

Strategic Envisioning: The Road Ahead for MDEC



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Next Big Tech Asia

Recommendations

1. Strategic Alignment
 - A. [Industry](#)
 - B. Government
 - i. [Exploration of enhanced coordination between MDEC & Government](#)
 - ii. [Public Policy Initiatives](#)
 - [Internet Initiatives](#)
 - C. [National/ International Academies and Societies](#)
2. [Academic Committee](#)
3. [Membership Committee](#)
4. [Innovation Committee](#)

Strategic Alignment: Industry

- Strategically select a roster that includes relevant individuals from industry and internal existing bodies
- Develop a detailed industry engagement strategy
- Strategically plan Board Outreach around tech trends, MDEC priorities, and geographical foci
- Start up engagement



Strategic Alignment: Government

Exploration of enhanced coordination between MDEC & Government

- Improve and reconfigure existing capabilities in Malaysia
- Meet the needs of critical demographic segments in Malaysia (e.g., Women, Young Professionals, Entrepreneurs)
- Serve those working on transnational challenges (i.e., global warming, etc.)
- Emergent technology trends and issues (i.e., internet governance, IoT, AI ethics and autonomous systems)



Strategic Alignment: Government Public Policy Initiatives

- Development of policy statements in various MDEC fields of interest
- Expand engagement with Malaysia Government officials
- Organize policy summit(s) or related event(s)
- Recommend plan to financially sustain
- Serve as strategic advisors



Strategic Alignment: Government Public Policy Initiatives

Internet Initiatives

- Advance solutions for enabling meaningful, practical, and effective internet usage for all
- Develop and implement regional internet advancement road maps that support an inclusive internet
- Connect technologists and policymakers to identify highest priority issues and develop associated action plans, representing the voice of the technical community in global and regional internet policy forums and processes.
- Monitor and assess the potential impact(s) of technology developments related to the internet.
- Strategic Advisory Role in addressing specific internet governance, cybersecurity, privacy, and inclusion issues.



Strategic Alignment: National/ International Academies and Societies

- Positioning MDEC as Global body like American Marketing Association
- Exploration of possible collaborations with other committees/boards like IEEE, INFORMS, ASA etc.



Academic Committee

- Academia – Industry Interface
- Development of Portal: Organizations will come up with business problem along with monetary value/ timeline
- Research Fellows/ Students should work on live business problems
- MDEC may charge a nominal registration amount to upload business problems/ data
- Funding Research and Assessing Return on Investment (RoI) from Research
- Skill upgrade and Employment



Membership Committee

- Revenue generation through various memberships (Individual, Academic, Industry etc.)
- Sketching Membership benefits
- Proliferation through Sections and Chapters
- Building a sustainable community of MDEC members and volunteers



Innovation Committee

- Make recommendations on how to identify innovation practices, products and services and then celebrate these innovation successes, both internal and external to MDEC
- Consider factors that contribute to innovation
 - Product and service ideation,
 - Selection and funding models,
 - Incubation and acceleration,
 - Success metrics,
 - Awards that recognize and celebrate innovation,
 - The addition of a Chief Innovation Officer



Thank You

Terima Kasih