DIGITAL TRUST MODEL ROADMAP: STAKEHOLDERS TO WORK TOWARDS AN INCLUSIVE ECOSYSTEM

[KUALA LUMPUR, 9 MAY 2024] - The Digital TRUST Model for Digital Prosperity Roadmap that was presented at the recently held Future of Cybersecurity Summit (FOCS) 2024 by PIKOM Cybersecurity Chapter, will be critical for stakeholders to address the dynamic nature of cybersecurity challenges, including newly emerging threats, evolving policies, technological advancements, and changing economic and social factors.

The Roadmap was the highlight of the Roundtable on the Digital Trust Model at the Summit, and is set to be a key reference point for stakeholders to collaboratively shape a trusted digital future. A key emphasis of the Roadmap was the need for a cohesive ecosystem of digital trust, without which the potential benefits of the intelligent economy will remain unrealised.

In the era of widespread adoption of Artificial Intelligence (AI), driven by the proliferation of data analytics and AI innovations, the global landscape is undergoing a profound shift towards an Intelligent World. This transformation includes the emergence of Generative AI (GenAI) as a game changer with significant impact on the economy and society to drive unimaginable increases in productivity and output.

In this landscape, digital trust is crucial for economic development. Without robust cybersecurity measures, trust in the intelligent world will remain low, impacting the growth of economies and the willingness of consumers to participate in a digitally connected economy.

The Digital TRUST Model for Digital Prosperity Roadmap also establishes that achieving digital trust cannot be based on certain values or principles. In a multicultural world, these perspectives are too diverse and cannot be governed by a one-size-fits-all approach thus necessitating a nuanced and inclusive approach to building trust in the digital era.

Additionally, creating digital trust is a process and must be done in a structured manner. It requires the collective commitment of representative stakeholder voices responsible for establishing a cybersecurity ecosystem that will enhance the quality of life in the intelligent world. The diverse range of stakeholders that need to be engaged include Governments, businesses, academia, technology experts, civil society organisations, and individuals.

Personal Data Protection (PDP) Commissioner Professor Dr Mohd Nazri Bin Kama stated in his foreword, "In an era where the digital realm permeates every facet of our lives, the question of data privacy and cybersecurity looms large. It is a question that demands not just technical solutions, but a collaborative approach, a shared vision, and a global language. And within this complex landscape, the publication of the Digital TRUST Model for Digital Prosperity is a timely roadmap towards a safer, more prosperous digital future."

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Executive Director of ASEAN Foundation Dr Piti Srisangnam said in the preface, "The Digital TRUST model recognises that achieving GenAI's full potential requires a shared commitment from all stakeholders. From the development of ethical and responsible AI technologies to the promotion of digital literacy and data security, collective action is essential. By collaborating across sectors and borders, we can ensure that GenAI benefits all of humanity, bridging the digital divide and fostering a global community united in progress."

Taufik Nurhidayat, Chairman of Id-SIRTII BSSN from Indonesia mentioned, "BSSN welcomes discussion and collaboration on best practices as well as globally recognized standards and frameworks to support cyber security. "Governments, associations, and industry players learned valuable lessons from the launch of the DIGITAL TRUST model framework at FOCS 2024, and we hope that cybersecurity levels will continue to be improved in the future to create a safe and trusted digital ecosystem."

Chairman of PIKOM Mr Ong Chin Seong said, "Digital TRUST Model for Digital Prosperity is more than just a roadmap; it is a clarion call to action. It challenges us, the industry, to rise to the occasion, to embrace our role as active participants in shaping a secure, inclusive, and prosperous digital future. We must lead by example, championing best practices, nurturing talent, and fostering collaboration."

As rapid technological evolution reshapes societal dynamics, the Digital TRUST Model will be a strategic guide to shape Malaysia's policies in the development of an Intelligent Economy within an Intelligent World, with digital trust as the fundamental prerequisite at the core of this progress. For the full copy of the roadmap, please visit https://pikom.org.my/research-white-paper/

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From Left: Ong Kian Yew, CEO of PIKOM, Ahmad Izham Khairuddin of Cybersecurity Malaysia, Emmanuel Hervé， BSI ASEAN Managing Director, Datuk Ts. Dr. Haji Amirudin Abdul Wahab, CEO of Cybersecurity Malaysia, Taufik Nurhidayat, Head of Indonesia National CSIRT of BSSN, Victor Lo, Head of Digital Tech, Digital Industry Acceleration Division, MDEC and Dr. Roshaliza Rosli, Ecosystem Manager, Digital Tech Department of MDEC

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About PIKOM

PIKOM, THE NATIONAL TECH ASSOCIATION OF MALAYSIA, is the association representing the technology industry in Malaysia. Its membership currently stands at more than 1,000 active companies involved in a whole spectrum of tech products and services, and which command 80% of the total TECH business in Malaysia.

For more information, visit www.pikom.org.my

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