

MDEC: DataKITA empowers digital ecosystem for new world order of data utilisation



MDEC chief digital business officer Aiza Azreen Ahmad



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KUALA LUMPUR, Sept 30 – Malaysia Digital Economy Corporation (MDEC) has introduced the DataKITA initiative to prepare the digital ecosystem in adapting to the new world order of data utilisation, particularly one that is driven by the Fourth Industrial Revolution (4IR) technologies.

In a statement today, MDEC chief digital business officer Aiza Azreen Ahmad said with new information being generated every second, data should be treated as “oxygen” for the digital economy that needs to be harnessed for shared prosperity and value innovation to enable new sources of growth.

“Businesses that embrace data tend to be more agile and innovative, especially during these trying times. We have seen many that have been flourishing from creative business models compared to others who are struggling to survive.

“At the national level, data-driven decisions benefit the country, be it economically or in managing the COVID-19 pandemic,” she said.

Launched in November 2020, the DataKITA initiative saw MDEC joining forces with the industry to provide an impetus for businesses to kickstart their data transformation journey through a structured approach as well as leveraging data literacy, data analytics, governance, data sharing, and artificial intelligence (AI).

With the aim of raising the availability, accessibility and usability of data in Malaysia, the DataKITA initiative stands on four strategic pillars:

- Knowledge: Promote Data Literacy
- Infrastructure: Foster a Data-Driven Environment
- Talent: Facilitate Development of Data Professionals
- Action: Accelerate Business Enterprises to be Data-Driven and AI-Ready

These four pillars will ensure that the beneficiaries of the initiative are catalysing a thriving data ecosystem.

Aimed at stimulating a mindset change and encouraging knowledge sharing on technology adoption, MDEC said DataKITA serves as Malaysia’s aspiration in fortifying the efforts towards meeting the 4IR standards as well as the fast changes of disruptive technologies that have been proven to exponentially transform the global economic landscape, in line with the Malaysia Digital Economy Blueprint (MyDIGITAL) and the National 4IR Policy.

Additionally, DataKITA prepares Malaysia to tap into the lucrative data economy, which IDC has projected Malaysia’s data-driven spending to reach US\$1.9 billion by 2025 from US\$1.1 billion in 2021 (US\$1=RM4.18).

By controlling its data destiny, MDEC believes that Malaysia can be a digitally sovereign nation that leads an innovative digital economy, in line with MDEC's mission to create a digitally integrated society that is driven by a sustainable and inclusive digital economy.

The COVID-19 pandemic showed at great length how data fluency could save lives by enabling businesses to continue operating, and this caused MDEC to strive and equip local trailblazers with the tool kits to survive in the new normal.

As part of the DataKITA initiative, MDEC will be hosting the AI and Data Week 2021 (AIDW 2021).

Starting from Oct 25, 2021, the week-long AIDW 2021 aims to position Malaysia as a thought leader for the regional digital hub of data, AI and Internet of Things (IoT).

According to MDEC, the goal of AIDW 2021 is to help catalyse the mindset integration as well as the adoption of data, AI and IoT among the attendees and participants through various captivating events.

The virtual event welcomes industry players, data professionals, data communities and tech startups to engage with business enterprises, working professionals and government officials.

Its anchor event, which will be on Oct 26, will feature insightful speakers in the areas of AI and data such as Kearney, Partner and Asia Pacific Head of Communications, Media and Technology Nikolai Dobberstein; Amazon Web Services Carl Ward, and AI Singapore's Laurence Liew.

For more information on DataKITA, visit mdec.my.

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