ICT initiatives in Malaysia

Pak Mei Yuet

MSC
MALAYSIA
National ICT Initiative

Outline

1 • MSC Malaysia

2 • Digital Malaysia

3 • MSC Malaysia Innovation Voucher

MSC MALAYSIA
National ICT Initiative

MSC Malaysia (Multimedia Super Corridor) is a

National Initiative towards transforming Malaysia into a leader in the knowledge based economy

VISION:

An innovation-led, knowledge-rich and progressive society and nation

The MSC Malaysia Status

What is MSC Malaysia Status?

- Recognition by the Malaysian Government through MDeC for companies that participate and undertake its ICT activities in the MSC Malaysia

Who Should Be In The MSC Malaysia?

- Local and Foreign Companies that develop or use multimedia technologies to produce or enhance their product and services and or process development

MSC
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National ICT Initiative

MSC Malaysia Status Certificate

MSC MALAYSIA STATUS
CERTIFICATE

The Government of Malaysia hereby awards
MSC Malaysia Status to

....

**for having fulfilled the necessary set of
criteria in meeting the objectives of the
MSC Malaysia**

MSC Malaysia Status entitles your company to the incentives, rights and
privileges provided for under the **Bill Of Guarantees** subject to your
company's continued adherence to the aforementioned criteria

....

....　　.................................
**Minister of Finance　　　　Minister of International Trade
Malaysia　　　　　　　　and Industry Malaysia**

MSC MALAYSIA
BILL OF GUARANTEES

1. To provide a world-class physical and information infrastructure.
2. To allow unrestricted employment of local and foreign knowledge workers.
3. To ensure freedom of ownership by exempting companies with MSC Malaysia Status from local ownership requirements.
4. To give the freedom to source capital globally for MSC Malaysia infrastructure, and the right to borrow funds globally.
5. To provide competitive financial incentives, including Pioneer Status (100 percent tax exemption) for up to ten years or an Investment Tax Allowance for up to five years and no duties on the importation of multimedia equipment.
6. To become a regional leader in Intellectual Property Protection and Cyberlaws.
7. To ensure no censorship of the Internet.
8. To provide globally competitive telecommunications tariffs.
9. To tender key MSC Malaysia infrastructure contracts to leading companies willing to use the MSC Malaysia as their regional hub.
10. To provide a high-powered implementation agency to act as an effective one-stop super shop.

MSC
MALAYSIA
Spearheading Transformation

Multimedia Development Corporation

Our Mandate

"Co-ordination, promotion and development of information communication technology (ICT) industry and selected services in the MSC and Malaysia"

... Perintah Menteri-Menteri Kerajaan Persekutuan (No. 2) 2004

Vision

Leadership in the Information Age

Mission

To realize Malaysia as a global hub and preferred location for ICT and multimedia innovations, services and operations

www.mscmalaysia.my

Multimedia Development Corporation

Malaysian Government

Industry

MDEC
Driving Transformation

- One-stop shop for the MSC Malaysia
- Incorporated under the Malaysian Companies Act but mandated by Malaysian government
- Financed through equity and loan

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Incentives in
MSC Malaysia

The Comprehensive Package

The Government of Malaysia commits the following **Bill of Guarantees** to MSC Malaysia Status Companies:

1. To provide a world-class physical and information infrastructure.

2. To allow unrestricted employment of local and foreign knowledge workers.

3. To ensure freedom of ownership by exempting companies with MSC Malaysia status from local ownership requirements.

4. To give freedom to source capital globally for MSC Malaysia infrastructure, and the right to borrow funds globally.

5. To provide competitive financial incentives, including Pioneer status (100 percent tax exemption) for up to ten years or an Investment Tax Allowance for up to five years and no duties on the importation of multimedia equipment

6. To become a regional leader in Intellectual Property Protection and Cyberlaws

7. To ensure no censorship of the Internet

8. To provide globally competitive telecommunications tariffs

9. To tender key MSC infrastructure contracts to leading companies willing to use MSC Malaysia as their regional hub

10. To provide a high-powered implementation agency (MDeC) to act as an effective one-stop super shop

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MSC Malaysia Status Qualifying Criteria

Qualifying Criteria For MSC Malaysia Status

1. <u>Provider</u> or <u>heavy user</u> of IT & multimedia products & services

2. Employ a substantial number of <u>knowledge workers</u>

3. Strong <u>value proposition</u> specifying how operations will contribute to the development of MSC Malaysia

4. Establish <u>separate legal entity</u> for MSC-qualifying activities

5. Locate in an MSC Malaysia-designated <u>Cybercities</u>

6. Comply with <u>environmental guidelines</u>

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Knowledge Worker (KW) Definition

KWs are those who hold:

- Academic qualification (Degree) from an institute of higher learning (any field),

OR

- Diploma in multimedia/ICT or specialized ICT certification plus at least 2 years' relevant experience in multimedia/ICT or in a field that is a heavy user of ICT,

 OR

- Professional, executive, management and technical, work categories in ITES (IT-enabled services) e.g. IT/IS Professionals, Finance/Accounting, Business Admin

Also includes:

- **Global Sourcing** - Foreign workers with the required knowledge-based skills not prevalent in Malaysia
- **Creative Multimedia** - workers who are utilized for their creative talent to produce value-add creative works for the company

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Activities Not Eligible For MSC Malaysia Status

1. Trading companies / resellers

2. Configuration of existing foreign developed software

3. Integration of 3rd party software & hardware

4. Manufacturing

5. Technical Support Services for 3rd party providers

6. Licensed MCMC VOIP/Telecom service providers

7. Global Sourcing companies that provide services for Malaysia only

8. Companies already enjoying Pioneer Status/ITA

9. Companies formed for sole purpose of undertaking contractual work for Malaysian Federal Govt/ State Govts only

10. Companies seeking to bring in Foreign Knowledge Workers for subcontract (Body shopping) and turn-key projects

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MSC Malaysia Status
Qualifying Activities

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Infotech

1

Software Development

Companies undertaking design, development, maintenance and marketing of software products which include but not exhaustive of the following.

- e.g.. General Business applications such as CRM/ERP/Accounting on any platform, including mobile and cloud platforms

- specialized applications for vertical industries such as Manufacturing/ security solutions/ Wireless & fixed telecommunications/ embedded software

Hardware Design

Companies undertaking design, development, maintenance and marketing of hardware technology products and applications which include but not exhaustive of the following.

- e.g.. Intelligent Controllers/RFID/security solutions/ Wireless & fixed telecommunications/ SoC designs/ IC design

- Specialist design companies focused on electronic hardware components or finished products (RFID/Smart Cards)

E-Business

Utilize the world wide web as its main platform of operation such as its marketing, web hosting and/including e-commerce transactions

- Application service providers, e-commerce service providers; web-based trading platforms
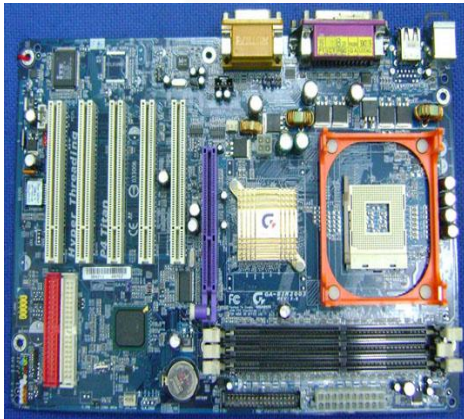
- E-Government based service providers

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Software Development

RFID Application

Mobile Apps

Cloud Computing

Hardware Design

E-Business Apps

Smartcard & Systems Development

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Global Sourcing – Foreign Criteria

1. To do export 70% by end of year 3 from the date of MSC Approval

2. 70% of total investment to be in MSC designated area within 6 months of MSC approval

3. Minimum 100 KW by end of year 3 from the date of MSC approval

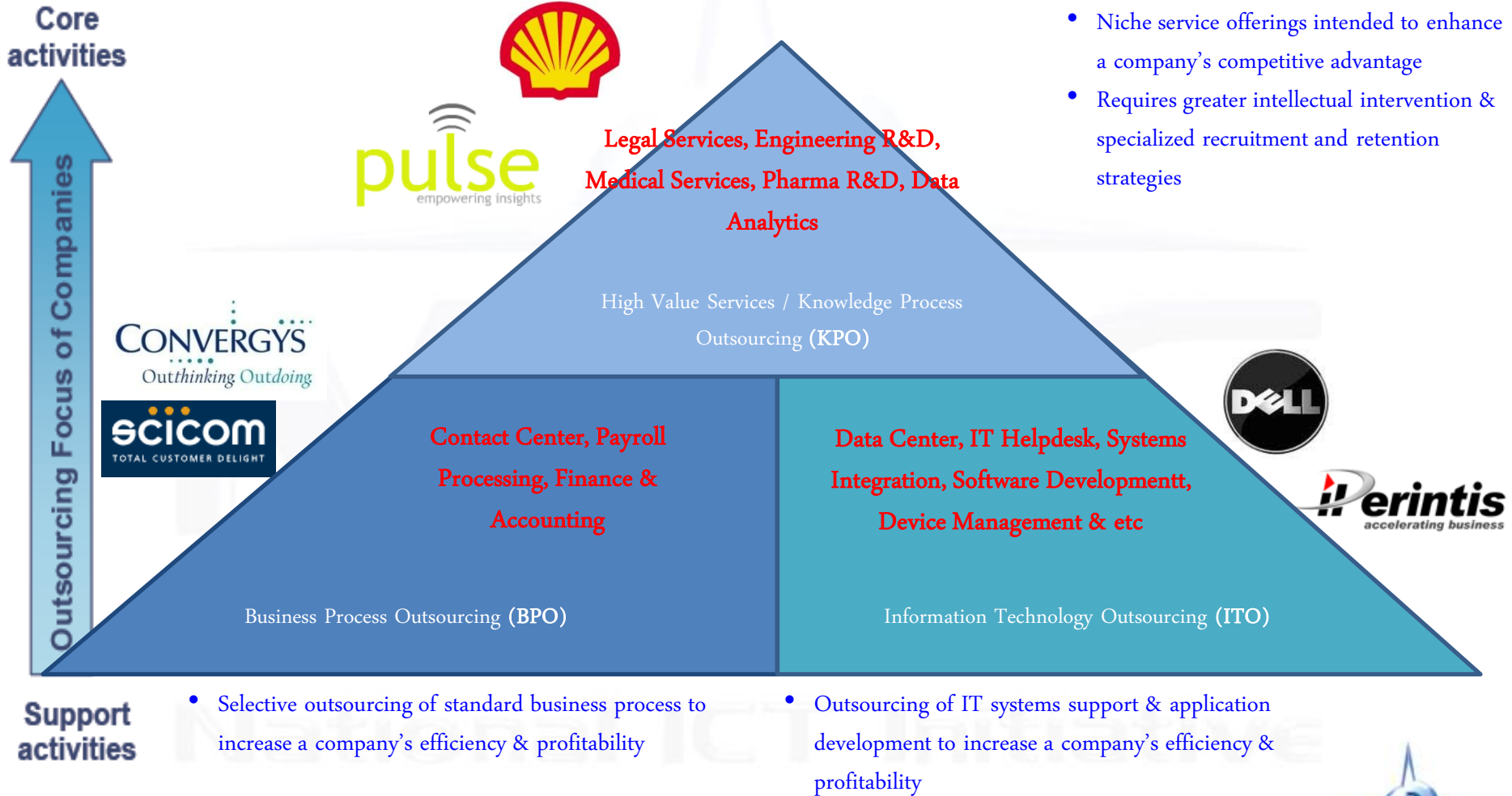4. Maintain a minimum 85% knowledge workers

Global Sourcing – Local Criteria

1. To do export 50% by end of year 5 from the date of MSC Approval

2. 30% of total investment to be in MSC designated area within 6 months of MSC approval

3. Minimum 50 KW by end of year 3 from the date of MSC approval

4. Maintain a minimum 85% knowledge workers

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What is Shared Services & Outsourcing

Shared Services

- The concentration of company resources performing like activities, typically spread across the organization, in order to service multiple internal partners at lower cost and with higher service levels, with the common goal of delighting external customers and enhancing corporate value
- (Schulman et all 1999)

Outsourcing

- Outsourcing is the act of transferring some of an organization's recurring internal activities and decision rights to outside providers, as set forth in a contract
- (Greaver 1999)

Components of Outsourcing

Core activities ↑

Outsourcing Focus of Companies

Support activities

- Niche service offerings intended to enhance a company's competitive advantage
- Requires greater intellectual intervention & specialized recruitment and retention strategies

Legal Services, Engineering R&D, Medical Services, Pharma R&D, Data Analytics

High Value Services / Knowledge Process Outsourcing **(KPO)**

Contact Center, Payroll Processing, Finance & Accounting

Data Center, IT Helpdesk, Systems Integration, Software Developmentt, Device Management & etc

Business Process Outsourcing **(BPO)**

Information Technology Outsourcing **(ITO)**

- Selective outsourcing of standard business process to increase a company's efficiency & profitability
- Outsourcing of IT systems support & application development to increase a company's efficiency & profitability

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3

Creative Multimedia

- Companies whose core business activity revolves around multimedia content creation, processing, packaging and aggregation and delivery activities

- Digital content development, aggregation, packaging and delivery on any platform

- Post production/animation/virtual reality applications

  a. Production of Multimedia & New Media Content IP

  b. Production Process (include for interactive content)

  c. Post Production : Digital Audio and Visual EFX /Computer Graphics based (CGI)

  d. Animation: 2D/3D, Virtual Reality, Simulation

  e. Aggregation/Packaging of Content

  f. Digital Delivery of Content
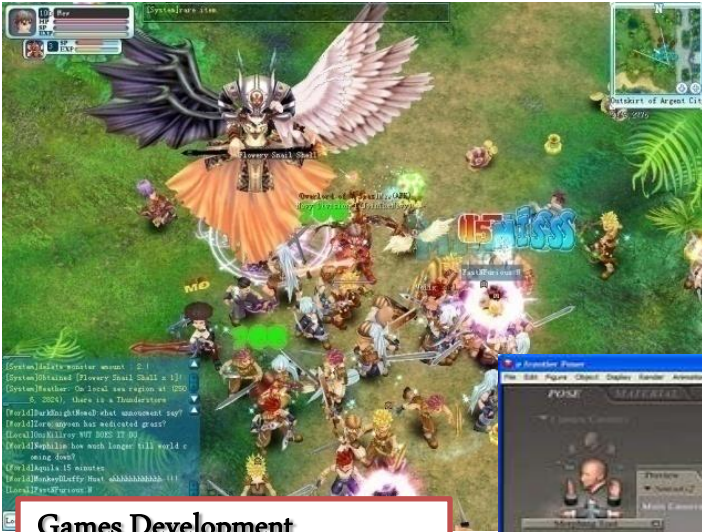
Games Development
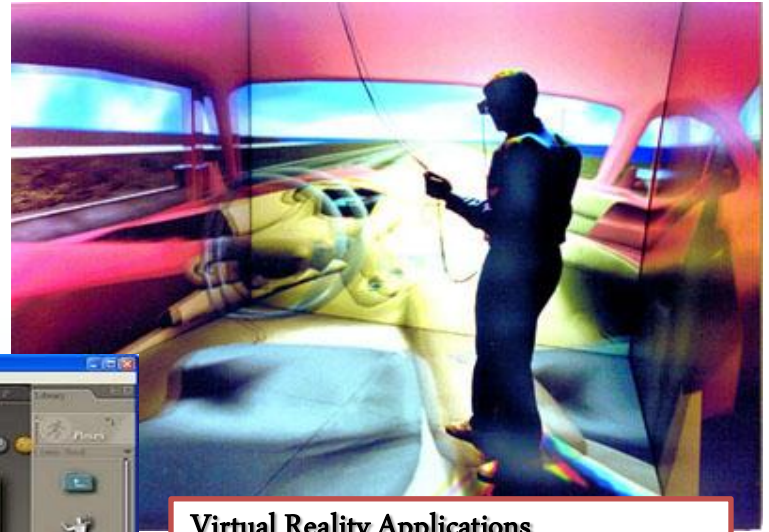
Virtual Reality Applications

CGI
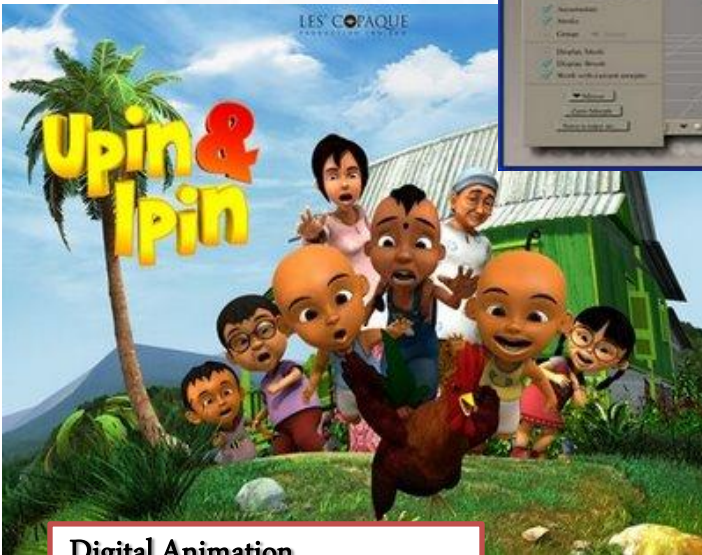
Digital Animation

3D Imaging

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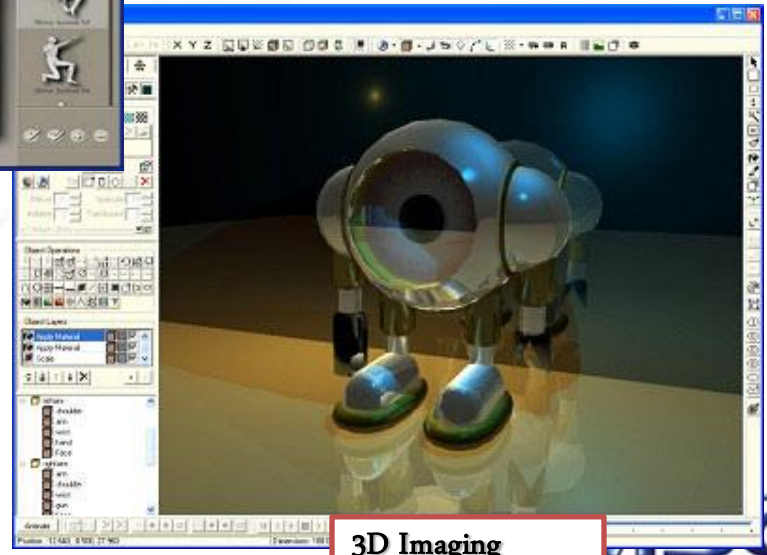
4 VALUE ADDED SYSTEM INTEGRATION (VASI)

MSC Malaysia Status Qualifying activities can be expanded to include ICT Consulting & System Integration, subject to the following criteria:-

- By the 3rd year of operation, the company should export at least 50% of its products & services; and

- Have at least 70% knowledge workers

MSC Malaysia Status for Institutes of Higher Learning (IHL)

Qualifying Criteria For MSC Malaysia IHLs

All Applicants must have all of the following activities in order to qualify for the MSC Malaysia incentives, depending on whether they are companies, institutions of higher education or faculties and depending on the location of their business or activities, namely :

- Provide or be a heavy user of multimedia products and services;

- Grant either diploma or degree courses in multimedia, information technology and related fields for a training period covering a minimum period of 2 years and above

- Establish a multimedia faculty or a qualified faculty conducting multimedia courses, programmes and related activities;

- Employ a substantial number of knowledge workers;

- Conduct and support R&D activities;

- All Applicants must also be registered as a separate legal entity; and

- Comply with Lembaga Akreditasi Negara guidelines Applicable courses must only be related to multimedia, information technology and communication fields

MSC Malaysia Status for Incubators

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Qualifying Criteria For MSC Malaysia Incubators

To qualify for MSC Malaysia Status and its benefits, the incubator must satisfy the following criteria:

- **Technology Focus** The Incubator must house tenants that are involved in ICT/Multimedia (e.g software, e-commerce, telecom), biotechnology and/or bio-informatics.

- **Tenancy** The Incubator must house early stage growth companies (ie seed-level or start-up companies) involved in the above defined technology focus areas.

- **Facilities** The Incubator must offer at least the following basic facilities ;

  * Utilities including water and electricity
  * Internet access at minimum bandwidth of 128kbps
  * Share facilities (eg meeting rooms, reception, audio-visual systems)
  * Business advisory support (in-house or outsourced)
  * Minimum 2,000 sq ft floor space

- **Management** The Incubator must have a dedicated management team to provide business support services in order to nurture the incubatees, besides managing the physical infrastructure. Applicants are advised to understand the key eligibility criteria for MSC Malaysia Status as listed above before preparing their applications. The applicant may also seek assistance at the draft stage of the application.

All newly formed incubators must register with the Registrar Of Companies within a month of obtaining MSC Malaysia Status.

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The WORLD has changed ...

> All one needs is a **computer**, a **network connection**, and a bright spark of **initiative** and **creativity** to join the economy

Don Tapscott & Anthony D. Williams
WIKINOMICS
How Mass Collaboration Changes Everything

Globally, Digital Economy contributed **35%** to Global Trade **(US$17 Trillion)** in 2009

Source: *WITSA's Analysis*

Total Worldwide ICT Spending is expected to grow 3% to **US$4.1 trillion** in 2011

Source: *Digital Planet, WITSA, 2010*

Global e-Commerce revenues will hit **US$3.8 trillion** in 2020

Source: *The Internet Economy: 25 years after .com, ITIF Mar 2010*

In 2010, sales of virtual goods worldwide led by Asia was estimated at about **US$7.3 billion**

Source: *Virtual Goods in Social Networking and Online Gaming, In-Stat, Nov 2010*

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... and critical mass in digital adoption has been reached
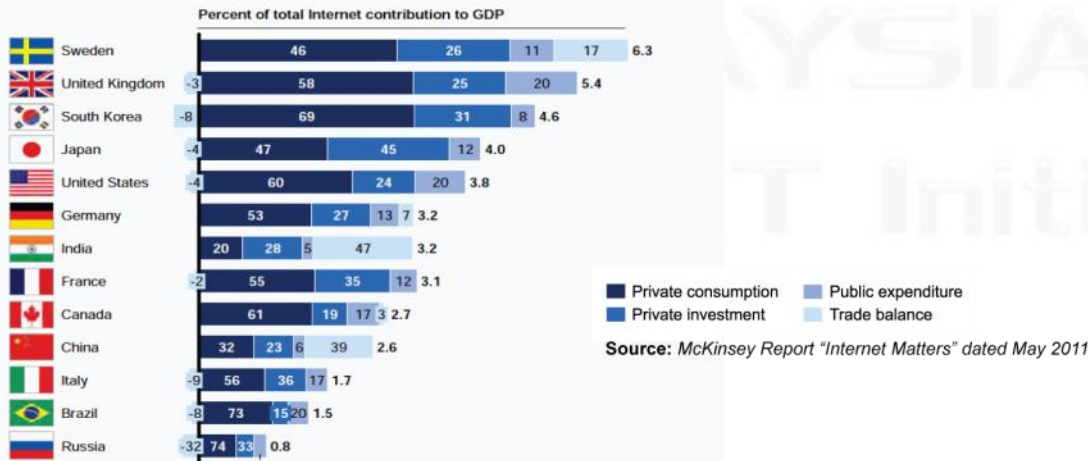
4 Key drivers . . .	. . causing shifts within the digital ecosystem
MOBILITY	• 1.3B mobile phones shipped globally in 2010, double by 2015 • 17.7B application store downloads, > US$15 B application store revenue in 2011 • US$37B revenue by 2015 for mobile applications globally
SOCIAL	• Currently 750 million **Facebook** users with average 130 friends (2011 growth rate was 7.9 new registrations per second) • 7B pieces of content (links, news, posts, etc.) shared each week • It would take 1,000 years to watch every video currently on YouTube
CLOUD	• By 2013, 60% of server workloads will be virtualised • Amazon cloud houses >260B objects, handles 200K requests/sec. • Global spending on cloud estimated to be US$15.3B in 2011, to hit US$82.3B in 2020
INTERNET of things	• One trillion connected devices by 2015 • 2.1B Internet users out of 6.9B world population (30% penetration) • 30% of mobile data subscribers to use augmented reality weekly by 2011

Leading countries realised up to **6.3% of total Internet contribution to GDP**

Internet contribution to country GDP (2009)

Percent of total Internet contribution to GDP

Country	Private consumption	Public expenditure	Private investment	Trade balance	Total
Sweden	46	26	11	17	6.3
United Kingdom	-3 / 58	25	20		5.4
South Korea	-8 / 69	31	8		4.6
Japan	-4 / 47	45	12		4.0
United States	-4 / 60	24	20		3.8
Germany	53	27	13	7	3.2
India	20	28	5	47	3.2
France	-2 / 55	35	12		3.1
Canada	61	19	17	3	2.7
China	32	23	6	39	2.6
Italy	-9 / 56	36	17		1.7
Brazil	-8 / 73	15	20		1.5
Russia	-32 / 74	33			0.8

Private consumption ■ Public expenditure ■
Private investment ■ Trade balance ■

Source: McKinsey Report "Internet Matters" dated May 2011

Internet contributed directly to between **0.8%** and **6.3%** of GDP, depending on the country.

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Malaysia has a solid ICT applications and adoption base ...

61.4% broadband household penetration rate as of Q3 2011

Mobile penetration rate of **124.7%** as of Q3 2011

62% (17.8 mil) Internet user penetration rate as of Q2 2011

US$36.3B e-Commerce in 2010 (B2B = US$31B ; B2C = US$5.2B)

Facebook penetration rate (as of Q4 2011) **46.1% (12.0 mil)**

Estimated **Twitter** users: 2010: **86,628** 2011: **303,198**

ICT sector accounted for **9.8% of GDP** in 2009

Over **3,000** ICT companies in Malaysia

10,000 schools connected to SchoolNet in 2010

1407 wireless villages as of Q3 2011; and **3,100** by 2012

2,598 Broadband Community Centres as of Q1, 2011

1,259 online services available via myGovernment portal

... but more can be done to join the leading pack

BCG e-intensity score

200 — 150 — 100 — 50 (y-axis)

Natives
- South Korea
- Denmark
- United Kingdom
- Sweeden
- Iceland
- Netherlands
- Japan

Players
- Finland
- Germany
- Hong Kong
- United States
- France
- Singapore
- Belgium
- Canada
- Australia
- Switzerland
- Norway
- Luxembourg
- New Zealand
- Spain
- Austria
- Ireland

Nascent Natives
- Czech Republic
- Slovenia
- Poland
- Estonia
- Portugal
- Hungary
- Slovakia

Laggards
- Israel
- Italy
- United Arab Emirates
- Greece
- Saudi Arabia

Aspirants
- Turkey
- Russia
- Brazil
- Malaysia
- Chile
- China
- Morocco
- Mexico
- South Africa
- India
- Egypt
- Indonesia

Per-capitaGDP (2010)

20   40   60   80

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Digital Malaysia can propel the country forward on the global front

	🇲🇾	🇰🇷	🇸🇬	Aspirational GOALS 2020 🇲🇾	Digital Malaysia Outcomes
ICT Contribution to GDP (2010)[1]	9.8%	17%	10%	17%[2]	**GNI**
Digital Economy Rankings 2010 Economist Intelligence Unit (*Ranked amongst 70 nations*)	#36	#13	#8	TOP 20	**Productivity**
IMD World Competitiveness Scoreboard 2011 (*Ranked amongst 59 nations*)	#16	#22	#3	TOP 10	**Quality of life**

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Digital Malaysia encompasses & builds on existing efforts ...

... contributing 17% of GNI in 2020

DM to deliver **RM 294 B of GNI** in 2020

			75	
		126		**294**
93				

Digital Malaysia Contribution to GNI (RM Bn) in 2020

Existing ICT Initiatives	ICT Initiatives in GTP & ETP	New DM initiatives	2020 Total target
▼	▼	▼	▼
~5.4% of GNI	~7.3% of GNI	~4.3% of GNI	~17% of GNI
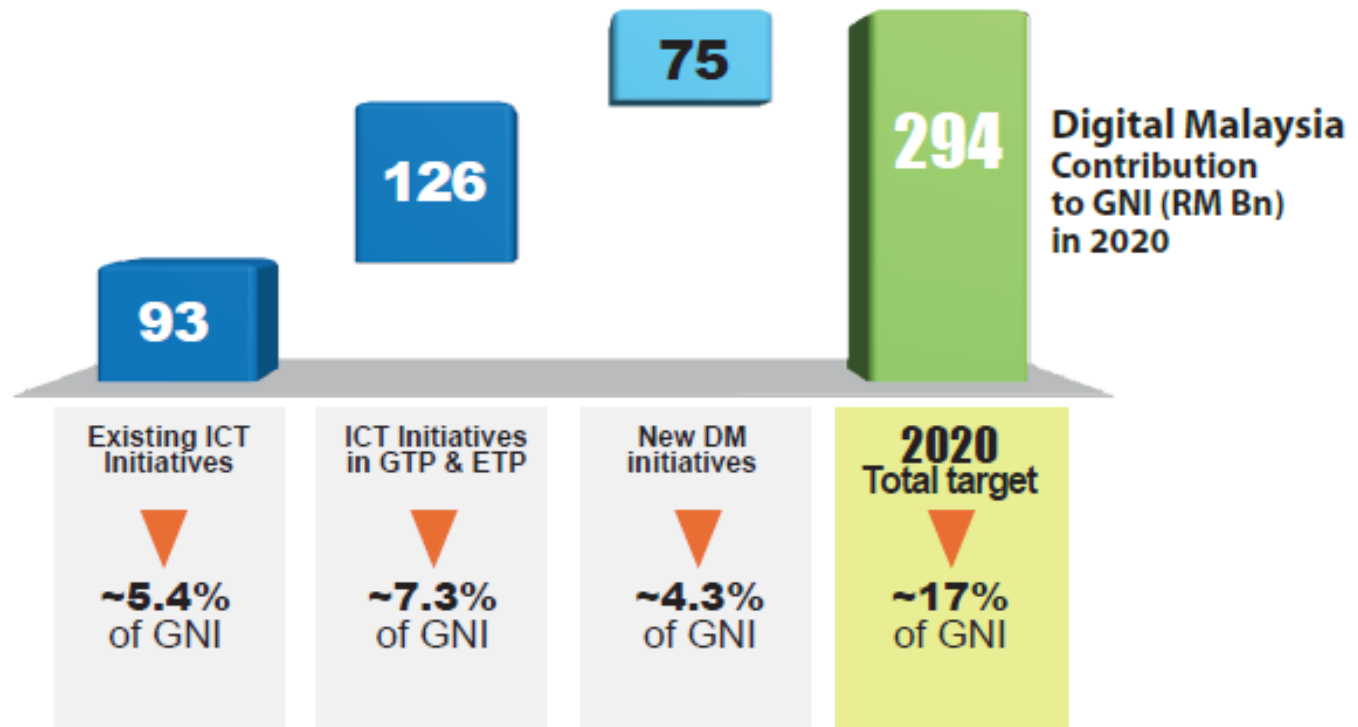
Proportion of contribution of ICT and e-Commerce initiatives may vary, as long as total additional GNI contribution achieves target

Note: assuming 0.192 contribution to revenue ratio of e-Commerce, based on comparison of ICT revenue versus GDP contribution, representing only the digital steps in the value chain and not the analogue steps; percentages based on 1733 GNI target in 2020

—MALAYSIA—
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What is it?

what is it?

DIGITAL MALAYSIA

Digital Malaysia is the nation's programme to embrace the global digital revolution. It will drive **wealth creation** and enhance **quality-of-life** by harnessing and building upon Malaysia's **existing ICT initiatives**.

This digital programme will focus on **5 key dimensions** that will create Entry Point Projects (EPPs) with **10 initial EPPs to be launched in 2012**.

With this initiative, **17% of Malaysia's 2020 GNI** will be derived from digital businesses and efforts. This means an **additional GNI of RM 75 B**, **160,000 jobs** and **RM 31.1 B in new investments**.

Digital Malaysia will result in a nation that **connects and empowers** Government, businesses and citizens through the use of **digital technology**. It will drive **innovation, creativity and productivity**.

ECONOMIC
EPP**1** : e-Commerce
EPP**2** : Enterprise enablement

SOCIAL
EPP**3** : Spur the Netizens
EPP**4** : Uplift the B40

GOVERNANCE
EPP**5** : Public governance
EPP**6** : Private governance

TECHNOLOGICAL
EPP**7** : Grow the Tech sector
EPP**8** : Empower greater economy

ENVIRONMENTAL
EPP**9** : Green of IT
EPP**10** : Green by IT

WWW

Initiative

5 Dimensions with 10 initial EPPs

DIMENSIONS	10 ENTRY POINT PROJECTS (EPPs)
ECONOMIC — Increase GNI contribution, wealth generation, productivity and high value jobs	**1. e-Commerce** Create new sources of growth by enabling digital participation in the larger global market via e-Commerce **2. Enterprise enablement** Enhance enterprise productivity by accelerating adoption of digital technologies throughout the enterprise value chain
SOCIAL — Infusion of technology to uplift quality of life	**3. Spur the Netizens** Enhance infusion of technology to increase inclusiveness and participation in government, business and society **4. Uplift the B40** Generate income and offer digital access to all levels of society, especially the bottom 40%
GOVERNANCE — Enable greater outreach to constituents, increase in transparency and democratise instruments of command and control	**5. Public governance** Enhance public service delivery and encourage citizen participation to improve public governance via digital means **6. Private governance** Inculcate efficient and effective business governance to enhance global competitiveness
TECHNOLOGICAL — Spur innovation across all sectors and enhance IP valuation	**7. Grow the Tech sector** Move from a technology adopter and integrator to a technology producer by nurturing local solution providers to become national and regional suppliers **8. Empower greater economy** Facilitate innovation through the embracement of digital business models and integration of technology
ENVIRONMENTAL — Infusion of technology to enhance development whilst minimising damage to the environment	**9. Green of IT** Enhance practice of designing, manufacturing, using and disposing of IT products efficiently and effectively, with minimal or no impact on the environment **10. Green by IT** Accelerate infusion of technology to minimise damage to the environment

Potential scenarios

CITIZENS	BUSINESSES	GOVERNMENT

Digital technology enriches the *rakyat's* life at every strata of society

- E.g. Sulaiman, a 16 year old student in *Kangar*

  - Does homework online and attends tuition virtually
  - Actively volunteers at his community tele-centre
 - Moderates a global youth forum on ICT for development

Malaysian SMEs and Major companies empowered by digital Technology

- E.g., Ramly Burger

  - Global player
  - Empowered by traceability and governance technology
  - Enabled by ecommerce
  - Catalyses creation of global hub for Halal goods in Malaysia

- E.g., MOL Global

  - Global player in social gaming and payments
  - Serves 150 Mn customers
  - Based in Malaysia employing 8000 K-workers
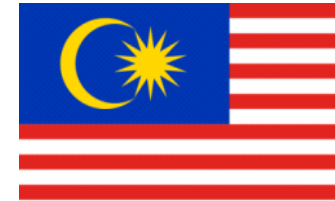
Malaysia pioneers governance through digital economy

- E.g., "FixMyCity.gov.my", channel for citizens to report issues y to local governments

  - Citizen sees a pothole in Jalan Ampang
  - Takes a picture and submits it to DBKL via smart phone
  - Picture contains GPS information
  - DBKL receives complaint and repairs promptly

The first Digital Malaysia lab provided the initial burst of projects

500 people working together over 5 weeks
(18 July - 19 August 2011)

OUTPUTS ON 1st DM LAB

10 EPPs with **25** sub-projects

… that are poised to deliver the following in 2020

RM 57.2 B GNI contribution*

RM 31.1 B in total investments**

~160k Jobs

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* This represents the GNI contribution of the initial burst of 25 Digital Malaysia sub-projects. It is envisaged that future EPPs will be initiated to achieve the aspirational goal of RM75 B in 2020.
** RM 29.6 B (95.2%) in private sector investments; RM 1.5 B (4.8%) in public sector investments

GTP
GOVERNMENT TRANSFORMATION PROGRAMME

ETP
ECONOMIC TRANSFORMATION PROGRAMME

DM sub-projects that enhance GTP & ETP initiatives

16 sub-projects

sub-projects **9**

New DM sub-projects

Digital Age Models

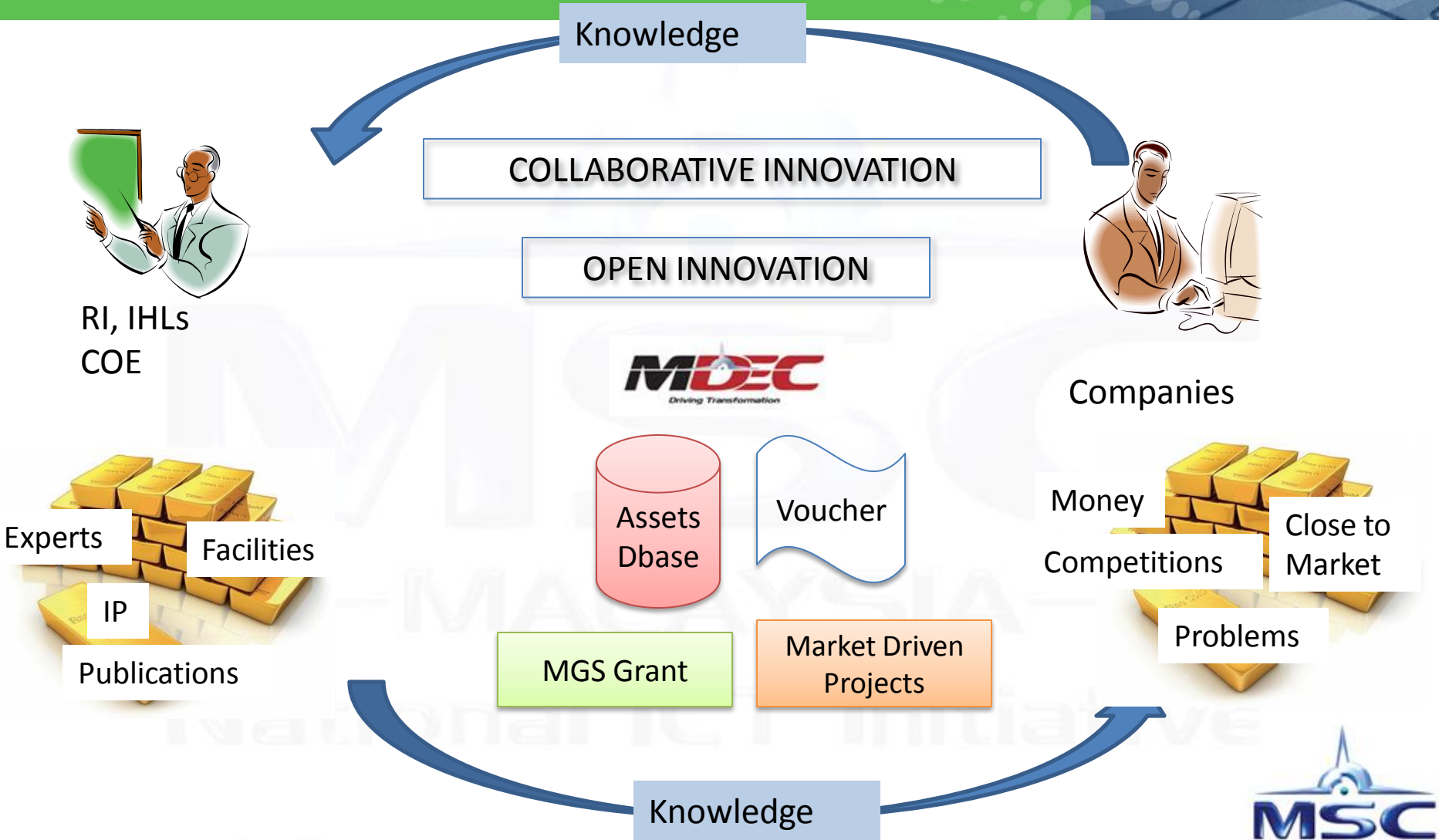Infusion of ICT across the rest of economy

MSC Malaysia Innovation Voucher

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Innovation Ecosystem

Knowledge

COLLABORATIVE INNOVATION

OPEN INNOVATION

RI, IHLs
COE

MDEC
Driving Transformation

Companies

Experts Facilities

IP

Publications

Assets
Dbase

Voucher

Money

Competitions Close to Market

Problems

MGS Grant

Market Driven
Projects

Knowledge

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The landscape

- Lack of collaborative projects with the industry

- Low technology transfer rate to companies

- High number of R&D projects not commercially viable

IHLs or Research Institutions(Ris)

- **Many MSC Malaysia Companies** opt not to collaborate with Institutions of Higher Learning due to the **perception** of 'non-industry ready' personnel which could benefit their companies business.

Small Medium Enterprises

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MSC Malaysia Innovation Voucher

MSC Malaysia Innovation Voucher is a programme designed to increase R&D & Innovation collaboration between industry and IHLs/RIs, providing:
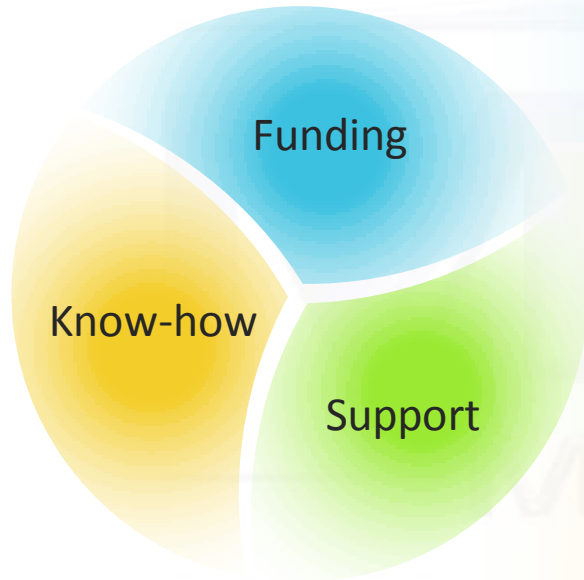
Funding

• Financial assistance to defray some of the cost incurred by procuring technical and support services from IHLs / RIs / COEs

Support

• Over 26 Malaysian IHLs / RIs / COEs have signed up as service providers.

• POC development, Testing and certification, Industrial design

Know-how

• Increase transfer of R&D&I knowledge and IP from IHLs / RIs/ COEs to businesses

• Increase IHLs / RIs / COEs understanding of the industry's problems and market needs

• Advocator of Open Innovation

Funding

Know-how

Support

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Benefits for companies

Concentrate on running business while the IHLs/RIs come up with a solution that could take your business to the next level

Encourage R&D & Innovation collaboration with IHLs/RIs

Shorten time-to-market for new and innovative products and services

Tap into the experts which may reside outside the company

Ensure products' are in compliance with international standards

Improve technology transfer rate from IHLs/RIs to the companies

Benefits for service providers

Provide industry exposure to the experts in IHLs/RIs/COEs

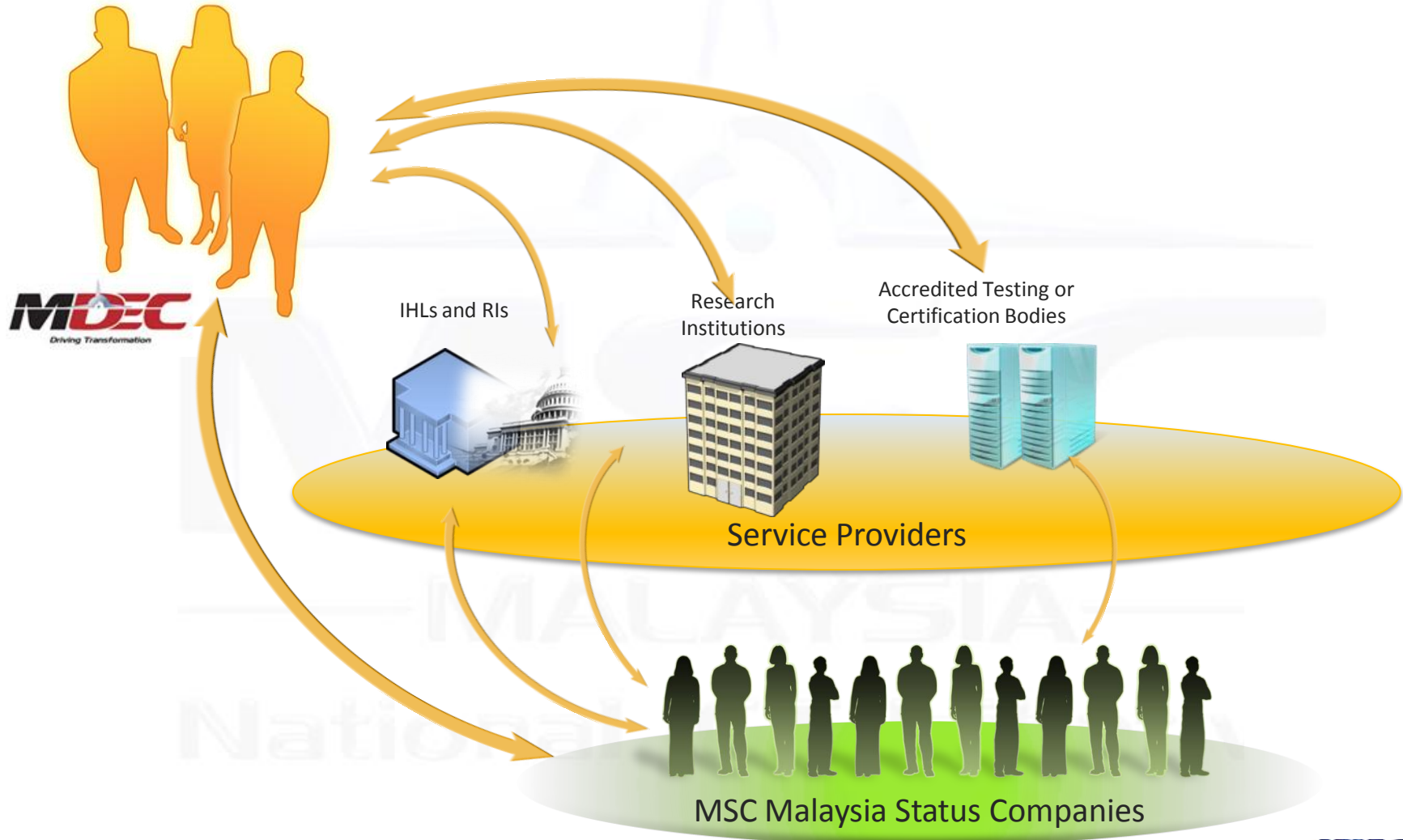Improve the commercial viability of IP owned by IHLs/RIs/COEs

Increase R&D & Innovation collaboration with industry

Leverage on MDeC's platform to market areas of competency and service offerings

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The ecosystem

IHLs and RIs

Research Institutions

Accredited Testing or Certification Bodies

Service Providers

MSC Malaysia Status Companies

Category of Service Providers

Ideas or Discovery → R&D → POC or Prototype → Product Design → Product Development → Product Testing & Certification

Institutions of Higher Learning / Research Institutions

Accredited Testing / Certification Bodies

ISO/IEC 17025 Accredited

Certified TMMI level 2

United Kingdom Accreditation Service (UKAS)
SO IEC 17025
IEC EE CB Scheme
ISE

Community of Service Providers

Public IHLs

Private IHLs

Accredited Testing/Certification Bodies

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The Framework

- Total project cost funded by one Innovation Voucher should be **at least RM13,000** with the company's financial contribution of **at least RM3,000.**

- Voucher is valid for **1 year only**.

- Only MSC Malaysia Status Companies with 51% Malaysian shareholding and has completed SCORE+ exercise can apply

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List of Approved Technology Areas

Cloud Computing

Context Aware Computing

- Animations, Games
- Enhanced UX
- Augmented Reality
- Digital Audio & Video

Creative Multimedia

- Integrated Circuit Design

Electronic Design & Embedded System

- Green of IT
- Green by IT (Green Computing)

Environmental

Imaging & Display

- Location Based Services

Mobile Applications & Media Tablet

- HSPA
- LTE
- 4G

Next Generation Communication

- Ubiquitous Computing
- Robotics & Intelligent Systems
- Next Gen Analysis

Networking and Intelligent X

- Social Network Security
- Mobile Device Security
- Anti Hacking

Security

- Social Communications & Collaborations
- Social Analytics

Social

- Embedded sensors
- RFID
- Video Delivery

Wireless Technology

- E-Payment

E-Commerce

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List of Eligible Services

- ## Innovation Voucher can be used for :

Technical Advisory, Feasibility and Support Services
❑ Early stage R&D, IC design services, prototyping ❑ Development of new product / solution / services / process ❑ Process Design, development and optimisation for yield enhancements ❑ Product testing (interoperability test / reliability and robustness test / performance test / usability test/ CE test / Electromagnetic Compatibility (EMC) Test) ❑ Industrial design to improve the aesthetic, ergonomics and usability of products

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List of Eligible Services

2) Technical Skills Enhancement (*)

- ❑ Specific technological training courses customised to the technology needs of the company i.e. workshops and courses for upgrading technology capabilities. For example:
  - ▪ Training on mask layout, accelerated integrated circuit design, circuit validation, embedded software and firmware design.
  - ▪ Semiconductor Failure Analysis Consultancy and Training
  - ▪ Semiconductor Material Engineering Consultancy and Training

* The technical skills enhancement must be procured together with any of the technical advisory services which will lead to Proof Of Concept (POC) or prototype or world class qualified product.

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List of Ineligible Services

❑ Sales and Marketing Activities
❑ Design and development of marketing collaterals and promotional materials.
❑ Purchase of software or hardware
❑ General and standard training courses available in the market
❑ Technology licensing and royalties
❑ IP Filing and Legal Services
❑ Website Development

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Call for Application

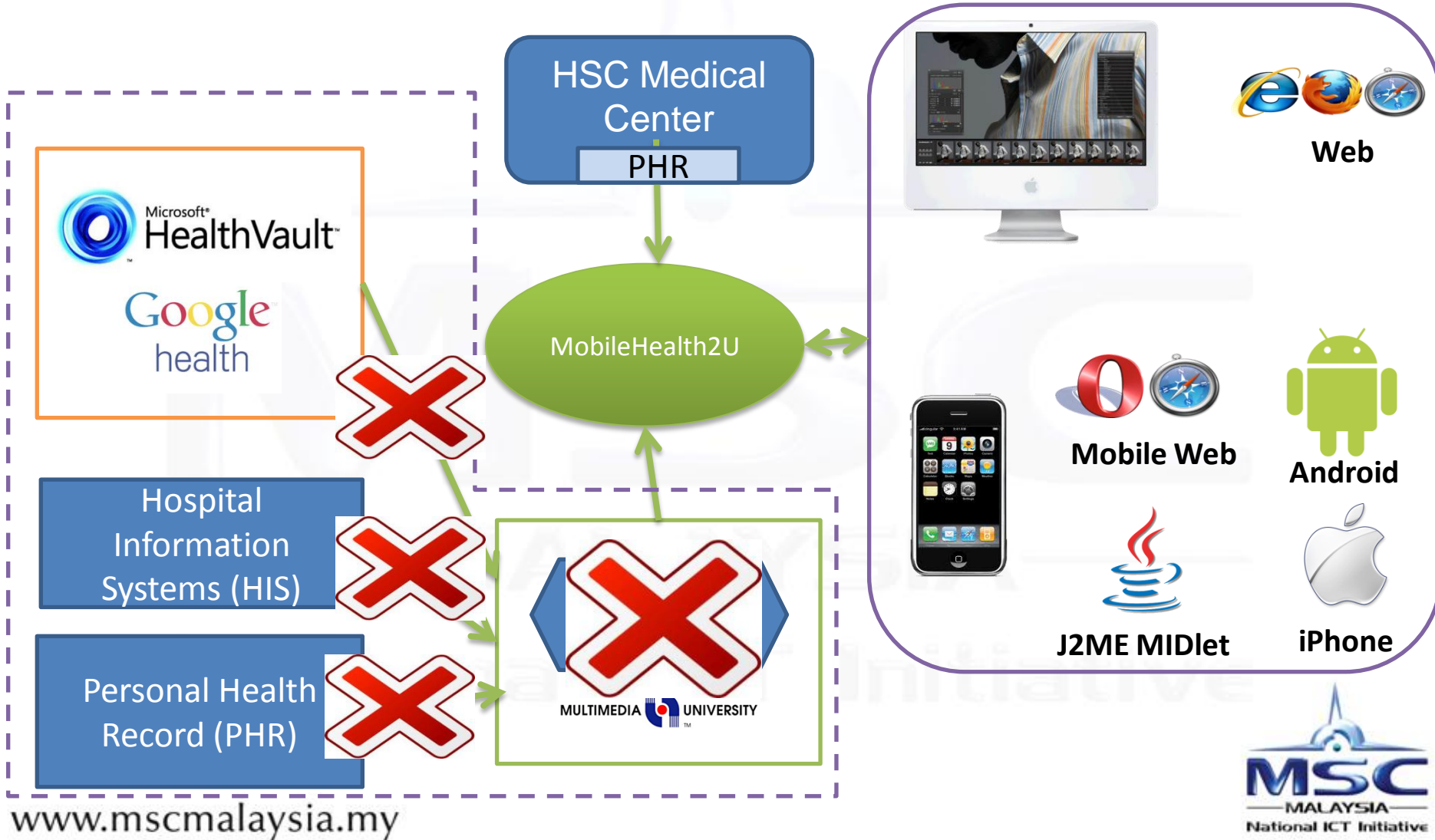| Call No	Opening Date	Closing Date
1 / 2012	16 April 2012	6 June 2012 by 6pm
2 / 2012	3 September 2012	5 October 2012 by 6pm

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Achievements To-date

- 15 collaborations established (MMU - 5, APIIT – 4, UTAR – 2, SUNWAY – 1, MONASH – 1, USM – 1 and UM – 1)

- 4 projects completed, 11 is still in progress

Case Study: Mobile Health Sdn Bhd

Contact Us

CliC

MSC Malaysia Client Contact Centre (C l i C)

MSC Malaysia Client Contact Centre (CliC)

Multimedia Development Corporation MSC Malaysia Headquarters

2360 Persiaran APEC 63000 Cyberjaya Selangor Darul Ehsan

E-mail: clic@mdec.com.my

Tel:1-800-88-8338   (within Malaysia)

Tel: +6 03 8315 3000   (outside Malaysia)

Fax: +03 8315 3115

9am - 6pm   Monday - Friday

www.mscmalaysia.my