Malaysia at the forefront of Data Economy

AN OVERVIEW

4 OCTOBER 2017
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.
Driving Investment

Building Local Tech Champions

Catalysing Digital Innovation Ecosystems

Propagating Digital Inclusivity

Digital Economy contribution to the GDP (2015) 17.8%
DIGITAL ECONOMY
FOCUS AREAS: TECHNOLOGY AND APPLICATIONS

Catalyze Digital Adoption Across Industry Sectors
THE DATA ECONOMY FRAMEWORK
DATA ECONOMY  
Creating Value from Data

CONNECTED  
ANALYSED  
INSIGHTS  
OPTIMISED  
MONETISED

Internet of Things
Big Data
Analytics

Connected

Connect

Analyzed

Analyze

Insights

Optimize

Monetize

Connected

Device

Analyzed

Analytics

Insights

Optimized

Monetized

Revenue

Optimization

Efficiency

Decision Making

Behavior Tracking

Situational Awareness

Process Optimization

Resource Optimization

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

“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”

“BIG DATA is so powerful, nation states will fight over it”
MDEC'S DATA ECONOMY FRAMEWORK

Malaysia as a Leading Regional BDA solution hub & deliver new value to all sectors

Create a national ecosystem to enable the proliferation of use of BDA/IoT as a catalyst for Data Economy

- Productivity Gain
- ICT Industry Growth
- Operational Saving
- Benefits Stakeholder
- Catalyst of Game Changing Innovation

Spur Demand In all sectors
Catalyse Adoption & Usage
Build Data Economy Ecosystem

Galvanise Mindset
People & Talent
Data Governance & Policy
Technology Platform
Industry - driven Open Innovation

Cross Sector Collaboration – Public & Private
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

Ecosystem Development

Build data economy ecosystem

Advocacy & drive adoption

Big Data Week Asia

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

Data exchange platform (DXP)

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

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

Track 1: Formal University Initiatives
Formulate industry relevant curriculum for university adoption

Track 2: Professional Development
Facilitate training providers to offer more BDA professionals training in the market

Projected Demand: 20,000 Data Professionals, including 2,000 Data Scientists, by 2020
TRACK 1: TRADITIONAL, ACADEMIA ROUTE

Formal University Initiatives

**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

“Malaysia is the only country to have prioritised the importance of excellence in data science as a national strategy and I believe that it is well positioned to leapfrog other countries by embedding it across the curriculum, resulting in more data driven decision making organisations.”

Professor Karim Lakhani, Harvard Business School

BDA International Advisory Panel Meeting, 20 September 2016
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
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?

University*

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?

Shortlisting & selection of students

1-2 months of data science enablement

4-5 months of industry attachment

Employment (Hired by the sponsoring company)

Targeted industries

Enterprise Data Scientist | Enterprise Data Analyst | Enterprise Data Engineer

Apply at www.adax.asia/data-star

* The list is not exhaustive
THANK YOU