

PIKOM Strengthens Malaysia's Digital Economy through Strategic MoU with nasscom

Kuala Lumpur, August 26, 2024 – PIKOM, the National Tech Association of Malaysia, is proud to announce the signing of a strategic Memorandum of Understanding (MoU) with nasscom, the premier trade body and chamber of commerce of the tech industry in New Delhi, India on Aug 21. This partnership is set to create significant opportunities for Malaysia's digital economy, reinforcing the nation's standing in the global tech landscape.

The MoU was signed during the state visit of the Prime Minister of Malaysia, YAB Dato' Seri Anwar bin Ibrahim, highlighting the deepening ties between Malaysia and India in the technology sector. The event was graced by YB Gobind Singh Deo, Digital Minister of Malaysia. The Digital Ministry recently announced that seven global Indian companies with a presence in the country have committed to train and hire at least 5,000 Malaysians. This follows the signing of a memorandum of understanding between the Malaysia Digital Economy Corporation (MDEC) and nasscom at the same event in New Delhi.

PIKOM will leverage this collaboration with nasscom to support this effort. The MoU marks a crucial step in PIKOM's efforts to further elevate Malaysia's digital economy by fostering innovation, enhancing market access, and strengthening bilateral relations between Malaysia and India.

The key areas of focus under this MoU include:

- **Facilitating Mutual Exchange of Information:** Both parties will exchange insights on the tech industry landscapes of India and Malaysia, including recent shifts, challenges, and potential growth areas. This exchange will enable companies in both nations to better understand and navigate each other's markets.
- **Organizing and Supporting Collaborative Events:** Plans to organize and support both virtual and in-person events designed to promote greater collaboration between Malaysian and Indian technology companies.
- **Engaging Subject Matter Experts:** nasscom and PIKOM will invite industry experts to share case studies and provide advisory on growth strategies, best practices, and other relevant topics, helping companies in both countries to achieve greater success.
- **Fostering Networking Opportunities:** The agreement includes provisions for organizing networking opportunities between Indian and Malaysian IT companies, focusing on collaboration, research and development, and joint go-to-market strategies.
- **Creating Special Interest Groups:** A Special Interest Group will be established to channelize joint industry positioning for the Malaysian market, aiming to enable ease of doing business and promote collaborative efforts.

Ong Chin Seong, PIKOM Chairman, stated, "We are thrilled to strengthen our cooperation with nasscom through this MoU. Just as the relationship between Malaysia and India has evolved over the years, we aspire to grow this to a stronger comprehensive strategic partnership. Through knowledge sharing and joint initiatives, we aim to create a more vibrant and interconnected ecosystem".

Rajesh Nambiar, Chairperson of nasscom, added, “This MoU signify a new chapter in the relationship between the Indian and Malaysian tech industries. We are committed to deepening this collaboration, which will not only enhance market opportunities for both nations but also drive innovation and growth in the region”.



From left: Rajesh Nambiar, Chairperson of nasscom, YB Gobind Singh, Digital Minister, Ong Chin Seong, Chairman of PIKOM



PIKOM's and MDEC's delegations with nasscom team and YB Gobind Singh at the MoU signing event.

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About PIKOM

PIKOM, THE NATIONAL TECH ASSOCIATION OF MALAYSIA, is the association representing the technology industry in Malaysia. Formed in 1986, its membership currently stands at more than 1,000 active companies involved in a whole spectrum of digital TECH products and services, which command 80% of the National Digital Economy.

As the Voice of the Tech Industry, PIKOM embraces the task of growing the size and capabilities of the tech industry in Malaysia by creating opportunities for its members as well as all Malaysians to capture the benefits offered by advances in technology. For more information, visit www.pikom.org.my.

Media Contact:

Ong Kian Yew, CEO, PIKOM
Tel: 03-76220079/012-2050879
Email: oky@pikom.org.my

Nurul Asyiqin Mohd Nasir, Head of Corporate & Industry Affairs
Tel: 03-76220079/012-5805135
Email: nurul@pikom.org.my
