



Malaysia at the forefront of Data Economy

AN OVERVIEW

4 OCTOBER 2017



CONNECTING
BUSINESSES
AND PEOPLE TO THEIR
DIGITAL FUTURE.

Digital economy

in Malaysia attracts companies, talent and investment while enabling Malaysian businesses to play a leading part in the **global digital revolution**.

We are driven by the promise that **technology and innovation** have to transform the future of our nation and the world.

WFP

17.8%

Digital Economy
contribution to
the GDP
(2015)

**Driving
Investment**

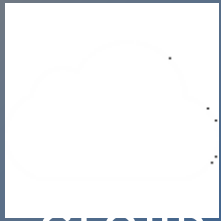
**Building Local
Tech Champions**

**Catalysing Digital
Innovation
Ecosystems**

**Propagating
Digital Inclusivity**

DIGITAL ECONOMY

FOCUS AREAS: TECHNOLOGY AND APPLICATIONS



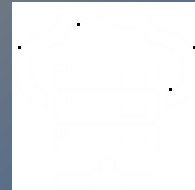
CLOUD



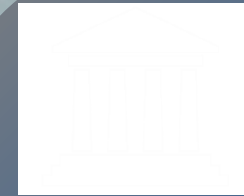
IOT



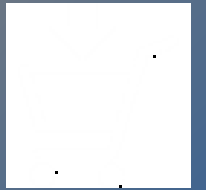
INFORMATION
SECURITY



BDA



FINTECH



ECOMMERCE

Catalyze Digital Adoption Across Industry Sectors

An aerial photograph of the Kuala Lumpur skyline at dusk. The Petronas Twin Towers are the central focus, illuminated with warm lights. To the right, the Kuala Lumpur Tower is visible. The foreground shows a dense residential area with many small houses. A large red circle is overlaid on the left side of the image, containing the title text in white.

THE DATA ECONOMY FRAMEWORK

DATA ECONOMY

Creating Value from Data

CONNECTED

ANALYSED

INSIGHTS

OPTIMISED

MONETISED





Jack Ma



*“Alibaba is not merely just a retail company, but a **DATA COMPANY**”*



Elon Musk



*“Tesla was also not the first company to design a driverless car, but they were the first to focus on using **BIG DATA** to their advantage”*

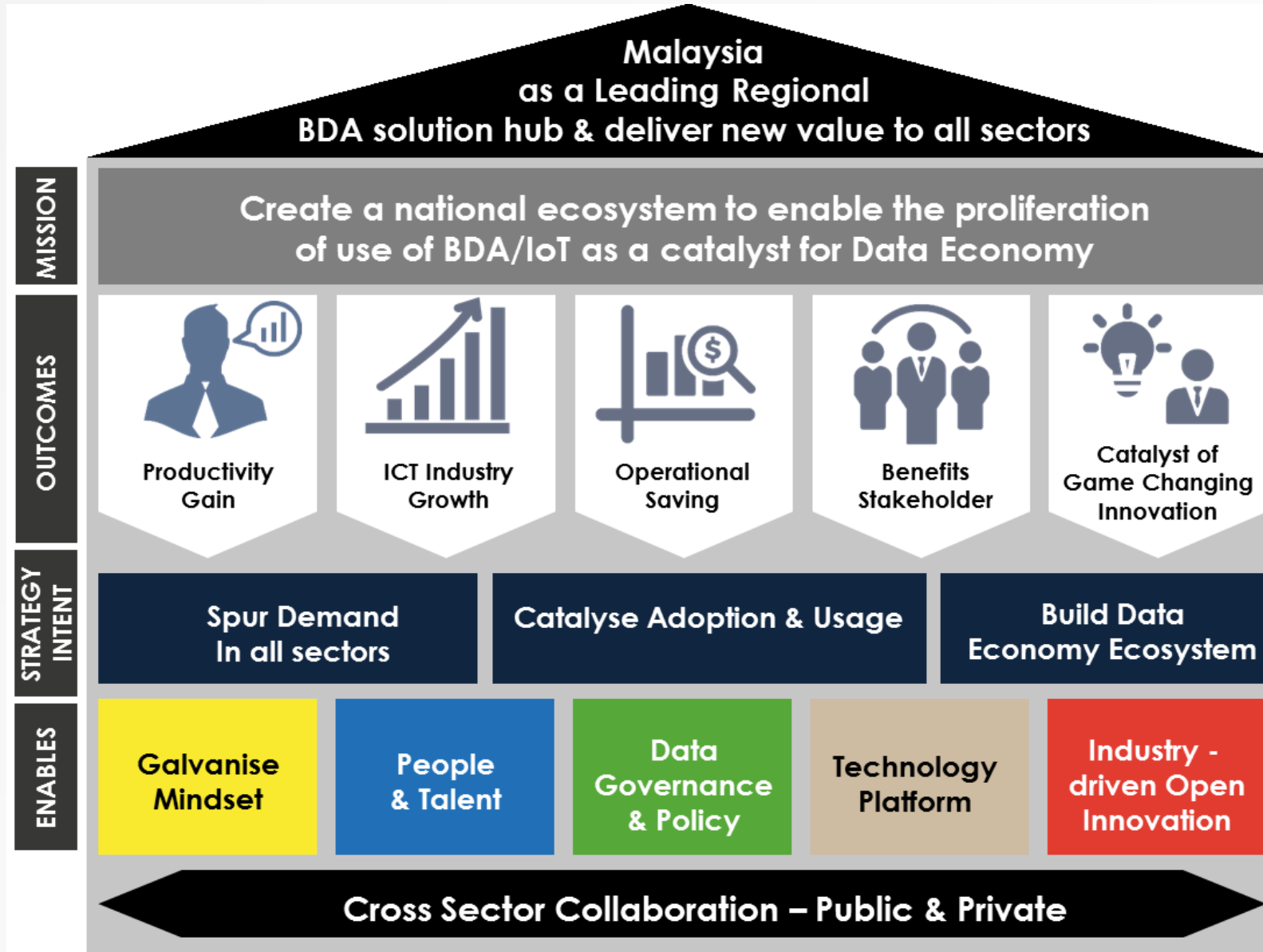


Eric Schmidt



*“**BIG DATA** is so powerful, nation states will fight over it”*

MDEC'S DATA ECONOMY FRAMEWORK



KEY INITIATIVES

Industry Development

Spur demand in all sector



Data Professional development

Formulate industry relevant curriculum for university adoption and facilitate training providers to offer more BDA professionals training in the market.

Talent marketplace



A leading edge cloud-based talent platform that enables the BDA ecosystem to create a vibrant marketplace with advanced functionalities

Digital Transformation

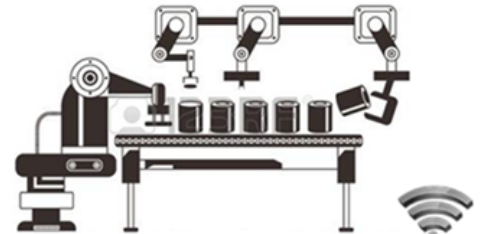
Focus on prioritised industry verticals and drive high impact use cases for BDA



Big Data Week Asia

Big Data & technology showcase, celebration, learning & networking events

Focus on prioritised industry verticals and drive high impact use cases



Smart Manufacturing

Smart Transportation



Smart City



Smart Agriculture

Ecosystem Development

Build data economy ecosystem

Advocacy & drive adoption



Opportunity to surface raw talent, job matching and develop use cases



Data exchange platform (DXP)

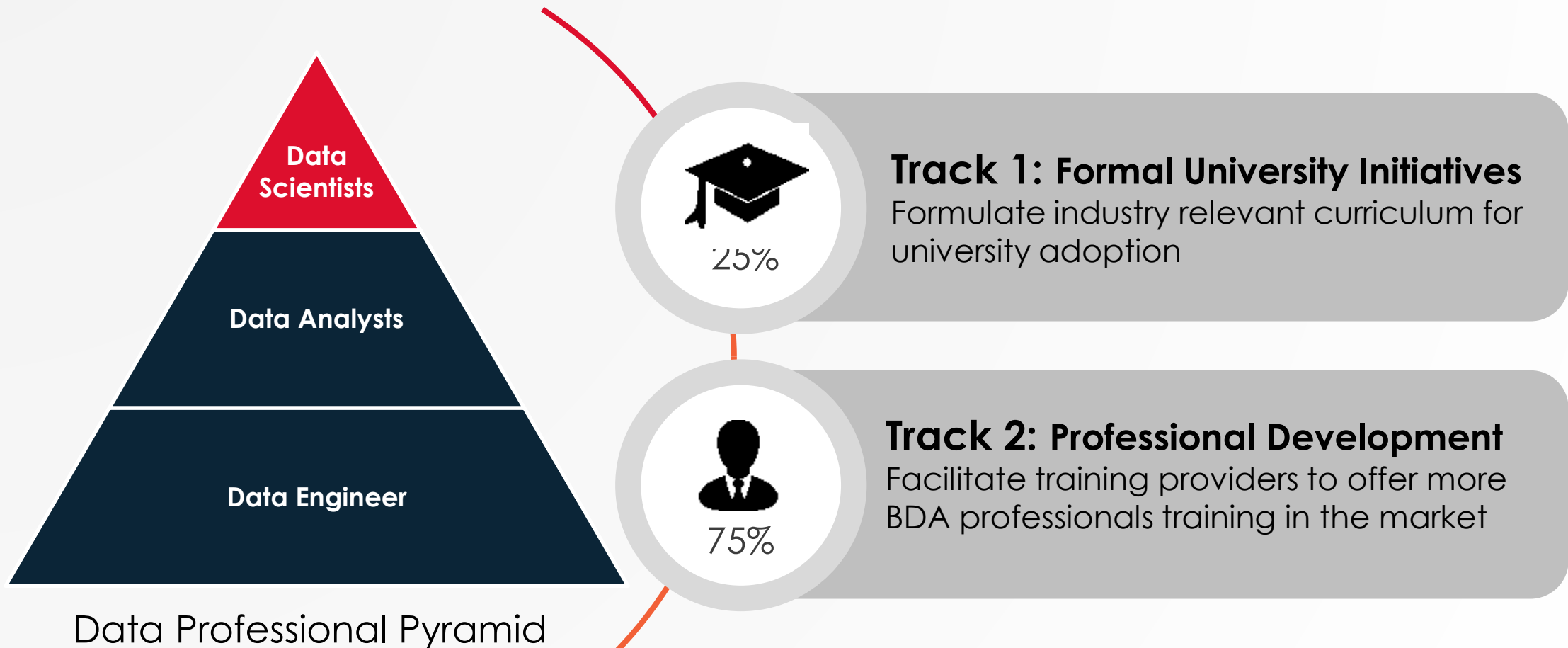
To promote public & private data sharing over a national data platform

ASEAN Data Analytics Exchange



A one-stop hub to pull the BDA ecosystem together to create solutions and adopt BDA

TWO TRACKS TO CREATE DATA PROFESSIONALS



Projected Demand: 20,000 Data Professionals, including 2,000 Data Scientists, by 2020

TRACK 1: TRADITIONAL, ACADEMIA ROUTE



**Postgraduate programme
in Data Science**

> **10 Unis.** MMU, APU, UUM, UMS, UKM,
UTM, UM, USM, UiTM, IIUM

**Undergraduate degree
with Data Science
specialisation**

> **9 Unis.** UM, MONASH, SUNWAY UNI.,
APU, UiTM, UNIMAS, MMU,
UTM, SWINBURNE

**Introducing a Data
Science module to
non-ICT degree courses**

> **10 Unis.** UiTM, USIM, UTAR, UCSI,
Monash, IMU, USM, UUM,
UTHM, UTM



TRACK 2: FAST-TRACKED FOR EXISTING PROFESSIONALS

Broad-based Certification Programme

MOOC Data Science Certification Program



Training Partners Via ADAX

Data Professional Courses



Educating C-suite

Harvard Business School Executive Programme

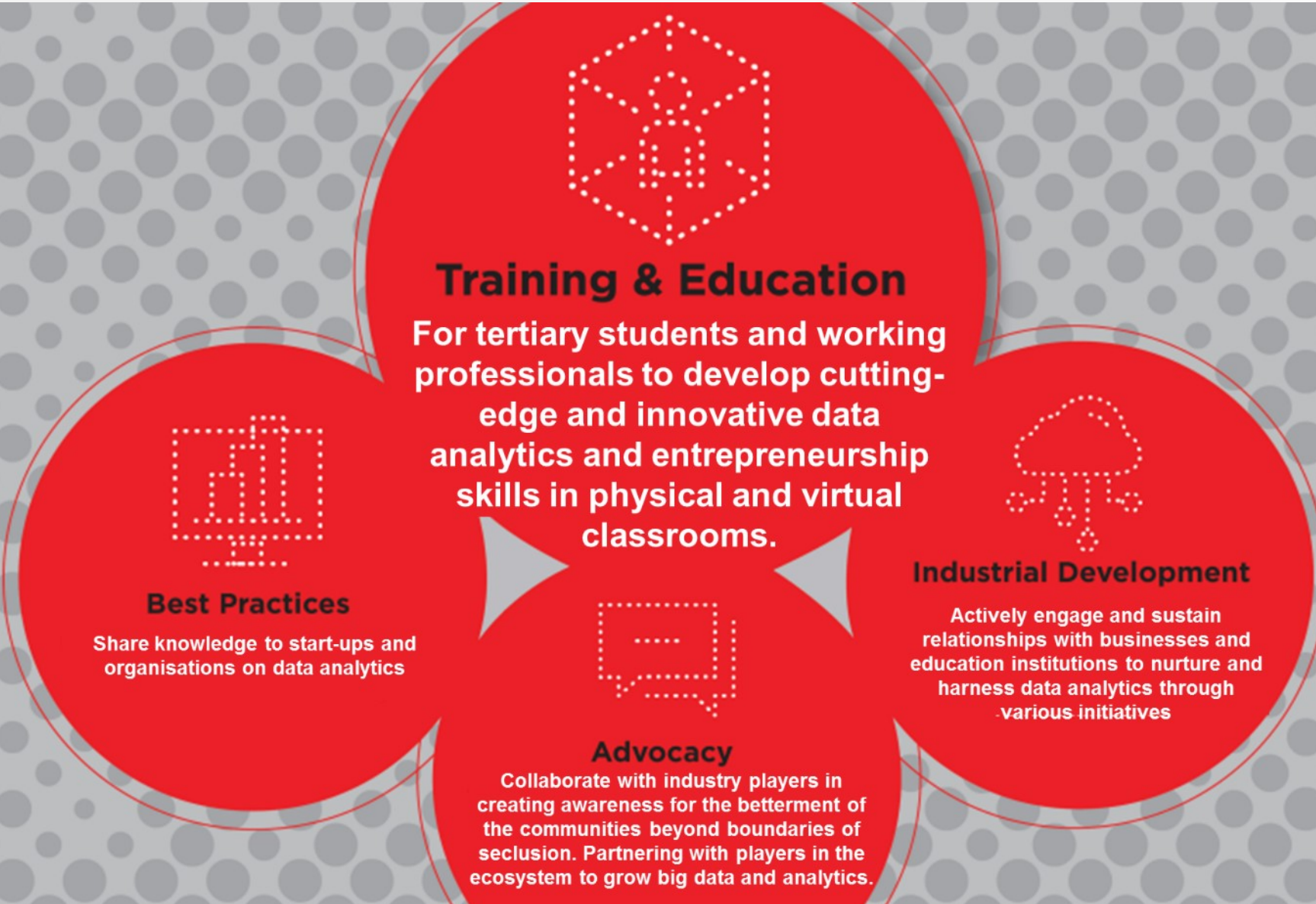




**ASEAN DATA ANALYTICS
EXCHANGE**



ADAX ENABLING DATA DRIVEN DECISION MAKING THROUGH CAPABILITY DEVELOPMENT AND AWARENESS



Mandate of ADAX

- **Training**: ADAX, via various collaborations, to create and develop 20,000 data Professionals by 2020.
- **Awareness**: ADAX work with its partners to create showcase and to grow and nurture data analytics.

DATA STAR

A project driven by ADAX in partnership with universities and leading industries to fast track the development of Data Professionals that meet the requirements of the industry.

Who is it for?



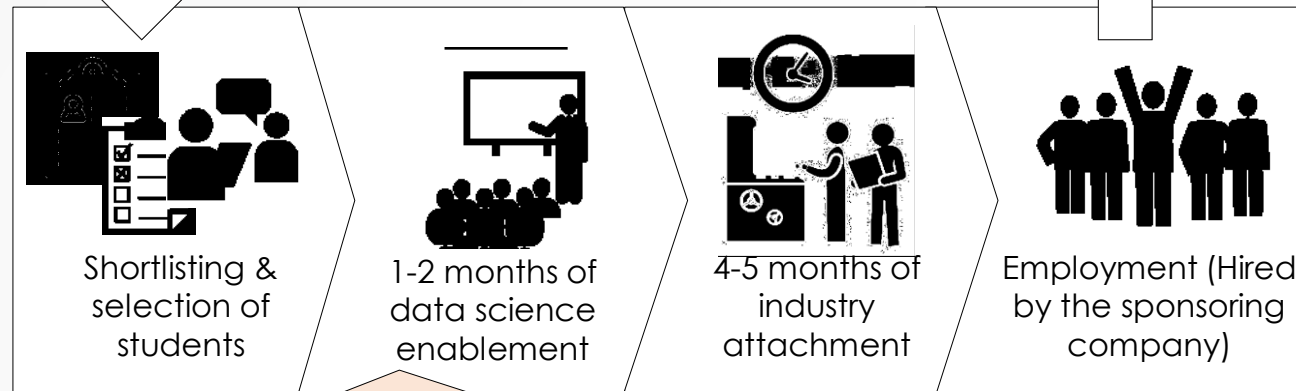
Malaysian PhD/Master/Bachelor degree holder with a strong STEM (Science, Technology, Engineering and Mathematics) background. Knowledge in programming an added advantage



Targeted industries

From various domains, e.g. online services, online retail, banking, telecommunication

How does it work?



Enterprise Data Scientist | Enterprise Data Analyst | Enterprise Data Engineer

Apply at

www.adax.asia/data-star



* The list is not exhaustive

THANK YOU

