



EXECUTIVE OVERVIEW 2023

ACCELERATING DIGITAL TRANSFORMATION



[DIGITALPENANG.MY](https://digitalpenang.my)



ABOUT US

Established in April 2020, Digital Penang is a Penang State Government-Linked Company dedicated to accelerating the digitalisation process within the state.

In line with the Penang2030 vision, we capture opportunities within the digital economy and promote a digitally engaged society. Our journey in digital transformation is anchored in four key pillars: Community, Economy, Government, and Infrastructure.

We actively cultivate a thriving technology startup ecosystem, drive digital adoption among Micro, Small, and Medium Enterprises (MSMEs) and service centers, promote digital literacy across Penang communities, and play pivotal roles in establishing resilient digital infrastructure to shape a digitally empowered Penang.

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MESSAGE FROM OUR CEO

Strategic cross-sectoral partnerships served as the foundation for Digital Penang's effort to accelerate the digital transformation of Penang in 2023.

Through collaborative efforts with state and federal agencies, as well as local businesses, we supported startup founders across various stages of their entrepreneurial journey. Notably, our partnership with the Malaysian Business Angel Network (MBAN) Penang Chapter empowered our startups to access local angel investments. Furthermore, Digital Penang has forged partnerships with Indonesian ecosystem players, facilitating the market expansion of our startups and connecting them with local investors.

The strong support from industry leaders plays a crucial role in accelerating digital adoption among Penang MSMEs. We have signed MoUs with key industrial players, including YGL Convergence and Maxis. These partnerships are aimed at delivering essential digital solutions to SMEs and empowering micro-entrepreneurs to boost their digital revenues, respectively.

Our partnership with community leaders has proven to be fruitful, significantly enhancing digital literacy across communities through the provision of our digital community programmes.

As we look ahead to 2024, our primary focus will be on significantly expanding our network of partners. This effort is aimed at nurturing a more vibrant technology startup ecosystem and further developing Penang into a fully digitally enabled community.

TS. NG KWANG MING
CHIEF EXECUTIVE OFFICER

DIGITAL COMMUNITY

The DahDigital initiative continued to advance digital literacy and promote widespread digital adoption within Penang communities. Through strategic partnerships with both private and public entities, we expanded our efforts in organising more digital classes for senior citizens, focusing on mobile technologies and internet safety. Noteworthy is the sustained growth of the DahDerma platform, which has played a pivotal role in strengthening the connection between NGOs and the general public.

**8,000+**
participants**23** Registered
NGOs on
 DahDerma

OFFICIAL PARTNERS





PUBLIC ENGAGEMENT

The Digital Penang team engaged the public in promoting digital transformation through active participation in campaigns and events organised by both government agencies and the private sector.

Significant outreach efforts encompassed events such as The World Congress on Innovation and Technology (WCIT) 2023, Penang International Halal Expo & Conference (PIHEC) 2023, Karnival LovePENANG, and International Women's Day (IWD) Purple Carnival.

engaged
50,000+
members of public



DIGITAL ECONOMY

Technology Startup Ecosystem Development

We have consistently provided comprehensive support to nurture and develop startups through every stage of their entrepreneurial journey. Beyond our Ideation and Accelerator programs, we cultivated market access and strategic partnerships to amplify our impact. Notably, our official collaboration with Indonesian ecosystem players signified the commencement of our expansion into the Southeast Asian region.

Our commitment to collaboration also extends inward, with the development of vibrant tech founder communities in Penang. This underscores the importance of support and knowledge-sharing for the success of startups.

Recognising the pivotal role of financial resources in ensuring sustained growth, we have taken proactive measures to facilitate capital access for our startups by organising pitching sessions and network events.

To establish a thriving startup ecosystem that supports all stakeholders, we actively participated in our ecosystem partners' programs. This collective effort solidifies our commitment to fostering a dynamic startup landscape in Penang.



DIGITAL ECONOMY

Technology Startup Ecosystem Development



150 technology startup
from various technology verticals



27
Ecosystem
Activation



StartupBlink
Ecosystem Awards



10 Venture
Development and
Market Access



11 Fundraising and
Investor Engagement

OFFICIAL PARTNERS

MBAN
MALAYSIAN BUSINESS
ANGEL NETWORK

penjana
Kapital

KUMPUL

f FOUNDER
INSTITUTE

DIGITAL ECONOMY

Digitalisation of MSMEs

We engaged in strategic collaboration with key industrial players to accelerate the digital transformation of Micro, Small, and Medium Enterprises (MSMEs). Our pivotal partnership with YGL Convergence played a critical role in providing essential digital solutions to SMEs. Additionally, Maxis and Lazada provided invaluable support, enhancing the web presence of Penang micro entrepreneurs and broadening their market reach in the digital space.

Critically, we introduced a comprehensive programme designed to empower small business owners. This initiative focused on developing effective branding and acquiring key digital skills, all under the close guidance of experienced mentors who have a track record of tangible results.



OFFICIAL PARTNERS



Lazada





DIGITAL GOVERNMENT

MyKADUN was officially launched to streamline the operations of KADUN service centers, thereby facilitating faster and more efficient service delivery. The incorporation of established state services, such as iSejahtera, eRumah, ePintas, E-Aduan MBPP, and MBSP eAduan, equipped service centers with a diverse range of data sources.

This integration was instrumental in enhancing overall efficiency, enabling service centers to better cater to the needs of the community.

Rolled out to **40** KADUNs



DIGITAL INFRASTRUCTURE

Digital Penang partnered with DE-CIX to establish the Penang Internet Exchange (PIX), powered by DE-CIX. This localised network exchange effectively reduces internet latency, enabling accelerated data transfer.

The resulting improvement in the Internet user experience is poised to attract investments from Internet Service Providers (ISPs), Content Delivery Networks (CDNs), and various network operators.



OFFICIAL PARTNERS





CREATIVE DIGITAL DISTRICT (CD2)

The introduction of 42 Penang marks a pivotal step in cultivating a sustainable talent pipeline equipped with practical skills aligned with industry requirements. Nestled within the Creative Digital District, this initiative affords students invaluable access to professional and entrepreneurial opportunities, further enriching their educational experience.

OFFICIAL PARTNERS OF 42 PENANG

SUNWAY[®]
EDUCATION



KHAZANAH
NASIONAL