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KEEPING  
OUR SPACE  
SECURE

**SDEC  
TO PROPEL  
SARAWAK  
TECH SCENE  
TOWARDS  
2030 GOAL**

Tan Sri Datuk Amar  
Haji Mohamad  
Morshidi  
Chairman, Sarawak Digital  
Economy Corporation

**PIKOM  
STARTS  
YEAR WITH  
VIBRANT  
CNY DINNER  
PARTY**



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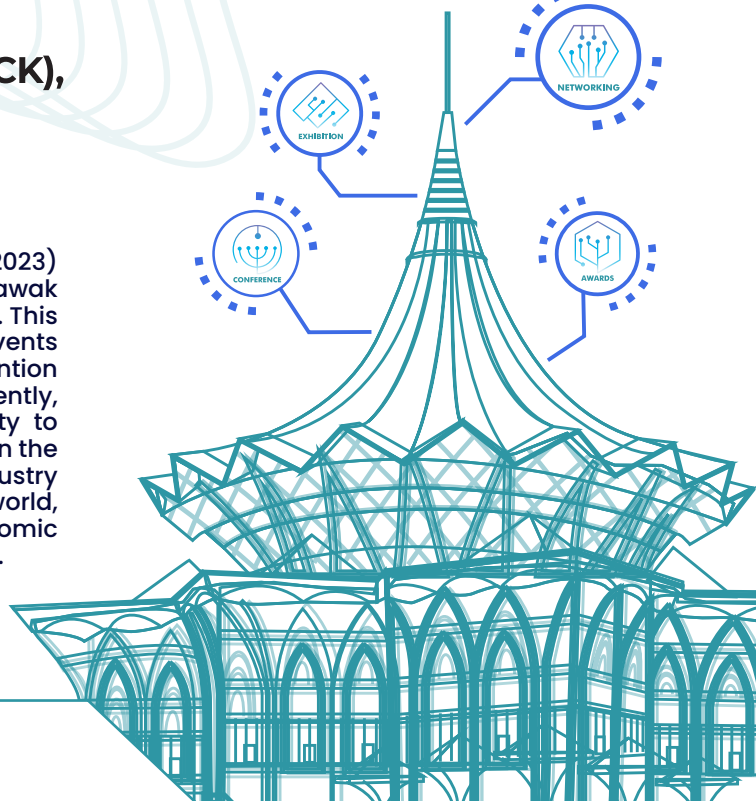
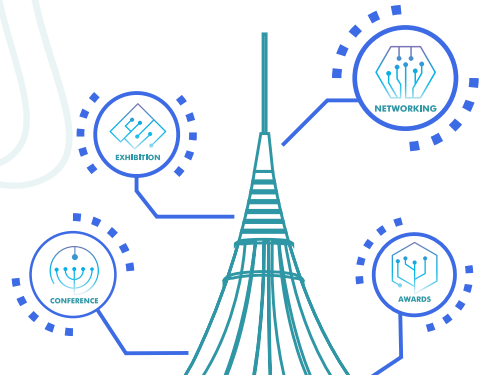
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**4<sup>th</sup> - 6<sup>th</sup> OCTOBER 2023**

**Venue:**  
**Borneo Convention Centre Kuching (BCCK),  
 Kuching, Sarawak, Malaysia**

**WCIT | IDECS 2023**

The 27th World Congress on Innovation & Technology (WCIT 2023) and the 6th International Digital Economy Conference Sarawak (IDECS 2023) are two major events in the global tech industry. This year, the Sarawak Government is hosting both events simultaneously, from October 4th to 6th at the Borneo Convention Centre Kuching (BCCK), Sarawak, Malaysia. Held concurrently, WCIT | IDECS 2023 will provide an unparalleled opportunity to explore the latest trends, technologies, and business models in the digital economy. Attendees can expect to engage with industry experts, policymakers, and entrepreneurs from around the world, all of whom are committed to driving towards economic prosperity, social inclusivity and environmental sustainability.



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**Cover Story**

Tan Sri Datuk Amar Haji Mohamad Morshidi Chairman, Sarawak Digital Economy Corporation

**Sarawak Digital Economy Corporation To Propel Sarawak Tech Scene Towards 2030 Goal**

Sarawak Digital Economy Corporation has spearheaded plans for the state and support for its people in order to achieve its goal of becoming a digitalised state by 2030. Its Chairman Tan Sri Datuk Amar Haji Mohamad Morshidi updates on its progress.

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# SDEC TO PROPEL SARAWAK TECH SCENE TOWARDS 2030 GOAL

Sarawak Digital Economy Corporation has spearheaded plans for the state and support for its people in order to achieve its goal of becoming a digitalised state by 2030. Sarawak Digital Economy Corporation's Chairman Tan Sri Datuk Amar Haji Mohamad Morshidi updates **RACHAEL PHILP** on its progress.

**T**hink Sarawak and we naturally think of oil and gas, export of timber and oil palms, breathtaking national parks and its world-famous pepper, just to name some. But Sarawak's tech scene is growing quietly under the radar and will soon make a big splash in the region.

Sarawak Digital Economy Corporation (SDEC) was formed in 2017 and operationalized in 2020 to catalyse the state's digitalisation efforts. Since then, SDEC has implemented key projects, especially those in the six economic sector and the state's seven digital enablers.

In no time, the agency emerged as the key driver for most of the state's digital economy projects such as those building infrastructure



in rural Sarawak, the Digital Innovation Hub, Centre of Excellence, IR 4.0 Prototyping Labs, Testbeds to developmental programmes in the digital space such as increasing digital talents among the micro-, small- and medium-sized enterprises (MSME) and implementing initiatives under the Post Covid-19 Development Strategy 2030.

Chairman Tan Sri Datuk Amar Haji Mohamad Morshidi said, since its inception, SDEC has fostered strategic partnerships with corporations such as the Alibaba Group, Microsoft, Huawei, MDEC, MTDC, government ministries and agencies.

“These strategic partnerships and the fluent execution of projects align with Sarawak’s objective to be the digital economy powerhouse in the region by 2030,” he said.

## HOME GROWN

Sarawak’s digital economy is slated to grow substantially in the next five years, thanks to the government’s emphasis on digital economy development. Sectors such as e-commerce, SMART Farming, finance, smart cities and digital tourism are expected to flourish.

“SDEC undertakes services industry, etc programmes aimed at enhancing digital infrastructure, creating digital skills and talents, supporting digital entrepreneurship and innovation, and attracting foreign investment into Sarawak,” said Tan Sri Datuk Amar Haji Mohamad Morshidi.

One crucial role the SDEC plays in supporting the growth of a sector is by contributing to the development of a sound regulatory environment and making sure that legislation keeps up with the changes in technology while preserving data privacy and cybersecurity, he added.



## BIGGEST CHALLENGES

Like most tech organisations, SDEC is also looking into the issue of cybersecurity.

“As more and more economic activity takes place online, the risk of cyber attacks and data breaches increase. SDEC addresses these challenges by collaborating with cybersecurity solution providers such as Microsoft, Huawei and among others, and investing in robust cybersecurity measures such as firewalls and encryption to protect systems and data,” said Tan Sri Datuk Amar Haji Mohamad Morshidi.

He said another challenge the state faces is the digital divide particularly in rural areas. Most people in rural areas lack access to reliable internet connectivity and digital skills. This limits their ability to participate fully in the digital economy.

“SDEC has been working actively to address this challenge by investing in infrastructure to improve connectivity in underserved areas. We also have launched services such as the MySRBN, or Sarawak Rural Broadband Network, a digital transformation initiative aimed at digitising the local economy and to connect rural communities.

“MySRBN tackles poor connectivity by broadening coverage and improving broadband connectivity. In this way, all

sectors in Sarawak will reap the benefits of digital connectivity. Connectivity will help the creation of content and this in turn will help the state grow its economy,” said Tan Sri Datuk Amar Haji Mohamad Morshidi.

## KEY PROJECTS

Tan Sri Datuk Amar Haji Mohamad Morshidi mentioned three key projects

the SDEC is currently working on – the Digital Village Accelerator Programme (DiVA), SMART, the Sarawak Rural Broadband Network (MySRBN) and the Go Digital initiative. These programmes will focus on building an ecosystem to foster an inclusive society, business growth and a vibrant technology.

“The six months DiVA programme has the potential to expand and scale beyond the state’s borders. It will launch startups by streamlining and expanding resources, market access and opportunities, and securing funding at the end of the programme..

“The end goal is accelerating their growth and maturity as well as securing potential investments to support their development. This in turn will positively impact the socio-economic landscape in Sarawak,” said Tan Sri Datuk Amar Haji Mohamad Morshidi.

Through second initiative, SMART and MySRBN, SDEC will increase the availability of high-speed internet in the state, thereby accelerating its digital transformation.

Finally, Go Digital, a joint initiative between SDEC and the state’s Ministry of International Trade, Industry and Investment. Here, SDEC provides micro-, small- and medium-sized businesses software and hardware grant worth around RM10,000 to support them in their digitisation journey.



## SDEC's Advice For Aspiring Entrepreneurs And Start-Ups

- Take advantage of resources such as incubators, accelerators and co-working spaces as these can provide access to mentorship, funding and networking opportunities.
- Help your target customers by identifying their problems and focus on solving problem since it helps to create a product or service that has a high potential for success.
- Build a strong team by surrounding yourself with talented and dedicated individuals who share the same vision as you.
- Embrace digital technology to streamline operations and improve customer experience. This includes digital marketing strategies to reach your target audience, and adopting cloud-based tools to manage your business processes.
- Stay open to feedback and pivot your business strategy, if necessary.

With the right approach and mindset, you can successfully navigate the challenges of the digital economy and build a thriving business.



## SUCCESS STORIES

One initiative that has helped drive the growth of the digital economy in Sarawak is its move in establishing eight digital innovation hubs across Sarawak. Shining like bright stars, these are community-driven initiatives to promote digital entrepreneurship and innovation.

“In these hubs, SDEC works with local communities, academic institutions and private sector partners to develop a sustainable and inclusive ecosystem for digital startups and entrepreneurs, as well as digital adoption and literacy among the public,” said Tan Sri Datuk Amar Haji Mohamad Morshidi.

Despite being just 2 and a half years old, SDEC clinched the Premier’s Digital Economy Award at the inaugural Digital Economy Awards 2022.

SDEC also received the Digital Technology Transformation Award, which recognises SDEC as an organisation that have successfully

transformed itself to meet current and future needs of the community and market forces by implementing and leveraging digital technologies and capabilities to create new digital business models.

## FUTURE PLANS

“We will look at some sectors in Sarawak, such as the healthcare, education and agriculture sectors, and see how we can digitally transform these sectors in order to increase their customer delivery services.

“In addition, we plan on growing our operations outside Sarawak by cooperating with other regional and worldwide organisations to encourage the growth of the digital economy in Southeast Asia and beyond.

“Finally, we have hopes of becoming the region’s leading organisation in the digital economy and driving growth and innovation,” said Tan Sri Datuk Amar Haji Mohamad Morshidi.

## SDEC Initiatives and Upcoming Events



### □ SDEC Precision and Discipline Agriculture Facility at Santubong, Kuching

SDEC launched the country's first fully integrated high-tech agriculture facility that will benefit industries, smallholders, and farmers involved in smart agriculture initiatives.



### □ Digital Village Accelerator (DIVA)

A collaborative initiative with NEXEA, a six-month programme which will help jumpstart tech startups through fundings and resources allocations.



### □ MoU with Samalaju Industrial Port Sdn Bhd

The MoU will turn the port into a digital, intelligent, and sustainable facility by 2030 via digital transformation strategy, automation of key processes, assessment and implementation of technology solution, and digital skills development for human capital.

### □ The 27th World Congress on Innovation & Technology (WCIT 2023) and the 6th International Digital Economy Conference Sarawak (IDECS 2023)

WCIT 2023 and IDECS 2023 are two major events in the global tech industry. This year, the Sarawak Government is hosting both events simultaneously, from 4 to 6 October at the Borneo Convention Centre Kuching (BCCK), Sarawak, Malaysia. Held concurrently, WCIT and IDECS 2023 will provide an unparalleled opportunity to explore the latest trends, technologies, and business models in the digital economy. Attendees can expect to engage with industry experts, policymakers, and entrepreneurs from around the world, all of whom are committed to driving towards economic prosperity, social inclusivity and environmental sustainability.

## SDEC SOLUTIONS

Through its efforts, the SDEC wants to tackle the problem of job shortage in the state.

“We want to open up more jobs and create more opportunities in the digital economy especially for the youths. This can bring down unemployment and underemployment rates, and improve the living standards for the people of Sarawak,” said

Tan Sri Datuk Amar Haji Mohamad Morshidi.

Stimulating Sarawak's economic growth is also a top priority for the organisation. SDEC is constantly looking at ways to stimulate growth. One way is by supporting the development of new products and services. The organisation is also actively giving startups a boost in the digital space, making it more attractive to both investors and

companies intending to establish operations in the region.

Tan Sri Datuk Amar Haji Mohamad Morshidi said the development of digital infrastructure and the promotion of digital innovation can help boost the state's economic competitiveness.

“This can make it more appealing to both investors and companies intending to establish operations in the region,” he said. ■



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# IT'S A R-A-C-E TO REMAIN RELEVANT

GBS Summit 2022 outlines four forces that could shape the industry in years to come. Participants heard from speakers as they Rethink their strategies, Accelerate their growth, Consolidate their resources and Embolden their actions.



Last December some 160 people from the global business services and the tech fraternity converged in Petaling Jaya for the GBS Summit 2022.

While articulate speakers spoke on an array of topics related to the industry – upskilling local talents, drawing in investments and tech transformation – they constantly drew on the day’s theme – RACE, that is Rethink, Accelerate, Consolidate and Embolden.

GBS Summit 2022 Organising Chair Jusri Ong said this is the recipe tech players can use to rejuvenate their businesses after the setbacks of the last three COVID years.

“For enterprises to change, businesses must think out of the box. They must come up with new ways to grow their businesses. Our theme for

today encourages us to do just this – RACE, that is to Rethink, Accelerate, Consolidate and Embolden. These can drive our business in the face of change,” he said.

## CHAPTER MUST GROW

In his opening remarks, PIKOM Chairman Ong Chin Seong noted that the GBS industry has grown tremendously over the years even into areas beyond shared services for human resources.

“The industry is all about developing future-ready experts in servicing remotely from Malaysia,” he said.

“For us to move forward, we need to continue to collaborate, consolidate, pull our resources together and constantly engage with our customers.

“It is timely that the GBS Malaysia

Chapter reach out to locations beyond the Klang Valley, Penang and Johor. Let’s reach out to Sabah, Sarawak and other states in the peninsular. Only then can this chapter be a true representation of the country.”

## MALAYSIA AS A HUB

GBS Summit 2023 had an impressive line-up of speakers, panellists and moderators, namely Minister of Communications and Digital YB Ahmad Fahmi Mohamed Fadzil, CEO of MDEC Mahadhir Aziz, Senior Vice President of MDEC Raymond Siva, CIO of Coca-Cola Shashi Mohan Singh, former member of the House of Representative of Malaysia Ong Kian Ming, and many more.

Raymond Siva, in his keynote presentation on GBS Malaysia’s Strategic Vision, said despite the



Ong Kian Ming



Anthony Raja Devadoss



Ong Chin Seong

challenges of the last few years PIKOM together with MDEC have kept the digital players in the country relevant. He said the relaunch of Malaysia Digital from MSC Malaysia (and previously Multimedia Super Corridor) was timely as was the rebranding of GBS Malaysia from Outsource Malaysia.

“We also hosted the GBS Malaysia networking session, while the GBS Malaysia Strategy Report released in July 2022 is a valuable piece of publication for the industry. MNCs can promote Malaysia as a hub for the GBS industry using the report as a catalyst,” he said.

MDEC is also working to close the talent gap. It wants to tap into the young digital-savvy workforce, and ensure the right talents are developed.

GBS is the catalyst for greater value and innovation. As such, it is crucial for the industry to look at ways to become resilient. Innovation and leveraging on value differentiator such as cloud adoption, AI, AI analytics, privacy for data can add to an organisation’s resilience.

GBS organisations can also help companies achieve better cost management by providing advanced skill sets as well as the technical platforms to take businesses to the

next level. Solutions such as cloud adoption, automation, the rise of omnichannel communication are valuable GBS offerings.

Inhibitors, such as security and privacy, meanwhile should be seen as potential opportunities as vendors who can provide converged services like speed and security are preferred, he reiterated.

### **RETHINK**

GBS players were also encouraged to RETHINK ways they can provide higher value and meaningful service to their customers. Automation, upskilling resources and talent development are some of the ways the industry can achieve this in order to stay relevant, said speaker Dharmaraj Sivalingam, IDC Malaysia, Senior Research Manager.

“Post-pandemic, the global GBS industry is looking at China+1. It is no secret that tech companies are also talking about Malaysia+1 to mitigate their risks. Hence, this should spur local players to look at investment and modernisation of their tech platforms and digital analytics,” he said.

“Other areas often overlooked are investments in metaverse as well as diversity in leadership roles taking into account women and the minority sector.”

Industry players were also reminded that elasticity, adaptability and flexibility can make a business resilient and help it bounce back in times of crisis. This was captured at the Plenary Session entitled GBS as a Powerful Transformation Engine, moderated by Brandt Business Services Founder and CEO Dato Munirah Looi.

“Talent has emerged as the new currency. Employers must cultivate a new level of honesty. This does not mean always having all the answers but integrity, promoting honesty and trust, and being up front with your staff are factors that can go a long way,” said Teleperformance Malaysia COO Divya Dutta.

“Leaders, on the other hand, should be prepared with clear strategies that are communicated down the line. We should engage and empower our leaders, and provide them with flexibility. They should know themselves and be ruthlessly caring as leaders.”

### **WHAT IS RESILIENCE?**

The panel session moderated by Daythree Business Services CEO Raymond Devadass, gave a clear definition of Organisational Resilience. It is the ability of an organisation to anticipate, prepare,



form a response and adapt to incremental change and sudden disruptions in order to survive and prosper.

What can help an organisation withstand disruption and reduce the overall impact of a crisis are proper resilience plans while incorporating lessons learned, leading global practices and standards.

In Keynote 2, Accelerate – The Making of Future GBS, Cyclone Robotics Country Director Hew Wee Choong said future GBS will be all about industry players professionalising their support function.

“GBS services are moving from back end to middle and front end. They are increasing the value of their offerings, becoming efficient and reducing costs. The front end is about the value you can offer to the organisation,” he explained.

Hence companies should prioritise digitalising in order to maintain relevance. They should look at new offerings and upscaling talent.

He said Malaysia has the added advantage. Being multicultural, the country has “cultural affinity” with clients are all over Southeast Asia. This cannot be replaced by digitising

or automation. And robots replacing the workforce? He does not think this would happen.

“Malaysia’s advantage is our educated workforce. We should work towards creating a new competitive advantage to maximise the human touch where it matters the most.”

Having said this, customers want instantaneous replies. Hence, to add value, companies should look at a combination of autobots and human service advisers.

Findings also show that customers prefer to self-serve, he said. The human workforce, meanwhile, is there to provide higher value and more meaningful work. The customer service experience gets better when businesses mix technology with human response. As such, both hybrid and a blend are important.

### GAME CHANGER

UST Global Malaysia Senior Director Amar Chhajer, as moderator on the session The Future of Human Interaction and Digital Workforce, said the game changer for the GBS industry was the adoption of digitisation and automation.

As such business leaders must evolve to manage a human-digital

workforce. Panel session 2 dissected the essence of digital leadership.

“Here is not just another leader but a leader who will create an ecosystem that is safe for robots to co-create and fail forward. Innovation will only happen when we have room for innovation,” said the panellist from University of Nottingham, Professor Dr Mandy Siew.

“Tech automation will provide greater efficiency and continued improvement in service effectiveness. A hyper-collaboration between academia, peer partnership across industry, sectors and stakeholder groups will help us weather the storm,” Microtel Technology Sales Director Dang Tin Wai.

### THE BIGGER PICTURE

The afternoon session kicked off with former minister Ong Kian Ming presenting his thoughts on a viable GBS ecosystem. He said as GBS organisations evolve into their future roles, five main focus areas have emerged, namely technology enablers, advanced service offerings, new ways of working, a future-oriented setup and response to cost challenges.

He said GBS companies should look to Asean and beyond, and not focus on Malaysia only, for potential partnerships.

“GBS leaders will also have to play to their strengths and simultaneously recognise and address the areas where their capabilities do not match up,” he said.

### ALWAYS ‘ON’ CULTURE

PMC CEO Phil Captain together with panellists MAICSA CEO Justin Anthony, Talbotiq Technologies CEO Akhil Gupta and Believe Consulting Managing Member Traci Freeman agreed that integrating digital technologies into the workplace can create a distinct culture.

To succeed in this new digital



environment, organisations must curate the digital experiences for their employees, including creating distinct lines between work and non-work, and making the workplace overall more human-centred rather than technology-centred.

### APPRECIATION NIGHT

GBS Summit 2023 closed with a series of exciting award presentations. It was the 12th edition of the GBS Asia Awards. The winners were recognised for their excellence in the field of GBS, across both organisation and individuals, that have greatly contributed to the development, enhancement and growth of the industry in Malaysia and beyond.

The event also welcomed new GBS Malaysia members and recognised the contributions of long-term GBS Malaysia members to the industry. Long-term members were awarded with a 10-year membership. ■



# LET THE RACE BEGIN!

SEATech Ventures opened its office at the Pavilion Embassy on Jalan Ampang. The company, together with GreenPro, launched the SEAUnicorn programme in the hopes of grooming companies with innovative ideas into Malaysian unicorns.

**M**alaysia has a bit of catching up to do. Out of the 1,200 unicorns in the world (as of early 2023), the hundreds of unicorns in Asia and the close to 60 unicorns in Southeast Asia, Malaysia has minted only one so far with Carsome Sdn Bhd.

The official launch of SEA Unicorn 2023 on March 29, 2023 is set to change this. PIKOM Chairman CS Ong said the digital economy has changed the business landscape. A company with a brilliant idea, a clear vision and a solid business plan stands the chance to launch itself on the global front.

“This is a good opportunity for big and small enterprises to develop themselves and learn about corporate values, business expansion and international capital market integration,” he said. PIKOM is a supporting partner of the programme.

Meanwhile Wan Murdani Wan Mohamad, Director of MDEC, in congratulating SEATech Ventures on their official launch, reiterated the agency’s support towards the programme.

## SHARING SESSION

The launch event continued with a sharing session by previous SEAUnicorn winners. Robin Hoo, CEO of OrangeFIN Asia introduced his company, a Malaysian Robotic Process Automation enterprise. Joshua Sew, CEO of Jocom Holdings Corp, spoke about his company, which develops data analytic software solution and mobile



commerce platform specialising in online grocery.

The company offers AI learning on Consumer Behaviour – before, during and after purchase – as well as AI integration with companies over its various departments, such as manufacturers, brand, logistics and automated supply chains.

Dr Benny Yeo, CEO, catTHIS Holdings Corp, based in Nevada, the US, shared about his free catalogue management platform.

“Catalogues are the forefront of any business, they are used in every part of the world,” he said.

“Today most of us store our digital catalogues in cloud storage like GDrive, iCloud, Dropbox and shared via various chat apps but we cannot keep track of our recipients, we will not know if the recipients viewed the catalogues.

“With catTHIS – users can utilise all features and enhancements of catTHIS Digital Catalogue Management Platform. But how do we monetise? Big Data is our business. We acquire Big Data of who is interested in what in every country.”

Jace Wong, Program Director SEATech Ventures Sdn Bhd, offered tips on how those who are pitching can make themselves heard.

Participant were advised to look at industry trends, what solutions they are providing to address their pain points. They are also encouraged to come up with a solid marketing positioning as well as branding strategies.

These companies should also come up with a company direction and strategies as well as their own management and execution team. ■



# KEEPING OUR SPACE SECURE

The annual Future of Cybersecurity Summit 2023 kept industry players updated on processes and technologies that can help organisations firm up their cyber resilience.



**T**his year's Future of Cybersecurity Summit 2023 carried the theme Cybersecurity in a Digital Ecosystem. This PIKOM flagship event was launched by the Secretary General of the Ministry of Communication and Digital Malaysia Dato Seri Haji Mohammad bin Mentek.

It saw more than 280 participants, mostly industry players from tech companies, gathering for a full day's event featuring well-known presenters in the digital, tech and security space. The two key topics discussed at this year's conference was The Past, Current and Future of Cyber Scams and Challenges and Approaches to Building a Secure Ecosystem.

Experts on the topic presented on relevant issues such as cyberthreats,

talents development challenges, adoption of new technology, cybersecurity insights and strategies to strengthen an organisation's resilience.

Organising Chair Alex Loh noted that the event was a platform that kept industry players abreast with current issues, trends and best practices.

"Cybersecurity is a core issue in the digital ecosystem. It affects all PIKOM members, the industry, government as well as users," he said.

As new technology and digital innovation come about to increase efficiency and productivity, cyber risk has also broadened to the likes of AI-generated 'deepfakes' comprised of connected devices, hacking of blockchain contracts, crypto jacking, etc. The challenge facing the industry is clear.

## CUTTING RISKS

One study by Fortinet showed that Malaysia experienced an average of 84 million cyber-attacks every day during the fourth quarter of 2022. Another study by Kroll listed Malaysia at the top of cybersecurity attacks each year. Polis Diraja Malaysia has also reported RM6.2 billion in online scams over the two pandemic years.

In 2021 alone, PDRM recorded over 20,000 separate cybercrime cases with losses totalling RM560 million. Between January and June 2022, more than 11,000 cases were reported. The top three cybercrimes reported are fraud, intrusion and malicious codes.

Alex stressed that industry players must strive to strengthen the five factors for a safer cyberspace, namely regulations, enforcement, cross border collaboration, inclusion and innovation.









PIKOM Chairman Ong Chin Seong remains positive.

“I want to believe we are on the way of achieving the vision set in Malaysia’s Cybersecurity Strategy 2020-2024 in making Malaysia’s cyberspace secured, trusted and resilient, fostering economic prosperity and citizen’s well-being,” he said.

“This can be achieved with industry, government and users coming together to build a robust cybersecurity awareness in the country. In this regard, we welcome the continued focus placed by the government on cybersecurity.”

### WORKING TOGETHER

In January 2023, Minister of Communications and Technology Fahmi Fadzil proposed the setting up of a cybersecurity commission.

“The setting up of a commission is a step in the right direction but it is not be the magic panacea to solving all woes. This requires all parties, from regulators to industry

practitioners, IT, cybersecurity professionals and the general public to be involved,” said Ong.

“As the country moves rapidly, pushing the digital economy to contribute 25.5% GDP in 2025, we need to ensure that businesses are cyber resilient and have sufficient talent to support the industry.

“It is critical for the industry, government, researchers and academia to work together. Industry players should develop strategic collaborative programs for innovative solutions and, more importantly, to address the shortage of talent in cybersecurity.”

### SERVING THE REGION

Ong also noted that Malaysia has the potential to shape the future of cybersecurity not only for the country but to offer our capabilities and knowledge to the region.

In the Global Cybersecurity Index 2020 published by the International Telecommunications Union, Malaysia is in 5th position together with



UAE and Russia. In the Asia Pacific region, meanwhile, the country is ranked second after South Korea and Singapore. Both these countries ranked first.

“Let’s not rest on our laurels but strive to do better,” said Ong.

“PIKOM will work closely with our partners, government agencies and stakeholders by providing support whenever needed, to contribute to the effort to maintain or even improve this ranking, which is a contributing factor to attracting business to Malaysia.” ■

# PIKOM STARTS YEAR WITH VIBRANT CNY DINNER PARTY

Guests appreciated the opportunity to associate and socialise with their industry peers, leaders and various association heads.

**P**IKOM's annual Chinese New Year dinner held at the Nexus, Connection Conference and Event Centre in Bangsar, was a colourful event.

Graced by YB Minister of Communications and Digital, YB Tuan Ahmad Fahmi Fadzil, the event also saw the presence PIKOM Councillors and Advisors, as well as its members.

The evening, which kick off with a lion dance performance and a slew of energised performances interspersed with lucky draw events, saw a good turnout of 355 guests. It was the first event of the year, and the strong turnout and support augured well for the Year of the Rabbit.

PIKOM Chairman Ong Chin Seong stressed that it was this kind

of events, which saw the mingling of old friends and the building of new relationships, that will help the industry thrive.

"This evening we also have representatives from various industry associations covering the major economic sectors including retail, manufacturing, construction, services and SMEs," he announced.

"Our strategic partner through the year, MDEC, have also joined us at this dinner.

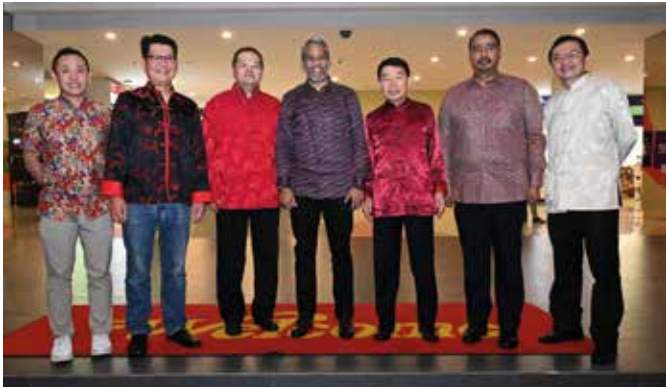
"I am particularly delighted to have Yang Berhormat Tuan Fahmi Fadzil, Minister of Communications and Digital, joining us for dinner tonight. Sir, thank you for taking time off your very busy schedule to be with us today. We look forward to working closely with the Ministry."

Chin Seong also took the opportunity to update the guests on PIKOM's recently-concluded two-day strategic planning session for the new committee elected last December.

"Among the initiatives planned include active advocacy in government, addressing the human capital needs of the industry, business growth and networking opportunities, harnessing emerging technologies and strengthening the resources in PIKOM.

"It is going to be a busy year and our calendar is already packed with major programmes and initiatives. I hope to partner many of you in our journey to grow the industry and understanding the needs of the customers as we digitally transform the nation." ■





# CELEBRATING WOMEN IN TECHNOLOGY

PIKOM's Women in Tech Chapter held an inaugural event celebrating women in the tech field with an afternoon tea and a panel discussion by women leaders.

International Women's Day (IWD) is observed globally to honour women and to celebrate the social, economic, political and, yes, technological achievements of women.

Interestingly, the United Nations' IWD celebrations this year saw a strong focus on digital technology. Themed "DigitALL: Innovation and Technology for Gender Equity", it recognised and celebrated women and girls who are championing the advancement of transformative technology and digital education.

It also explored the impact of the digital gender gap on widening economic and social inequalities, and threw the spotlight on the importance of protecting the rights of women and girls in digital spaces, and addressing online and ICT-facilitated gender-based violence.

As such, PIKOM's afternoon tea event, held on 20 March at One World Hotel, is a welcomed effort that brings to the forefront the role women in Malaysia play in the tech world and the impact this can have on our local society.

The inaugural event, hosted by PIKOM's Women in Tech Chapter, brought together women technologists, entrepreneurs and innovators – all looking lovely in purple – for a delightful afternoon of discussion and networking.

The afternoon kicked off with an introduction by Dato' Dr. Munirah Looi, Chief Executive Officer, Brandt Business Services Sdn Bhd. An entrepreneur, Munirah needs no introduction in the tech space and in the world advocating women's issues. She is the Founder of the Women's



Extraordinaire Foundation and President of the Professional Women Network – KL.

Munirah believes that every woman's success should be an inspiration, and that women are strongest when they cheer each other on.

"It is a great platform to honour the magnificent achievements and contributions that women have made, and their journey of ups and downs. It is a day to celebrate the beauty, courage and strength of every woman."

Catherine Lian as Chair of Women in Technology Chapter and MD, IBM, welcomed the guests in her opening remarks. Catherine was also

a panellist in the discussion entitled The Wonder Women of the World: Celebrating Women's Achievements.

The discussion saw Sandy Woo, Country Director of Veritas Technologies (M) Sdn Bhd as moderator. The other panellists were Anne Abraham, Founder and Chair of Lead Women, Cassandra Goh, Deputy CEO of Silverlake Axis, Ng May Ching, CIO of Maxis.

It was a fruitful discussion that saw the panellists – all leaders in their field – speaking from their hearts on the trials and challenges they face, and the courage and commitment it takes to excel in this high-growth industry. ■

# GBS ASIA AWARDS 2023 HONOURS BEST-IN-CLASS ORGANIZATIONS AND INDIVIDUALS IN THE GLOBAL BUSINESS SERVICES INDUSTRY

## GBS ASIA AWARDS 2023 WINNERS LIST

Category	Name	Company Name
<b>INDIVIDUAL AWARDS WINNERS</b>		
Best Operations Director in Contact Centre	Sheela D/O Tanggaraju	VADS Business Process Sdn Bhd
Best Operations Director in Finance & Accounting	Toh Saw Kim	AICPA & CIMA
Best Operations Director in Information Technology	Yap Tuck Keong	HDC Data Centre Sdn Bhd
Best Operations Manager in Contact Centre	Sam Khoo Boon Kooi	Clarivate (Malaysia) Sdn Bhd
Best Operations Manager in Finance & Accounting	Loh Cheau Wei	Clarivate (Malaysia) Sdn Bhd
Best Professional Agent in Contact Centre	Janifer John Santhana Dass	Clarivate (Malaysia) Sdn Bhd
Best Professional Agent in Finance & Accounting	Ng Cheng Giap	Amway Business Services Asia Pacific Sdn Bhd
Best Professional Agent in Information Technology	Kumaresan S/O Ganesan	AICPA & CIMA
Best Team Leader in Contact Centre	Huhanneshwaran S/O Machap	Aegis BPO Malaysia Sdn Bhd AKA Startek Malaysia
Best Team Leader in Finance & Accounting	Loo Gin Sik	Amway Business Services Asia Pacific Sdn Bhd
Best Transformation Leader in Contact Centre	Jazlan Azizy Bin Jusoh	VADS Business Process Sdn Bhd
Best Transformation Leader in Human Resource	Muhammad Kabil Bin Shamsuri	Brandt Business Services Sdn Bhd
Best Transformation Leader in Information Technology	Puneet Chhabra	Standard Chartered Global Business Services Sdn Bhd
Best Transformation Leader in Information Technology	Koay Tze Siang	Dell Global Business Center Sdn. Bhd.
<b>INDIVIDUAL AWARDS – Merit</b>		
Best Operations Director in Contact Centre	Charanjit Kaur D/O Mohan Singh	Daythree Business Services Sdn Bhd
Best Operations Manager in Contact Centre	Girlie Dingcong Abatayo	Aegis BPO Malaysia Sdn Bhd AKA Startek Malaysia
Best Team Leader in Contact Centre	Zachary Lee Wei Jian	Aegis BPO Malaysia Sdn Bhd AKA Startek Malaysia
Best Transformation Leader in Contact Centre	Chiew Sin Kwang	Daythree Business Services Sdn Bhd
<b>CORPORATE AWARDS – Winners</b>		
Best Automation Organization of the Year		Daythree Business Services Sdn Bhd
Best Business Continuity Plan Award		Alcon Laboratories (Malaysia) Sdn Bhd
Best Digital GBS Provider		Daythree Business Services Sdn Bhd
Best Digital Transformation Provider of the Year		Daythree Business Services Sdn Bhd
Best Flexible Work Organization of the Year		Kimberly-Clark Regional Services (M) Sdn Bhd
Best Practices in Corporate Social Responsibility		Standard Chartered Global Business Services Sdn Bhd
Best Practices in Information Technology		Standard Chartered Global Business Services Sdn Bhd
Operational Excellence in Contact Centre		Telecontinent Sdn Bhd
Operational Excellence in Finance & Accounting		AICPA & CIMA
Operational Excellence in Finance & Accounting		Roche Services (Asia Pacific) Sdn Bhd
Operational Excellence in Human Resource		Brandt Business Services Sdn Bhd
Operational Excellence in Information Technology		Dell Global Business Center Sdn. Bhd.
Regional GBS Company of the Year		Eli Lilly Asia Pacific SSC Sdn Bhd
<b>CORPORATE AWARDS – Runner-Up</b>		
Best Automation Organization of the Year		AICPA & CIMA
Best Digital Transformation Provider of the Year		Kimberly-Clark Regional Services (M) Sdn Bhd
Best Flexible Work Organization of the Year		Eli Lilly Asia Pacific SSC Sdn Bhd
Operational Excellence in Finance & Accounting		Kimberly-Clark Regional Services (M) Sdn Bhd
Operational Excellence in Human Resource		AICPA & CIMA
Regional GBS Company of the Year		Clarivate (Malaysia) Sdn Bhd
<b>CORPORATE AWARDS – Merit</b>		
Best Automation Organization of the Year		Dell Global Business Center Sdn. Bhd.
Best Digital Transformation Provider of the Year		Roche Services (Asia Pacific) Sdn Bhd
Operational Excellence in Finance & Accounting		UST Global (Malaysia) Sdn Bhd
Operational Excellence in Human Resource		CBRE Asia Pacific Business Services Sdn Bhd
		iForte Intelligence Sdn Bhd
		Sutherland Global Services Malaysia Sdn. Bhd.
		VADS Business Process Sdn Bhd

# IT Veteran Harres Tan Passes Away

Former PIKOM Chairman (2004-2005) Harres Tan passed away on 3 March. He was born in Penang and educated in London. He started his IT career as an IBM mainframe systems programmer in the UK in the early 1970s.

He returned to Asia in 1978 and worked for regional IT companies. In 1989, Harres founded HT Consulting Group, opening offices in Malaysia, Singapore and Hong Kong. In 2004 the group renamed all its overseas subsidiaries to Rototype International. The company mainly delivers self-service and mobile payment solutions to the banking and finance industry.

Four years prior, in 2000, he was elected the President of ASOCIO.

As early as 2014, the tech entrepreneur was known to have been suffering from multiple system atrophy. Despite this, he soldiered strengthening his two businesses – one that focuses on healthcare and the other on finance.

Rototype International delivers cheque deposit machines to banks, and an electronic medical records product to healthcare facilities, among others.



**MY.IT** is the official publication of PIKOM which has a membership of over 1,000 ICT companies that represents about 80% of the total ICT trade in the country.

**MY.IT** is primarily intended to serve the needs of the dynamic ICT industry in Malaysia, especially when it comes to voicing out the needs and concerns of the ICT industry. Be a part of this essential and vibrant scene by advertising in **MY.IT**, the voice of the Malaysian ICT industry.



## TARGET MARKET & DISTRIBUTION

### Business and IT Communities

- More than 900 PIKOM members
- Top Management of companies
- Relevant Government Ministries & Agencies
- Relevant Business Organisations
- PIKOM Events
- Sold in all leading bookstores nationwide

## MAGAZINE DETAILS

**Frequency:** Quarterly  
**Issues:** Jan, April, July and October

## ADVERTISING SPECIFICATIONS

**Trimmed Size:** 210mm x 275mm  
**Bleed Size:** 216mm x 281mm  
**Typed Area:** 190mm x 250mm  
**Material Requirement:** PDF format

## ADVERTISING RATES

Positions	Members' Rate			Non-Members' Rate		
	1x	2xs	4xs	1x	2xs	4xs
Per insertion*						
Inside Front Cover	RM5,500	RM5,000	RM4,500	RM7,500	RM7,000	RM6,000
<b>ROP Package 1</b> 1 full page, full colour advertisement with a full page write up	RM3,500 Total Cost: RM3,500			RM5,500 Total Cost: RM5,500		
<b>ROP Package 2</b> 1 full page, full colour advertisement with a full page write-up for 2 issues	RM3,250 Total Cost: RM6,500			RM5,000 Total Cost: RM10,000		
<b>ROP Package 3</b> 1 full page, full colour advertisement with a full page write up for 4 issues	RM2,800 Total Cost: RM11,200			RM3,500 Total Cost: RM14,000		



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# ALL THINGS NYONYA

Happiness comes in small boxes.

**Y**ou will find such culinary joy by just putting Nyonya Box on your navigation guide. Tucked on Mont Kiara 4 Road this rather cool concept of a container F&B brings life and a sense of belonging to the community here.

Owned and operated by Intan Yusof and her husband Syed Omar, this lovely place draws so many walks of lives to meet and have a great meal while basking in some sun, air and aromas of nyonya delicacies.

Just 10 months in operations and this box has a huge following. Nyonya Box is the morning health enthusiasts approved breakfast joint for their replenishment. You get a mouth watering breakfast spread which gives you a feel good start to the day.

As the day goes, you get the lunch crowd zapping in to have their comfort food. It ranges from yummy bite-sized snacks to scrumptious hearty meals. The thing about Nyonya Box is not only is the food good and



it evokes a sense of belonging, the price point is pleasant as well.

As Intan puts it, she endeavours to offer a wholesome delicious meal for under RM25. Some of their signature dishes are made up of

secret family recipes that have been passed down for generations. Get a taste of their sauces and you will know the difference. The flavour palate teases your senses. Ayam kukus berempah is tender and juicy with a generous helping of the fried rempah known as krup krap which simply takes the dish to another level. If you are into rice, Nyonya Box clearly understands how to deliver moist yet fluffy white pearls to the bite. The Curry Mee is a must have, the dish definitely gets you hooked and if you are lucky enjoy it on a rainy day while relaxing in their newly extended premise.

Rojak buah, bihun siam, karipap sardin, kuih talam not to mention their signature cincau drink to wash it all down. Head down to Nyonya Box as it operates throughout the day and don't miss your nyonya goodness fix .

Good food and place always equates to good times. And all that goodness simply found in a box. ■

