stone to becoming key opinion leaders.

The centre's digital business circle also serves to connect both local and international businesses and individuals to start or build their career in e-commerce.

Tee, who is also adviser to the

Johor Menteri Besar, said entrepreneurs and businesses in the state would stand to lose out if they did not hasten their footsteps in digital transformation.

"With new opportunities expected to come from the signing of the Regional Comprehensive Economic Partnership agreement, businesses need to quickly adapt to e-commerce and digital trade which are fast becoming a key part of global trade.

"In this regard, JDEC plans to set up a digital hub within the centre with anchor businesses and associations to provide assistance and support.

"Multinationals that are interested in entering the local market can also use this hub to conduct events such as soft launches," he explained.

Tee thanked Huawei Technologies (M) Sdn Bhd as well as Johor trade associations and bodies for their support and digital solutions in

enhancing and upgrading businesses, especially small and medium enterprises (SMEs).

This year, he said, JDEC would also conduct a media buy programme to help local businesses compete in international markets and enhance participants' data analysis skills.

"We hope to drive the adoption of artificial intelligence and Internet of Things solutions in the state through JDEC – that is the Johor way of helping the people," he said.

JDEC is spread over 923.03sq m on the second floor of the Country Garden sales gallery in Danga Bay, Johor Baru.

Among the facilities available at the centre are live streaming rooms, training centres, co-working space, meeting rooms and exhibition space for SMEs to display their products.

For registration and enquiries, visit www.jdec.com.my/