PKAN

PERSATUAN INDUSTRI KOMPUTER DAN MULTIMEDIA MALAYSIA THE NATIONAL TECH ASSOCIATION OF MALAYSIA

Annual Report 2019/2020

In Memoriam



PIKOM extends its deepest condolences to the family of Mr Toh Kim Chye. KC, as he was affectionately known to all of us, served as PIKOM Chairman in 1992-1993. He passed away on 18 April 2020. He will be dearly missed by the industry and his contributions in laying the foundation for the industry will never be forgotten.



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WHO WE ARE

Our Profile

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.

There are 5 Chapters under PIKOM that cover OM, CIO, Cybersecurity, E-Commerce and Venture Investment. These chapters help improve and drive the business climate for all member companies, together with promoting industry growth in line with national aspirations.

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 technology innovation and advancement.

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"To champion and realise the digital opportunities."



WHAT WE DO

- Spearhead, promote and encourage development of resources, professional skills and programmes in Malaysia's digital and technology industry.
- Represent the local tech industry to the Government and private sector both local and overseas.
- Provide a platform for tech players and users to meet, network, learn and share ideas in order to grow the industry and improve applications.
- ► Foster high standards of conduct, service and performance throughout the tech industry.
- Promote and market local tech services to the region and overseas.

MEMBERSHIP PRIVILEGES

- 1. Platform to grow business through PIKOM's affiliation with local and global networks.
- 2. Networking opportunities & B2B related events (to meet end users [CIO Chapter] & potential partners).
- 3. Participate in PIKOM's Chapters & SIGs to collectively grow the respective area of focus.
- 4. Enjoy subsidized/ complimentary rates to our special learning events, training courses and workshops.
- 5. Priority for marketing and promotion opportunities through PIKOM's initiatives and events.
- 6. Access to PIKOM's Research Reports (ICT Strategic Review & ICT Job Market Outlook in Malaysia) & other publications.
- 7. Use of PIKOM Logo to enhance member's events.

Tangible Benefits with savings valued up to RM60,000*

- Airline corporate programmes
 - Vehicle fleet programmes
 - Telco subsidies and privileged packages many more to come

*terms & conditions apply

Message from the Chairman



The unprecedented situation of Covid-19 has literally changed almost entirely our plans we had for 2020. The Flagship projects that included PIKOM Leadership Summit, Future of Cybersecurity, PIKOM Unicorn Awards and Annual Dinner, the hosting of WCIT Malaysia as well as all our members networking sessions the festival gatherings were brought to a halt. There are no words to even describe the repercussion and impact Covid-19 had on industries across all sectors, and the ICT industry was also not spared.

However, we were also quick to look into the opportunities the situation could offer. The first quarter of 2020 saw PIKOM's repeated visits to MITI, providing facts and data to reopen the ICT sector and recognise ICT as essential service. We succeeded, and henceforth, almost all members resumed operations, equipped with the appropriate Standard Operating Procedures and Business Continuity Plans to ensure both safety and production go hand in hand.

We also launched a series of Webinar sessions with members discussing current challenges and trends of the tech industry amidst the crisis caused by the pandemic. In total we ran more than 37 webinars on cybersecurity, e-commerce, pivoting businesses and crisis management among others.

The announcement of Pelan Jana Semula Ekonomi Negara (PENJANA) has also steered businesses towards wider digital adoption and build a conducive tech ecosystem for sustainability. It was clearly an opportune time for members, technology vendors and digital business leaders to leverage on PENJANA and accelerate long-term growth and propel our respective businesses.

I am also pleased to share that the Communications & Multimedia Ministry, Ministry of Science, Technology & Innovation and other key ministries and agencies have recognized the importance of the tech association. I was appointed as one of the advisors for the Communications & Multimedia Consultative Council and the National 4IR and Digital Economic Council for the Digital Data and Infrastructure Cluster, chaired by the KKMM Minister. Our role is to support programs to enhance the nation's telecommunications infrastructure, drive the digital economy and strengthen existing regulations on cybercrime prevention.

We have also reached out to the Ministry of International Trade & Industry to raise our industry issues and challenges during the MCO and CMCO periods. We also contributed on the drafting of a Temporary Measures Bill to mitigate the social and economic impacts of Covid-19 faced by businesses.

I am also humbled to be appointed as a committee member of the National Science Council, chaired by the Prime Minister. This committee focuses on policy making for the science and technology sector and discusses strategies on post Covid-19 in moving forward.



PIKOM is also working closely with HRDF and MDEC for the Place and Train Programme. This programme provides free training for new employees with the aim of keeping Malaysians employed.

As PIKOM is one of the committee members in the Malaysia Innovation Policy Council, we were able to contribute ideas on the digital tech initiatives. At the same time, assist the council in addressing policy and regulatory challenges that can hinder innovation and digital economic growth for the country.

In ensuring that members are equipped with the right tools to grow their business, we signed an MoU with Fusionex to develop a digital interactive space that includes an ecommerce marketplace, an exhibition showcase and a B2B meeting space, all in a single platform.

I would say the main highlight we had in 2020 was the inaugural TechFest and Road to WCIT Malaysia, that took place in Penang. TechFest was a three-day digital festival that featured the latest breakthroughs and most innovative of companies involved in ecommerce, food-tech, esports, gaming and showcasing the 5G enabling platforms. The WITSA Global ICT Excellence Awards also took place in conjunction with Road to WCIT Malaysia. The awards, which was presented virtually announced Pemandu Associates Sdn Bhd receiving the coveted Chairman's Awards for its "Global Covid-19 Index (GCI)". There were four other Malaysian winners at the awards ceremony as well.

PIKOM is also proud that we are well represented at WITSA, with Dato' Sean Seah appointed as its Deputy Chairman and Chairman of the WITSA Finance Committee.

We are also happy to announce that multiple efforts by both the industry and the government to bring RISE to Malaysia has come to fruition. RISE, the largest tech conference in Asia, gathers the brightest minds in tech together in one place. Their last event in Hong Kong (2019) had more than 500 speakers, 16,000 delegates (71% Decision Makers), more than 800 journalists involving over 100 countries.

Finally, we are proud to introduce InnoLab Café, a place where you can host your meetings, networking sessions and pitching businesses to your potential investors while enjoying coffee and delicious pastries. The café is currently opened on weekdays with daily specials. There are also private meeting room, boardroom and training facilities available.

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Danny Lee PIKOM Chairman

We look forward to seeing you in our hybrid programs this year. Stay strong, persevere and take care. 06

PIKOM Councillors & Advisors

2019/2020



Office Bearers



Danny Lee (Chairman)



Dato' Sean Seah (Deputy Chairman)

Ong Chin Seong

(Secretary)



Alex Liew

(Treasurer)



Ganesh Kumar Bangah (Immediate Past Chairman)



Stan Singh-Jit Datuk EK Teoh



Dr. Dzaharudin Mansor



Dato Seri Ivan Teh



Anthony Raja

Devadoss

Tan Hock Chye



Eng Kin Hoong



Councillors

KT Ong



Dzuleira Abu Bakar





Raymond **Devadass**



Alex Loh

Tay Chia Chia



Tan Chen Chiang



Wing K Lee

Xavier Tan







Wee Kee Heng



Foo Sen Chin



C.J. Ang



David Wong Nan Fay

















Woon Tai Hai

Advisors

- Dato' Ng Wan Peng Cheah Kok Hoong
- Derrik Khoo

Chin Chee Seong

Shaifubahrim Saleh

Rani Nathwani



Office Bearers

Danny Lee Dato' Sean Seah Ong Chin Seong Alex Liew Ganesh Kumar Bangah

Councillors

Stan Singh-Jit Datuk EK Teoh Dr Dzaharudin Mansor Alex Loh Dato' Seri Ivan Teh Anthony Raja Devadoss Eng Kin Hoong KT Ong Dzuleira Abu Bakar Johary Mustapha Raymond Devadass Tay Chia Chia Tan Chen Chiang Tan Hock Chye Wing K Lee

Advisors

Xavier Tan Lee Boon Kok Wee Kee Heng Foo Sen Chin C.J. Ang David Wong Nan Fay Woon Tai Hai Dato' Ng Wan Peng Cheah Kok Hoong Derrik Khoo Chin Chee Seong Shaifubahrim Saleh Rani Nathwani Chairman Deputy Chairman Secretary Treasurer Immediate Past Chairman

E-Tech IT Sdn Bhd SCCW Holdings SdnBhd Powerware Systems Sdn Bhd Glocomp Systems (M) Sdn Bhd Commerce DotAsia Ventures Sdn Bhd

IronHorse Asia Sdn Bhd EKTECH Communications Sdn Bhd Microsoft (M) Sdn Bhd Fortinet Malaysia Sdn Bhd Adv Fusionex Sdn Bhd PERSOLKELLY Consulting Sdn Bhd CIS IT Solutions Sdn Bhd Dell Global Business Centre Sdn Bhd Malaysian Global Innovation & Creativity Centre (MaGIC) Forest Interactive Sdn Bhd Daythree Business Services Sdn Bhd Veeam Software Malaysia Sdn Bhd Top Click Sdn Bhd Seatech Ventures Corp YTL Communications Sdn Bhd



APPOINTMENTS BY RULE

By rule 14(f) Part (IV) (The Council), on 4 December 2019, the Council appointed the following as Councillors:

- 1. KT Ong of Dell Global Business Centre Sdn Bhd
- 2. Dzuleira Abu Bakar of Malaysian Global Innovation & Creativity Centre (MaGIC)
- 3. Johary Mustapha of Forest Interactive Sdn Bhd
- 4. Tay Chia Chia of Veeam Software Malaysia Sdn Bhd
- 5. Wing K Lee of YTL Communications Sdn Bhd
- 6. Raymond Devadass of Daythree Business Services Sdn Bhd

By rule 15(h) Part (IV) (The Council), on 4 December 2019, the Council appointed the following as Advisors to the Council:

- 1. Xavier Tan
- 2. Lee Boon Kok
- 3. Wee Kee Heng
- 4. Foo Sen Chin
- 5. C.J. Ang
- 6. David Wong Nan Fay
- 7. Woon Tai Hai
- 8. Dato' Ng Wan Peng
- 9. Cheah Kok Hoong
- 10. Derrik Khoo
- 11. Chin Chee Seong
- 12. Shaifubahrim Saleh
- 13. Rani Nathwani

By rule 14(h)(iii) Part (IV) (The Council), on 1 June 2020, Mr Tan Chen Chiang of Top Click Sdn Bhd resigned from his Councillor position.

By rule 14(f) Part (IV) (The Council), on 24 June 2020, the Council appointed Mr Tan Hock Chye of Seatech Ventures Corp to fill the office vacated by Mr Tan Chen Chiang.



| Name | Designation | Attendance |
|-----------------------|------------------------|------------|
| Danny Lee | Chairman | 12/12 |
| Dato' Sean Seah | Deputy Chairman | 11/12 |
| Ong Chin Seong | Secretary | 12/12 |
| Alex Liew | Treasurer | 11/12 |
| Ganesh Kumar Bangah | Immediate Past Chairma | n 12/12 |
| Dr Dzaharudin Mansor | Councillor | 10/12 |
| Stan Singh-Jit | Councillor | 11/12 |
| Alex Loh | Councillor | 7/12 |
| Tan Chen Chiang | Councillor | 4/5 |
| Datuk EK Teoh | Councillor | 8/12 |
| Dato' Seri Ivan Teh | Councillor | 2/12 |
| Anthony Raja Devadoss | Councillor | 12/12 |
| Eng Kin Hoong | Councillor | 10/12 |
| KT Ong | Councillor | 4/11 |
| Dzuleira Abu Bakar | Councillor | 3/11 |
| Johary Mustapha | Councillor | 7/11 |
| Wing K Lee | Councillor | 10/11 |
| Tay Chia Chia | Councillor | 3/11 |
| Raymond Devadass | Councillor | 9/10 |
| Tan Hock Chye | Councillor | 3/6 |

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PIKOM Secretariat





Ong Kian Yew

Chief Executive Officer







Alicia Wong Head of Finance & Administration



Nor Azlina Datuk Ishak General Manager Industry Affairs



Grace Lee Manager Project & Events



Jamie Tan Manager Finance & Admin



Audreen Wong Manager Sales & Marketing



Nur Azlianawatie Alel Senior Executive OM Membership & Talent Initiatives



Ng Wai Teng Executive Secretary



Arthur Chew Administrator IT, Web and Building

10 Reports from Committees & Chapters









e-commerce malaysia An Initiative of Pikom









PIKOM Government Affairs Committee (GAC)



The PIKOM GAC focuses primarily on policy advocacy, which is done through strengthening relations with the government and contributing towards policy setting that will impact the digital & tech industry. The GAC also aims to build a good reputation for the industry that comprises of technology stakeholders and end-users as well as to foster good governance of the industry through monitoring of legislation and regulation, anticipation of future developments, opportunities and value creation.

The GAC acts as the voice of the industry to the government. PIKOM is actively represented in over 40 government-related committees including those chaired by the Prime Minister. Notable efforts in the past year included being the sole industry representative in the evaluation of computing curriculums at MQA, tech representative in the formulation of the National Data Sharing Policy, task force member of the economic and industry work group for the Pandemic Management Strategic Committee and panel member to 12th Malaysia Plan with EPU.

PIKOM GAC Members 2019/2020

- Chair : Dr. Dzaharudin Mansor, Microsoft
- Members : Mohd Navawee Husiany, HeiTech Padu Berhad Norreha Mansor, Cisco Systems (M) Sd Bhd Dr. Aparna Sehgal, Dynatrace Malaysia Sdn Bhd Nordin Mat Isa, Mesiniaga Berhad

Mazidee Md. Ramli, Strateq Sdn Bhd Syafiq Habibuddin, HeiTech Padu Berhad Lee Kim Seng, Sarawak ICT Association Surendren Velappu, HP Inc.

Advisor : Shaifubahrim Saleh

GAC Involvement in Government Initiatives, Technical Committees, Working Groups and Taskforces in 2019/2020

- 1. Industry4WRD Technical Working Group Regulatory Framework & Industry Adoption
- 2. Industry Representative for Digital Productivity Nexus 2019/2020
- 3. Innovation and Productivity Committee under SME Corporation
- 4. Working Committee for Malaysian Qualifications Agency
- 5. Technical Working Group for Digital Economy Satellite Account (DESA) 2020
- 6. Digital Economy Task Force for Workstream 14 Cybersecurity
- 7. Pandemic Management Strategic Action Plan Committee under MITI

Chairman's Direct Involvement in Government Special Task Force Committee

- 1. National Science Council chaired by Minister of Science, Technology and Innovation
- 2. Communications and Multimedia Consultative Member chaired by Minister of Communications and Multimedia Malaysia
- 3. Digital Infrastructure & Data Cluster for the Digital Economy and 4IR Council chaired by Minister of Communications and Multimedia Malaysia
- 4. Konsultatif Keselamatan dan Ketenteraman Awam (MAKKA) chaired by Prime Minister of Malaysia
- 5. Digital Productivity Nexus Malaysia Productivity Corporation under the purview of Ministry of International Trade and Industry





PIKOM's Recommendation for the National Budget 2021

| N | No Issue | Suggestion |
|---|---|---|
| | 1 Entrepreneurship
The instruments for investments into start-up and scale companies
are too restrictive. Investments may in the form of debt, equity or a
combination. | Bank Negara Malaysia to set up a sandbox for the purpose of investments in tech companies. This will allow more innovative financing to be introduced. This can include convertible notes and other instruments available to public listed companies but on a "managed" scale. |
| : | 2 Information, Communication and Technology (ICT)
The new normal brings about new challenges as more people are
connected outside of their workplace. The current situation has
seen higher breach of security | More infrastructure focused and development cybersecurity. Identify and
invest in security software to ensure safety and security of tech systems,
banking systems and personal data are well protected.
The allocation of a special fund to Cybersecurity Malaysia to include
programmes for raising cybersecurity awareness and implementing best
practices such as certification and subscription to cybersecurity alerts and
mitigation programmes. |
| | 3 Entrepreneurship | A post Covid-19 Stimulus package is required to re-energize the economy. |
| | Some estimates are 2 million workers will be out of jobs as a result
of the impact of Covid-19. We can support businesses and
safeguard jobs post MCO. | Propose a double tax deduction for salary cost for new employees and women returning to the work force, training, rent and utilities to complement the existing incentives. |
| 4 | These retrenched workers may be re- hired back into the work force but may require new skills. | |
| | Another untapped source is women who is keen to rejoin the work force. | |



| | No | Issue | Suggestion |
|---|----|---|--|
| 4 | 4 | Information, Communications and Technology (ICT)
The Covid-19 pandemic has placed Work- From-Home, video
conferencing, collaboration and remote access at the centre of
the new normal. The time has come to prioritise Digital
Transformation. | Continued support for emerging industries, such as the technology that includes ecommerce, cybersecurity, AI, IoT and digital transformation. |
| | | | Introduce a fast track digitalisation programme for companies to embark on adopting the new normal. |
| | | | Allocate additional funding to MIDA and MDEC to implement the Digital
Transformation Acceleration Programme (DTAP) to the wider business rather
than limit to manufacturing. |
| | 5 | Research, Development, Commercialization and Innovation (R&D&C&I)
As a post Covid-19 recovery plan, there is a need to promote and | Government to double allocation to MATRADE to promote and support more local made Malaysian brands, products and services for the Brand Promotion Grant and the Market Development Grant. |
| | | Support more local products, services and brands.
Government can play a role by giving local companies a kick start. | Local tech companies to be given chance to supply to government.
Government to provide an annual report on the usage of technology by the
public sector. |
| | 6 | Information, Communications and Technology (ICT)
The retail tech sector is challenged by low margins and the
Covid-19 pandemic that has affected demand on consumer
spending. | Government to reintroduce the EPF PC Withdrawal Scheme to qualified contributors. This is much needed as the Work-From-Home and Study-From-Home would demand additional devices for the use of families.
There should also be an increase of the lifestyle tax relief from the current RM 2500 to at least RM 3000. |
| | 7 | Information, Communications and Technology (ICT)
The wide application of withholding tax on technology sector is
detrimental to digital transformation efforts. | The treatment of withholding tax should only be confined to services
rendered from outside Malaysia. It should not include subscription and
payment for the usage of the software.
This includes software which user has only the right to use and is not able to |
| | | | reverse engineer and access the source codes. |
| | 8 | Information, Communications and Technology (ICT)
The slowing economy as a result of Covid-19 and the Movement
Control Order (MCO) has resulted in slower sales for the tech
industry. | Sales tax on tech products and service tax on IT services to be waived to help
spur the economic recovery and increase demand for technology products
and services. |
| 1 | | As the economy starts to recover, an added impetus is required to catalyse the growth. | |
| | 9 | Information, Communications and Technology (ICT)
Deployment of 5G | Expedite the deployment of 5G network by encouraging/forcing telcos to work with system integrators for their deployment initiatives. |
| | 10 | Digital Economy
Encourage development of technology and services | Government to digitalisation efforts to ensure that continuity of government services by providing better digital reach to the public. |
| | | | |



Future Digital Committee



Future Digital is a Special Interest Group formed by PIKOM to be a focal point for policy research and advocacy for the digital and tech industry. We are an independent and inclusive voice not only to the industry, but also to the government on policy and programmes.

Our main roles and objectives:

- To be focal point for policy research and advocacy for the ICT industry
- To be the independent and inclusive voice to the government on policy and programmes
- To raise the profile of PIKOM as a thought leader in policy development
- To increase awareness and education in the industry on policy issues and developments
- To prepare the industry and country on international policy developments
- To communicate the position PIKOM through mass media

Committee:

- 1. Ganesh Kumar Bangah, Chair PIKOM Immediate Past Chairman
- 2. YM Tengku Dato' Dr Azzman Shariffadeen Universiti Malaya Board of Directors
- 3. Datuk Yasmin Mahmood CEO, Future Ready Consulting CEO / Chairman POS Malaysia
- Prof Dato' Dr Halimah Badioze Zaman MDEC Board Member/ Director of Visual Informatics, Universiti Kebangsaan Malaysia
- 5. Dr Dzaharudin Mansor Chief Technology Officer, Microsoft Malaysia National Technology Officer
- 6. Victor Chua Chairman of Malaysian Venture Capital and Private Equity Association/ Founder and Managing Partner Vynn Capital

In April 2020, Future Digital produced a paper and submitted to the Prime Minister for consideration. The title of the paper, "MEASURES TO ASSIST THE TECH INDUSTRY TO MITIGATE THE ECONOMIC IMPACT OF COVID-19" was also carried in a subsequent press release. PIKOM is happy to note that some recommendations were adopted such as the setting up of a National Sandbox and allocating funds for start-ups.



PIKOM CIO Chapter (PCC)



The PIKOM CIO Chapter (PCC) is a platform to provide a forum of communications so that the experience and knowledge in the fields allied to Information Technology (IT) management can be exchanged for the benefit of fellow CIOs in particular and as a contribution to the development of ICT in Malaysia. Its vision is to make a difference to the ICT practitioners and industry as a whole in Malaysia by: -

- i. exchanging information and sharing experiences;
- ii. providing platform for building professional networks;
- iii. collaborating & exploring leading edge technologies;
- iv. employing best practices in ICT management

The long-term goal is for PIKOM CIO Chapter to remain as a vibrant and relevant community for its members to share experiences and learn from one another, as a network of friendships and partnerships and to represent the corporate consumers of IT as an organization for both government and private sector.

PCC Exco Members 2019/2020

- 1 Rani Nathwani CIO, Prince Court Medical Centre Bhd
- 2 Malik bin Murad Ali IT Director, MYDIN Mohamed Holdings Bhd
- 3 Chia Nam Liang CIO, Hap Seng Consolidated Bhd
- 4 Steven Lam Head of IT, Sedgwick Malaysia Sdn Bhd
- 5 **Connie Yee** Corporate Compliance Director (Management Information System) IRIS Corporation Berhad
- 6 Ngoh Chee Hung Director, Help University Sdn Bhd
- 7 Sher Khan Akbar Khan
- 8 Danny Lee PIKOM Chairman
- 9 Dato' Sean Seah PIKOM Deputy Chairman

PCC Chair

PCC Deputy Chair

Immediate Past Chair

Exco Member

Exco Member (Appointed)

Exco Member (Appointed)

Appointed Advisor

Exco Member (By Default)

Exco Member (By Default - Alternate to PIKOM Chairman)



Webinars held by PCC in 2020:

- (i) 31 March: Movement Control Order Online Forum Session 1
- (ii) 2 April: Movement Control Order Online Forum Session 2
- (iii) 7 April: Microsoft Teams
- (iv) 24 April: IT World Post COVID-19 Accelerating Digital Transformation Agenda
- (v) 13 May: PCC Brainstorming Session



E-Commerce Malaysia Chapter

e-commerce malaysia An Initiative of PIKOM E-Commerce Malaysia was established on 21 July 2016 with the sole purpose of expanding PIKOM's involvement in the e-commerce industry. The purpose is also in line with its main objective of creating a vibrant e-commerce ecosystem in Malaysia that is globally competitive.

This initiative aims to bring the Malaysian e-commerce industry to global standards by bringing all end-to-end parties working together under one virtual roof: e-marketplaces such as online retailers and merchants, providers of payment gateways, logistics, and fulfilment, industry players, financial institutions as well as telecommunication and infrastructure service providers. 1. Represent voice of the e-Commerce merchants in Malaysia.

- . Represent voice of the e-Commerce merchants in Malaysia.
- 2. Promote Malaysian e-Commerce players through regional and global initiatives.
- **3**. Bring the various players in the e-Commerce ecosystem together to collaborate and cooperate for mutual benefit.
- 4. Be the point of contact with the government on e-Commerce related matters.
- 5. Increase the awareness on the ease of online shopping.

| | Committee Members: | | |
|---|---------------------|-----------|---|
| | Name | Position | |
| 1 | Ganesh Kumar Bangah | Chair | Commerce Dot Asia Sdn Bhd |
| 2 | Bryant Yeo | Committee | Aramex Malaysia Sdn Bhd |
| 3 | Dr. Teo Bee Yap | Committee | Skynet Worldwide (M) Sdn Bhd |
| 4 | Carol Fung | Committee | Malaysia Digital Economy Corporation (MDEC) |
| 5 | Gary Yeoh | Committee | Boost |
| 6 | Richard Tan | Committee | Interbase Resources Sdn Bhd |
| 7 | Wee Huay Neo | Advisor | |
| 8 | CS Chin | Advisor | |



OM Chapter



OM, (f.k.a Outsourcing Malaysia) is an initiative of the Global Business Services (GBS) industry and a chapter of PIKOM – The National Tech Association of Malaysia. OM aims to promote and develop Malaysia's GBS industry as a global hub for high-value services. Supported by its founding partner, the Malaysia Digital Economy Corporation (MDEC), and spearheaded by a group of prominent industry leaders from the global services industry, OM focuses on enabling both buyers and providers to work together on addressing service needs within the aegis of global best practices and competencies.

- Industry Representation
- Trade & Industry Promotions
- Business Exposure
- Priority Subsidies & Discounts
- Global Affiliations

OM Committee & Advisors 2020/2021

Name

Cheah Kok Hoong

2 Deputy Chair - Outsourcing

- 3 Deputy Chair Shared Service
- 4 Treasurer
- 5 Chairman Emeritus

Position

Chairman

- 6 Committee
- 7 Committee
- 8 Committee
- 9 Committee
- 10 Committee
- 11 Committee
- 12 Committee
- 13 Committee
- 14 Advisor
- 15 Advisor
- 16 Advisor
- 17 Advisor
- 18 Advisor
- 19 Advisor
- 20 Advisor
- 21 Advisor
- 22 Advisor
- 23 Advisor

Anthony Raia Devadoss M. Pattabhiraman Raymond Devadass David Wong Nan Fav Alex Hee Kam Fatt Dang Tin Wai Dato' Munirah Looi Joanne Seaton Jusri Ong Chin Yap Kim Chin Kuang Tan Lin Nah Nicholas Tav Arun Augustine Ang Chin Joo (CJ Ang) Dato' Lim Han Boon Dato' Loo Lee Lian Hew Wee Choong Muhammad Azmi Zulkifli Ong Chin Seong Phil Captain Woon Tai Hai

Zulfigar Zainuddin

Organisation

PIKOM

PERSOLKELLY Consulting, Asia Pacific UOB Centre Of Excellence (M) Sdn Bhd Daythree Business Services Sdn Bhd SnT Global Sdn Bhd Documation Sdn Bhd Cyngus Technologies Sdn Bhd Brandt International Sdn Bhd Angstrohm Technologies Sdn Bhd TeleContinent Sdn Bhd Jabil Sdn Bhd INTI Universal Holdings Sdn Bhd VADS Berhad



OM - The Curve to Flatten Talk Series

The first The Curve to Flatten Talk Series via webinar took place on March 31st, 2020 with panel speakers Surina Shukri, Chief Executive Officer, Malaysia Digital Economy Corporation (MDEC), Dr. Mugunthan Murugen, MD, Head of Marketing (R&I), ACCOBIOTECH Sdn Bhd and Clara Pat Ro, Business Continuity Specialist at MAXIS Bhd and Chair of the IT Committee at Malaysia Disaster Recovery Institute.

The webinar was a joint initiative of the PIKOM - (National Tech Association of Malaysia), OM and Contact Centres Association of Malaysia (CCAM).

OM - The Curve to Flatten Talk Series II

Innovation in the Midst of Chaos was the second OM webinar with Phil Captain, CEO of Nexdrome, Sheila Singam, Managing Partner & Founder of Human Equation and Gopi Ganesalingam, VP of Global Contact Growth Acceleration from MDEC. The panel discussed innovation efforts amidst the current crisis and how to address resistance to change. The session had both consumers and providers express their perspectives and learning lessons whilst pivoting businesses during the pandemic.

OM - The Curve to Flatten Talk Series III

The 3rd edition of The Curve to Flatten Talk Series titled "Managing Business in Crisis" was a thought leadership session by Dato' Sri Idris Jala, CEO of PEMANDU Associates.

Dato' Sri Idris Jala shared how his organization addressed and managed the unprecedented crisis during the lockdowns and travel restrictions. PEMANDU Associates shared their fit-for-all, step-by-step approach to help manage crisis during the pandemic after they underwent a total business restructuring phases, prioritizing certain business directions over the others and the painful process of letting people go.









SMART SOURCING SUMMIT WEBINAR SERIES

The Smart Sourcing Summit has been OM's flagship event over the last ten years and has seen much traction, in growth, interest and participation from delegates both local and regional and in addition bringing you the great thought leaders making this summit a recognised and a sought-after event in the Global Business Services (GBS) industry.

This maiden Smart Sourcing Summit Webinar Series is titled The New World Order Post COVID-19, took place on 4th May 2020.

This panel discussed the dramatic changes that is taking effect in the Global Business Services (GBS) industry and the collective efforts to identify and address the current issues at hand.

The 2nd edition of the Smart Sourcing Summit Webinar Series was held on 15 July 2020, titled Resetting Leadership in Disruptive Times, based on Gartner's pandemic response approach; Respond, Recover & Renew. Respond. The three-phase approach requires businesses to act quickly Respond with immediate focus on keeping people safe and essential business functions operating and to remain sustainable.

Recover – create a plan to restore to a scalable state. Renew – use lessons learned and emergent patterns from prior phases to coalesce around a new foundation and way forward.

This 3rd series of the Smart Sourcing Summit Webinar Series Themed Hyper- Collaboration the New Normal took place on 1 September 2020.

This panel deliberated on the current COVID-19 pandemic which has caused much disruption in the way we operate our business today. But that's not stopping us from delivering our promises to our members as we continue to add value to the membership and the GBS industry.









PIKOM/OM/Nottingham MoU Exchange

University of Nottingham Malaysia (UNM) and OM signed a Memorandum of Understanding on 1st July 2020. The MoU is part of an industry-academia collaboration and marks a milestone for both organisations in initiating a collaboration for the purpose of contributing to the Global Business Services (GBS) Industry in Malaysia.

The main objective of this collaboration is for both parties to join forces in planning and conducting research and engaging in knowledge exchange activities.



UNM and OM, PIKOM Sign MoU to Contribute to the Malaysian Global Business Services Industry.

OM Malaysia joins as founding member of the





In an industry first, an alliance of twelve major independent regional organizations representing the technology and business services sector across the world, have united to launch the Global Technology and Business Services Council (GT&BSC).

GT&BSC is currently represented across Bulgaria, the Balkans, Czech Republic, Egypt, Germany, Hungary, India, Malaysia, Poland, Romania, Russia, South Africa, Sri Lanka, United Kingdom, United States and Ukraine, where they collectively represent the interests of over 10,000 organisations, including multi-nationals, indigenous tech companies, SMEs, and start-ups.



GBS Asia Awards 2020

OM presented the GBS Asia Awards – Digital Edition on 18 December 2020 where Winners and Merit Recipients of this coveted awards were celebrated virtually:





PIKOM Cybersecurity Chapter



The PIKOM Cybersecurity Chapter was formed in May 2017 to represent the interest of the cybersecurity sector in Malaysia. The focus of the chapter includes organising events pertaining to related topics and current issues in cybersecurity, promoting cybersecurity as a career of choice within working professionals and collaborating with educational institutions on training initiatives and developing curriculum programs in the area of cybersecurity.

The objectives of PIKOM Cybersecurity Chapter:

- 1. Creating awareness and provide updated information on cybersecurity in Malaysia.
- 2. Develop and focus on potential talent in producing experts in the field of cybersecurity.
- 3. Expanding the cybersecurity market in line with the growth in the ICT industry.

PIKOM Cybersecurity Chapter Committee Members

Chair Deputy Chair Members

Advisors

Alex Liew Alex Loh Eric Foo Fong Choong Fook Goh Chee Hoh Josephine Ho Aylwin Lam Jason Yuen Len Gun Lester Leong Ahsim Nisar Dr. Amirudin Woon Tai Hai Cheah Kok Hoong Glocomp Systems (M) Sdn Bhd Fortinet Malaysia Sdn Bhd Hitachi Sunway Information Systems Sdn Bhd LE Global Services Sdn Bhd (LGMS) Trend Micro Malaysia Sdn Bhd FireEye Technologies (M) Sdn Bhd McAfee EY (Ernst & Young) Tech Titan Sdn Bhd Ingram Micro Malaysia Sdn Bhd Microsoft (Malaysia) Sdn Bhd

PIKOM

CYBERSECURITY USER COMMUNITY FORUM

5 MARCH 2020, 3:00PM G FLOOR, PIKOM TRAINING CENTRE

INSIGHTS SHARING

Current Median Salary and Traits of a Cybersecurity Professional Speaker - Woon Tai Hai, PiKOM Advisor Threat Trending Analysis Speaker - Sage Khor, Trend Micro Malaysia





Venture Investment Chapter



PIKOM Venture Investment Chapter was formed in 2018. The chapter formed the SEA DRAGON VENTURE, playing the role as a Southeast Asian premier venture pitching platform for hot scale-up companies looking for VC funding, business mentoring and global market expansion. The objectives of this platform are to:

- Match Southeast Asian start-ups and scale-ups with potential regional and global investors (i.e., Private Equity, Venture Capital, etc.) for investments, growth and global market expansion.
- Attract foreign investors and promote syndication amongst local and foreign investors.

PIKOM VIC Committee Members

| Dato' Sean Seah |
|---------------------|
| Dzuleira Abu Bakar |
| Ganesh Kumar Bangah |
| Stan Singh |
| Datuk EK Teoh |
| Shaifubahrim Saleh |
| Chan Kok Long |
| |

RISE Moves to Malaysia

PIKOM is thrilled that Malaysia Digital Economy Corporation (MDEC), Malaysian Convention and Exhibition Bureau (MyCEB), PIKOM together with industry leaders and government partners have successfully brought RISE, one of Asia's largest tech conferences to Malaysia for three years term, 2022-2024.

To be held in March 2022, RISE is one of the high-profile tech events that brings together the world's tech founders, investors, start-ups as well as multinationals with an attendance of over 16,000 from more than 100 countries around the world. The event will also be joined by journalists from major global media outlets, and thousands of attendees, to create unparalleled networking potential.



International Engagements















Asia Pacific Council for Trade Facilitation & Electronic Business





The Asian-Oceanian Computing Industry Organization (ASOCIO) is an ICT federation organized by ICT associations representing 24 economies throughout the Asia Pacific. Presently, ASOCIO comprises of 24 members from Australia, Bangladesh, Bhutan, Brunei, Cambodia, Hong Kong, India, Indonesia, Japan, Korea, Lao PDR, Macao, Malaysia, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, And Vietnam. Today, ASOCIO's members account for more than 10,000 ICT companies and represent approximately USD350 billion of ICT revenue in the region.

Activities in 2020:

ASOCIO Board Meeting and General Assembly was held on 8 December 2020

Attendance: 45 delegates from 16 economies including 5 advisors.





ASOCIO Smart Cities Summit 2020 held on 18 November 2020 in conjunction with TechFest 2020.



Reports published by ASOCIO:



ASOCIO Policy Guidance on AI for member economies to participate fully in the large economic and social opportunities enabled by AI with safety, security, trust and confidence.

ASOCIO Webinar Series:



Collaboration with FITIS (5 May 2020) Asia Pacific Collaboration Forum -Global ICT Opportunities in the New Normal





ASIA APTER COVID Design (pagal in Report in Cold) Products

Digital Asia After Covid- Driving Digital in Response to the Global Pandemictakes a cursory look at initiatives aimed at stimulating digital technology development, digital adoption and digital transformation.

Collaboration with Global Victoria/MABC Webinar (26 August 2020) South East Asia Cross BordereCommerce and Fulfilment



Collaboration with SCN (10 June 2020) Digital Roundtable-Transforming & Enabling Smart Cities of Tomorrow



ASOCIO Roundtable Call on "Asia After Covid" (20 October 2020)



World Information Technology and Services Alliance (WITSA)



Founded in 1978, the World Information Technology and Services Alliance (WITSA) is a leading consortium of ICT industry association members from over 80 countries/ economies around the world. WITSA's members represent more than 90 percent of the world ICT market.

As the leading recognized voice of the global ICT industry, WITSA aims to drive transformation and grow the industry given that ICT is the key driver of the global economy.

Dato' Sean Seah was appointed as the Deputy Chairman of WITSA at its recent board meeting in December 2020.

World Congress On Information Technology (WCIT)



TECHFEST 2020 AND ROAD TO WCIT MALAYSIA

Penang TECHFEST 2020 took place on 18 – 20 November, 2020 with its inaugural 100% virtual edition of a technology festival that is all about experiencing the latest innovation and technology from around the world. The three-day digital festival that featured the latest breakthroughs and most innovative of companies involved in ecommerce, food-tech, esports and gaming, all via the 5G enabling platforms.

The WITSA Global ICT Excellent Awards also took place in conjunction with Road to WCIT Malaysia. The awards ceremony, held virtually as well saw Malaysia earning the coveted Chairman's Awards, with Pemandu Associates Sdn Bhd recognized for its "Global Covid-19 Index (GCI)".

Malaysia also bagged four other awards that included:

- 1. Sustainable Growth Award: Telekom Research & Development Sdn Bhd: For Smart Water Integrated Management System (SWIMS).
- 2. Covid-19 Tech Solutions for Countries & Regions by the Health Ministry for "Malaysia's Pandemic Response Systems".
- 3. Merit Awards for the Covid-19 Tech Solutions for Cities & Localities: The Chief Minister Incorporated (CMI)'s "PG Care Penang Contact Tracer".
- 4. Merit Awards for the Covid-19 Tech Solutions for Cities & Localities: Local Government Division, Penang State Secretary's "Initiative to reduce contact via Cashless Transaction".

MSC Malaysia Asia Pacific ICT Awards (MSC-APICTA)



The MSC Malaysia Asia Pacific ICT Awards (MSC-APICTA) is a recognition platform that aims to recognize innovative ICT products, solutions, services and applications within Malaysia. The APICTA Awards gained prestige among all ICT industry leaders and it is also known as the **"Oscars of the ICT industry"**.

The annual awards program also provides an opportunity and an ideal environment for individuals and companies to gain local, regional and international exposure through on-going promotional activities, including participation at the International Asia Pacific ICT Alliance Awards (APICTA International). The member economies of APICTA includenamely Australia, Bangladesh, Brunei, China, Chinese Taipei, Hong Kong, Indonesia, Japan, Macao, Malaysia, Myanmar, Pakistan, Singapore, Sri Lanka, Thailand, and Vietnam.



There were 104 submissions in 15 categories for APICTA 2020.

CATEGORY

- 1 Students: Junior & Senior
- 2 Tourism & Hospitality
- 3 Health & Wellbeing & Community Services
- 4 Security Solutions
- 5 Sustainability & Environment Inclusions & Community Services
- 6 Research & Development
- 7 Digital Government & Government & Citizen Services
- 8 Education
- 9 Students: Junior & Senior
- 10 Manufacturing/Resources/ Agricultural/Engineering/Transport
- 12 Banking, Insurance & Finance, Digital Marketing & Marketplaces
- 13 Start Up
- 14 Tertiary Student Project (Undergraduate)
- 15 Finance & Accounting Solutions (Fintech), ICT Services & Marketing Solutions Artificial Intelligence & Big Data Analytics

APICTA

AWARDS

21ST MSC MALAYSIA APICTA AWARDS 2020

Head Judges Meeting was held on 11 January 2021.



Asia Pacific Council for Trade Facilitation & Electronic Business

Ganesh Kumar Bangah is the chair of AFACT, the body representing the interest of the industry in trade facilitation in the region.

Members of AFACT include developed and developing economies in the region. A virtual meeting took place on 9 December 2020.







PIKOM Webinar Series

PIKOM and its chapters, organized 37 webinars in 2020 where members shared and discussed thoughts and ideas through this platform in collaboration with PIKOM. Some series discussed tools to address the operational challenges arising from COVID-19.



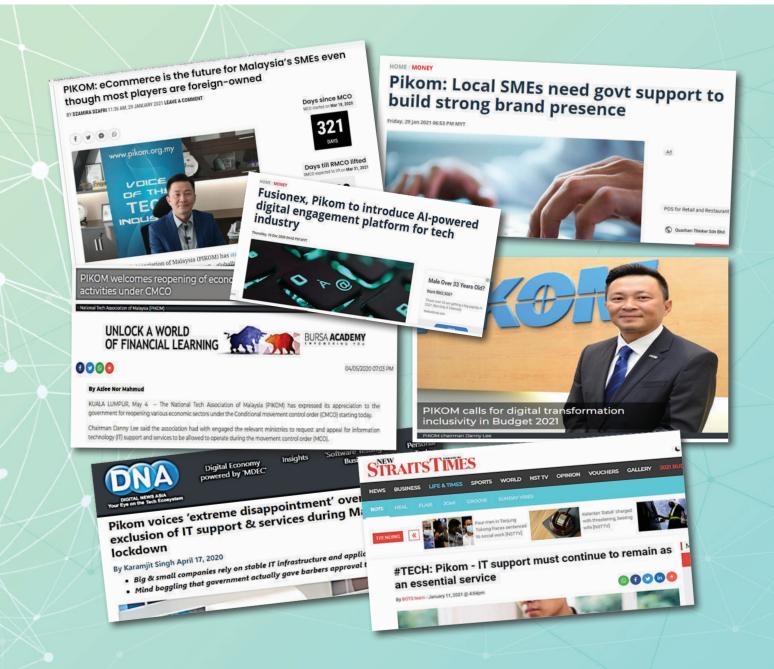
PIKOM in the News



PIKOM appeared in over 60 news articles addressing more than 29 issues relating to the tech industry, from stressing that IT as Essential Service, importance of digitalization for SMEs, our thoughts on Budget 2021, economic recovery plans, future of eCommerce to announcements about RISE and Road to WCIT Malaysia.

| | 100 1 | | |
|---|---------------|---|--|
| | Month | News | Media Source |
| 1 | December 2019 | PIKOM's New Chairman and Council Members | The New Straits Times |
| | March 2020 | TECH: PIKOM calls for tech businesses to stay resilient #Covid19 | The New Straits Times |
| | | PIKOM says Covid-19 stimulus not helping tech firms, workers enough | The Malay Mail, New Straits Times, DNA |
| | | #TECH: PIKOM calls for tech businesses to stay resilient #Covid19 | NST |
| | | PIKOM: E-commerce to benefit more from MCO | The Malaysian Reserve |
| , | April 2020 | PIKOM Voices Extreme Disappointment Over Continued Exclusion of IT Support | Digital News Asia |
| | | & Services During Malaysia's Lockdown | |
| | | PIKOM: Govt needs to consider IT support as an essential service during MCO | The Malay Mail, MalaysiaKini |
| | | PIKOM disappointed IT support, services not allowed to run during MCO | The Malay Mail, Digital News Asia, Bernama |
| | | RM250 bil second stimulus package should help tech startups, says PIKOM think | The New Straits Times, Bernama |
| | | tank Future Digital Chair Ganesh Kumar Bangah | |
| | | PIKOM: Govt needs to consider IT support as an essential service during MCO | Bernama, Malay Mail, NST |
| | May 2020 | PIKOM welcomes reopening of economic activities under CMCO | The Malay Mail, Bernama, ASTRO Awani |
| | June 2020 | PIKOM applauds govt's short-term economic recovery plan | The New Straits Times |
| | - | 40,000 jobs available through HRDF Penjana initiative | The Star, Bernama, Berita Harian, |
| | | | Nanyang, DNA |
| , | August 2020 | TECHFEST2020, Road to WCIT to attract 4,000 participants | The Edge Markets, The Malaysia Reserve |
| | | PIKOM to organise TECHFEST2020, WCIT Malaysia rescheduled to 2022 | The Malaysian Reserve, The Star |
| (| October 2020 | Boost needed in line with working online - Tech Industry | The Star |
| | November 2020 | PIKOM: APEC's Developed Economies Must Support Countries Trailing in Digital | Bernama, Malay Mail, Astro Awani |
| | | Higher demand for gadgets and devices during MCO Economy | Bernama, The Malaysian Reserve |
| | | Budget for next year not a game-changer, says PIKOM | Bernama, Free Malaysia Today, NST |
| | | Upbeat about hosting world IT meet in 2022 | The Star, ASTRO Awani, Kwong Wah (Ipoh) |
| | | Budget 2021 exemplifies grassroots approach, say industry players including PIKOM | The Malay Mail, Bernama |
| | | Reframe, renew and reimagine with 2020's featured innovations at TECHFEST2020 LIVE | |
| | | | Bernama, Malay Mail |
| | - | Malaysia Tech Industry Thrilled RISE Moving to Malaysia 2022 | Bernama, DNA, Sun Daily |
| | | #TECH: Ensuring children's safety online | NST Online |
| | | Fusionex, PIKOM to introduce AI-powered digital engagement platform for tech industry | Malay Mail, Digital News Asia |
| | | PIKOM' Sean Seah appointed Deputy Chairman of WITSA for 2020-2022 | Digital News Asia |
| | | #TECH: PIKOM - IT support must continue to remain as an essential service | Bernama, NSTP, The Malaysian Reserve |
| | | | Sejahtera Malaysia News |
| | | E-Commerce is the Future, So Help Our Local SMEs Thrive | Bernama, NST, DNA, Soya Cinca, Malay Mail, |
| | | | Berita Harian |





PIKOM Academy

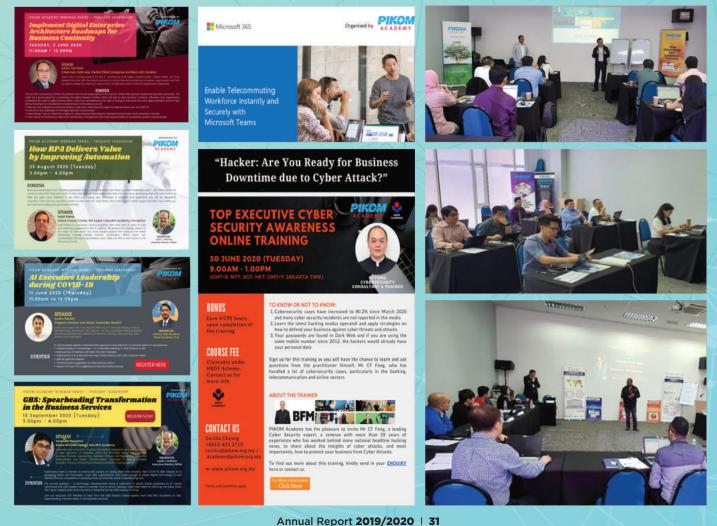


PIKOM PowerPM Leadership Course (PLC)

PIKOM collaborated with Business Technovise International (BTI) and organized the PIKOM Power PM Leadership Course (PLC), a high calibre course in leadership as the most important success differentiator in Programme / Project Management. One class was conducted in January 2020.

Training Programs

Due to the pandemic, most of the programs under the PIKOM Academy in 2020 were conducted online:





Penjana HRDF

PIKOM, as one of the industry partners for the Penjana HRDF provides the opportunity for digitally-savvy talent to re-enter the workforce that drives economic growth in a sustainable manner through the Place & Train Program.

The Place & Train program is an initiative to provide employment opportunities, followed by training courses to meet the requirements of the industry for Malaysian unemployed graduates, school leavers and retrenched workers.



Membership: New Members 2020



2019 Admission after AGM 2019

- 1. FPT Software Malaysia Sdn Bhd
- 2. CLL Systems Sdn Bhd
- 3. Tech Titan Distribution Sdn Bhd
- 4. Tribehired Sdn Bhd
- 5. TOMTOM Navigation Malaysia Sdn Bhd
- 6. Silkron Technology Sdn Bhd
- 7. Amway Business Services Asia Pacific Sdn Bhd
- 8. Aspiro Sdn Bhd
- 9. Avows Technologies Sdn Bhd
- 10. CBRE Asia Pacific Business Services Sdn Bhd
- 11. Jabil Sdn Bhd
- 12. Mapaglobal (Malaysia) Sdn Bhd
- 13. Kimberly-Clark Regional Services (M) Sdn Bhd
- 14. Promeritus Sdn Bhd
- 15. Tricor Shared Services Sdn Bhd
- 16. UST Global (M) Sdn Bhd
- 17. Woodwing Digital Services Sdn Bhd

2020 Admission

- 1. McAfee Security Malaysia Sdn Bhd
- 2. Daythree Business Services Sdn Bhd
- 3. CTOS Data Systems Sdn Bhd
- 4. Ramco Systems Sdn Bhd
- 5. Payments Network Malaysia Sdn Bhd (PayNet)
- 6. World Education Placement Services Sdn Bhd
- 7. Lenovo Technology Sdn Bhd
- 8. Cydentiq Sdn Bhd
- 9. Integricity Technology Sdn Bhd
- 10. Hitachi Vantara Sdn Bhd
- 11. Teras Teknologi Sdn Bhd
- 12. View Qwest Digital Sdn Bhd
- 13. INTI Universal Holdings Sdn Bhd
- 14. Synergy Outsourcing Sdn Bhd

- 15. Akademi GA Sdn Bhd
- 16. Crayon Software Experts Sdn Bhd
- 17. SAP Malaysia Sdn Bhd
- 18. System Management Services Sdn Bhd
- 19. Xperantilot (M) Sdn Bhd
- 20. Vads Berhad
- 21. Toga Limited
- 22. Superceed (M) Sdn Bhd
- 23. Cloud 4C Services Sdn Bhd
- 24. Huawei Technologies (Malaysia) Sdn Bhd
- 25. Origin Integrated Studios Sdn Bhd
- 26. NEC Capital Solutions Malaysia Sdn Bhd
- 27. Kaspersky Lab SEA Sdn Bhd
- 28. Cohesity APJ Pte Ltd
- 29. Cybertech Security Sdn Bhd
- 30. Log Rhythm Singapore Pte Ltd
- 31. Blancco Sea Sdn Bhd
- 32. Bridgenet Solutions Sdn Bhd
- 33. Malaysia Retail Chain Association (MRCA)
- 34. Sarah Jewels Sdn Bhd
- 35. Axiata Digital Labs (Private) Limited
- 36. Axceligent Solutions (M) Sdn Bhd
- 37. Radiant Vista Digital Solutions & Consulting Sdn Bhd
- 38. Aladdin Commerce Sdn Bhd
- 39. Asustek Computer Malaysia Sdn Bhd
- 40. Createwills Sdn Bhd
- 41. DE CIX Malaysia Sdn Bhd
- 42. IBM Malaysia Sdn Bhd
- 43. People Systems Consultancy Sdn Bhd
- 44. 10 Infinity Sdn Bhd
- 45. Asian Famous Tours & Travel Sdn Bhd
- 46. Commvault Systems (Malaysia) Sdn Bhd
- 47. Blue Fortress Sdn Bhd



My.IT Magazine

- PIKOM launched My.IT magazine on 21 September 2018
- · Features include PIKOM events, industry interviews, members events, thought leadership articles
- Two issues were published in 2020, one in Q1 and the second in Q2



Highlights of Industry Initiatives



MoU between PIKOM & Fusionex to develop a digital interactive space that includes an ecommerce marketplace, an exhibition showcase and a B2B meeting space, all on a single platform.



PIKOM Chinese New Year Dinner

35

PIKOM held its annual Chinese New Year dinner on 16 January 2020. Almost 200 members attended this event, tossing the customary yee sang for a good year ahead.





TechFest 2020 and Road To WCIT Malaysia in Penang (18-20 November 2020)





DISCOVER NEW OPPORTUNITIES IN SOUTHEAST ASIA

A global tech festival for growth and market access

18 - 20 NOVEMBER 2020

















Affiliation



PIKOM maintains close affiliation with national and international bodies.



















PERSATUAN INDUSTRI KOMPUTER DAN MULTIMEDIA MALAYSIA THE NATIONAL TECH ASSOCIATION OF MALAYSIA

C Tel: +6(03) 7622 0079

🕒 twitter.com/pikomict

E1-01-G, Empire Damansara, No 2, Jalan PJU 8/8A, Damansara Perdana, 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia

facebook.com/MYPIKOM

in linkedin.com/in/pikom

www.pikom.org.my