PRESS STATEMENT FOR IMMEDIATE RELEASE

PIKOM Chairman: KD-MDEC's MSME digitisation initiative set to elevate national competitiveness

KUALA LUMPUR: The National Tech Association of Malaysia (PIKOM) believes that the newly launched Business Digitalisation Initiative (BDI) by the Ministry of Digital (KD) and Malaysia Digital Economy Corporation (MDEC), together with SME Corp Malaysia, is a significant step forward in enhancing the digital competitiveness of Malaysia's Micro, Small and Medium Enterprises (MSMEs) — and, in turn, strengthen the nation's overall economic resilience.

PIKOM Chairman Alex Liew said the association was impressed by the scale and scope of the BDI, which brings together government agencies, financial institutions, digital banks, technology providers and local enablers to support MSMEs in their digital journey.

"It is a remarkable undertaking by KD, MDEC and SME Corp. Uniting key stakeholders from across the tech and financial services landscape under a common vision requires strong leadership and coordination. Full credit to all parties for creating an ecosystem that delivers practical, results-driven support to our nation's entrepreneurs. PIKOM fully support the initiative," said Liew.

He added that the BDI has the potential to create a ripple effect across the economy by enabling businesses — whether micro, small, medium or large — to embrace digital transformation, improve operational efficiency and unlock new growth opportunities.

Liew also commended Digital Minister Gobind Singh Deo and MDEC CEO Anuar Fariz Fadzil for their leadership in shaping and delivering the BDI. He noted that both leaders have demonstrated a strong grasp of the real-world challenges faced by MSMEs and have acted decisively to address them.

Both Gobind and Anuar have made it clear that the BDI goes far beyond technology deployment. It aims to create an enabling ecosystem that supports MSMEs holistically — including talent upskilling, access to funding, capacity building and affordable digital tools such as e-invoicing solutions based on the Peppol framework. The end goal is to ensure that MSMEs are not only ready for digitalisation but can also scale and compete beyond Malaysia's borders.

"MSMEs should capitalise on this opportunity to assess their digital maturity, identify gaps and take the next step toward a smarter, more agile and future-ready business model," said Liew, a highly respected figure within Malaysia's tech ecosystem.

Renowned for his wealth of industry experience and ability to bridge the worlds of technology and business, Liew brings a strategic, solutions-driven perspective to digital transformation.

Since assuming the role of Chairman last December, he has injected PIKOM with renewed purpose and direction — backed by a council of forward-thinking leaders and subject matter experts who reflect the strength and diversity of Malaysia's tech sector.

"At PIKOM, our mission is clear: to embrace change, adapt swiftly to the evolving tech landscape and champion the interests of our members. Together with my fellow councillors, we aim to cultivate greater industry collaboration, harness new technologies and ensure Malaysia remains competitive on the global digital stage," he emphasised.

"This initiative reflects PIKOM's commitment to empowering businesses with the right tools, insights and partnerships to thrive in the digital economy. We are proud to support this important national agenda and will continue to encourage active participation from our members," said Liew.

To ensure the long-term success of the BDI, PIKOM believes that consistent engagement with industry players, ongoing collaboration with government agencies and clear impact measurement mechanisms will be essential.

As Malaysia's national tech association, PIKOM represents over two thousand member companies spanning the entire ICT ecosystem. It plays a vital role in advocating for progressive policies, facilitating industry dialogue and enabling innovation that benefits businesses of all sizes.

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About PIKOM

PIKOM, The National Tech Association of Malaysia is an association formed in 1986, representing the digital technology (TECH) industry in Malaysia. Its membership currently stands at more than 2,000 active companies involved in a whole spectrum of digital TECH products and services which command more than 80% of the National Digital Economy.

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