



Digital
Penang

PENANG
2030



ANNUAL REPORT 2024

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Message from CEO

“

Digital innovation is at the core of our progress, turning challenges into opportunities and empowering every member of our community. Through bold initiatives and collaboration, we are building an inclusive, dynamic digital economy that sets new benchmarks for success.

”



FORGING A DIGITAL FUTURE

I am proud to share that this year, Digital Penang has achieved significant milestones in our journey toward a dynamic and inclusive digital economy. Through strategic collaborations and innovative programs, we have empowered countless MSMEs and industry professionals to embrace digital transformation. Our comprehensive initiatives, from digital classes to hands-on workshops, have not only expanded our reach but also reinforced our commitment to fostering a thriving digital ecosystem in Penang.

JOURNEY TO A BRIGHTER DIGITAL ECONOMY

Looking ahead, we remain dedicated to nurturing innovation and driving sustainable growth. The progress we have made is a testament to the hard work of our talented team and the collaborative spirit of our partners. As we continue to set new benchmarks in digital advancement, we are excited about the opportunities that lie ahead and are confident that, together, we will shape a future where technology propels economic prosperity and inclusivity for all.

About Digital Penang

Accelerating Penang's digital economy by empowering startups, MSMEs and communities to position the state as the region's digital hub.

Digital Penang, established in April 2020 as a state-owned company, was created to lead Penang's digital transformation. Recognizing the importance of digital technology in driving economic growth and improving lives, it serves as a platform to accelerate digital adoption and foster an inclusive digital society.

The organization's launch coincided with the COVID-19 pandemic, highlighting the urgent need for digital readiness. In its first year, Digital Penang focused on policy development, stakeholder engagement, and early initiatives. It adapted quickly to pandemic challenges, using digital tools to support businesses and communities in embracing new ways of working, learning, and connecting.



Guided by the Penang2030 vision of a family-focused, green, and smart state, Digital Penang aims to drive digital adoption, promote data-driven governance, develop diverse talent for entrepreneurship and investments, and build resilient digital infrastructure. These efforts support the creation of a thriving digital ecosystem, positioning Penang for a connected and sustainable future.

About Digital Penang

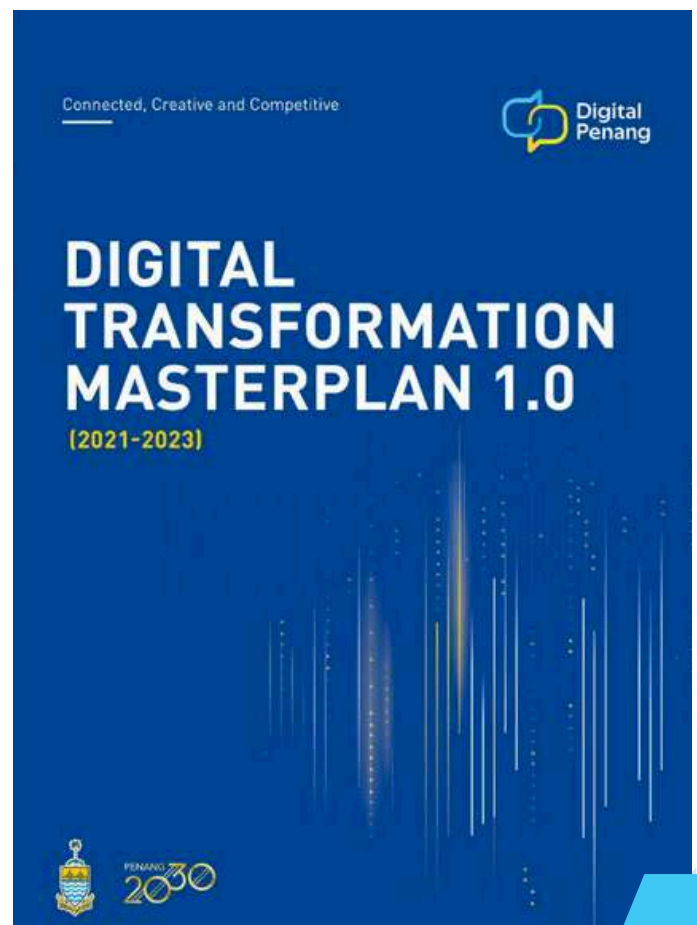
The Digital Transformation Master Plan (DTMP) serves as a comprehensive framework, combining sub-plans to achieve a connected, creative, and competitive society.



DTMP integrates digital and physical strategic initiatives. It emphasizes the dual facets of transformation: physical development for enhanced liveability and digital advancement for economic growth.

DTMP is aligned to Federal strategies as outlined in MyDigital, JENDELA and MDEC's initiatives. It revolves around four (4) strategic pillars which are Digital Governance, Digital Economy, Digital Community and Digital Infrastructure. These pillars aim to enhance livability and quality of life, while also driving economic growth to raise household income. Additionally, they seek to empower individuals to strengthen civic participation and promote investment in the built environment to improve the state's resilience.

The transformation journey progresses from foundational digital infrastructure and data-driven policymaking to widespread digital economy adoption and fostering a culture of digital trust.



Key Highlights & Achievements

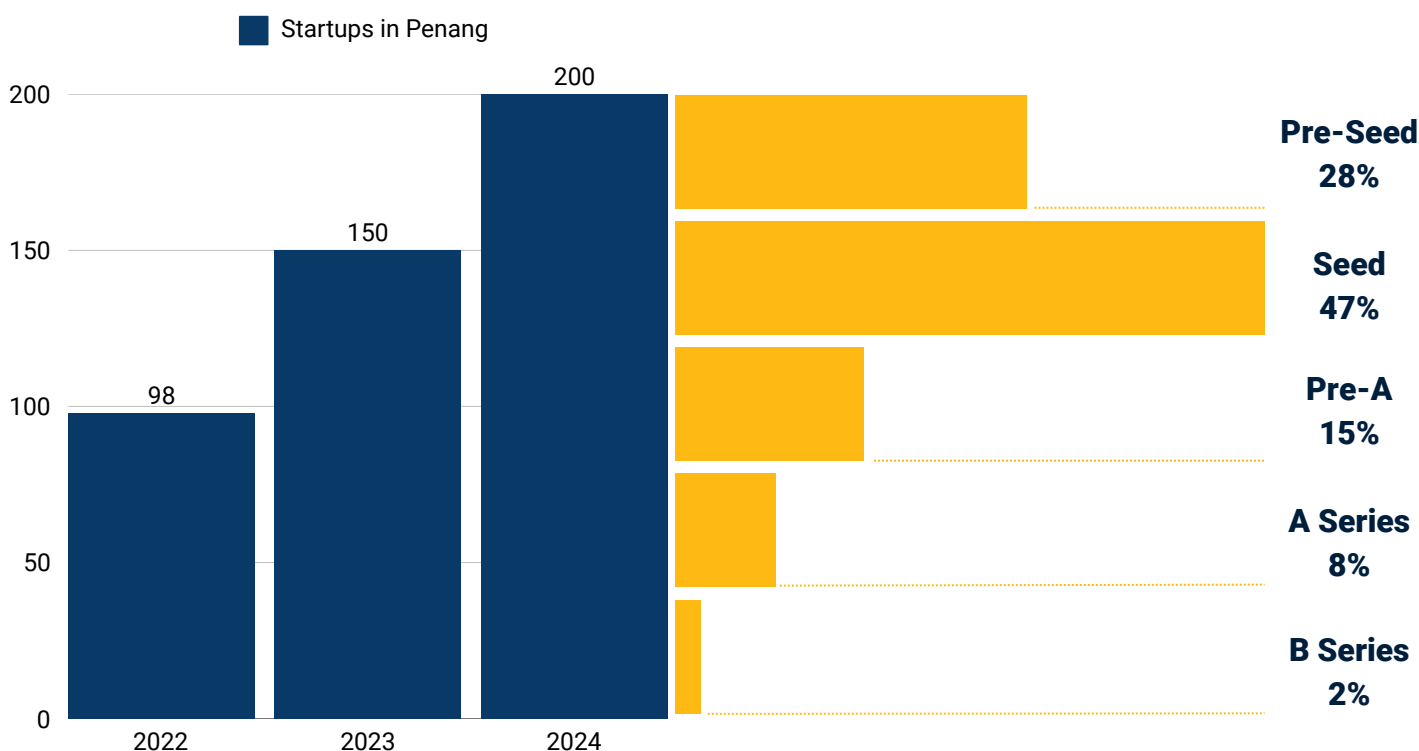
Ecosystem Development

Our relentless drive for progress has resulted in remarkable achievements in 2024, propelling Penang's startup ecosystem to new heights.

Digital Penang has been a key driver in shaping Penang's startup ecosystem, fostering innovation, collaboration, and growth. With a steadfast commitment to transforming the state into a dynamic startup powerhouse, Digital Penang actively supports entrepreneurs, accelerators, and investors through strategic initiatives, funding opportunities, and ecosystem-building programs. By cultivating a thriving environment for startups, we aim to position Penang as a regional hub for digital innovation and entrepreneurship.

Many of our homegrown startups have not only gained national recognition but have also expanded their footprint beyond Malaysia, showcasing their innovation and resilience on the global stage. These successes underscore Digital Penang's commitment to nurturing talent, fostering entrepreneurship, and positioning Penang as a thriving hub for digital-first businesses in the region.

Startup Growth in Penang



Key Highlights & Achievements

Ecosystem Development



Penang's technology ecosystem is structured around **35 distinct verticals**, include service platforms, edtech, marketing tech, e-commerce, green tech, and hardtech & deeptech, which serve as the state's primary strategic focus. These sectors drive innovation, economic growth, and digital transformation, positioning Penang as a hub for cutting-edge technological advancements.

Venture Development in Penang

Pre-Seed Accelerator Programme Ideation to Pre-Seed Stage



- Revenue startups generated: RM800,000

Advanced Technology Commercialisation

TRL 5/6 Prototype to Market



- Commercialization revenue, grant raised, and investments offers: ~RM1 million
- Partnerships secured: 10

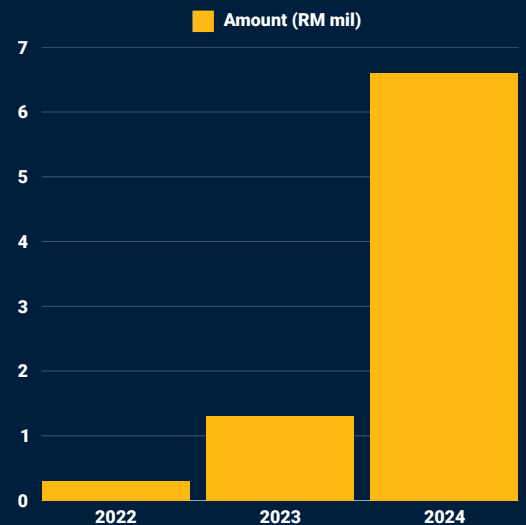
Market Development Grant for Early-Stage

(Minimum Revenue Multiple: 1.5x)



- Average revenue multiple achieved: 3x
- Total revenue returns: RM0.5 million

State of Startup Funding



Startups in Penang sought an average funding of RM800,000. In 2024, Penang's startup ecosystem successfully raised a total of RM6.6 million, reflecting strong investor confidence and the region's growing potential as a hub for innovation and entrepreneurship.

Market Catalyst @ Penang

Key Market: Thailand



- Collaboration and Partnership Leads: >10
- Achievement: 1st Malaysian startup from Malaysia to earn Techsauce Innovation Awards

Catalysing Creative / Creator Economy

1st Edition



- Attendees: 250
- Showcase and Exhibits: 27
- Speaking Engagements: 13
- Project Funded: 9
- Projects featured in Amsterdam and Japan

Tech Sponsorship for Partners



- 16 tech-centric events organized by stakeholders across Penang ecosystems



Key Highlights & Achievements

Digitalising SMEs

Building on the proven success of initiatives such as the Micro SMEs Level Up Programme, we have witnessed strong demand and impactful results, leading to the continuation and expansion of these programs.

1,500

SMEs helped

We have helped more than 1,500 SMEs embrace digitalisation, enabling them to provide more efficient, accessible, and engaging experiences for their customers in the digital economy.



“

Achieve a Minimum 30%
Revenue Boost as Proven by
Our Program Participants”

”



Empowering MSMEs to Thrive in the Digital Economy

Digitalising businesses, particularly Micro, Small, and Medium Enterprises (MSMEs), has been a core mission of Digital Penang. Through strategic collaborations with industry leaders, we have developed and introduced comprehensive programs designed to equip businesses with the necessary digital tools, knowledge, and resources. These initiatives empower MSMEs to enhance operational efficiency, expand market reach, and remain competitive in an increasingly digital-driven economy.

By refining our approach and incorporating valuable feedback, we ensure that each iteration delivers greater value, empowering more MSMEs to embrace digital transformation, enhance their competitiveness, and thrive in the evolving digital economy.

Our Comprehensive Programme Series:

- e-Invoicing programmes
- Symposium SME
- Penang Go Digital Carnival
- MELUP (2.0, 2.0 Advanced, 3.0 and 4.0)
- Lazada Teh Tarik Session
- Empower NCER with DP
- Link Commerce Session
- Content Creation Workshop
- Program Digital Ekonomi Madani
- Maxis e-usahawan
- Zoho Discovery
- Become Digital Confidence
- Gen Ai Reporting



Key Highlights & Achievements

Community Engagement and Digital Inclusion

Digital Penang remains steadfast in its commitment to fostering digital inclusion, ensuring that every segment of the community benefits from the digital revolution.



In 2024, we intensified efforts to expand access to digital education across the state, leveraging the newly introduced NADI Centres as hubs for upskilling and empowerment.

372 Dedicated Volunteers and 15 Visionary NGOs Drive Change

At the same time, we have continued to scale the impact of DahDerma, not only sustaining its growth but also elevating the capabilities of NGOs and volunteers.

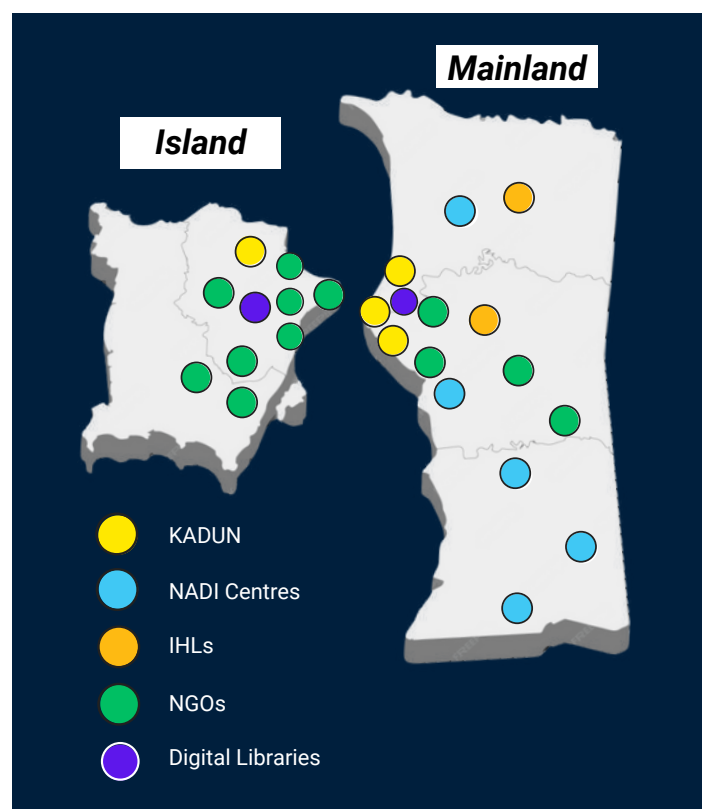


166 Digital Classes Ignite 3528 Participants

Through specialized digital marketing classes, we have equipped them with the skills to amplify their outreach, enhance engagement, and drive greater social impact in the digital landscape.

Digital Penang has significantly expanded the reach of its community programs, striving to connect with diverse segments of the community and foster greater digital inclusion. Leveraging the newly launched NADI Centres, Digital Penang aims to provide individuals with more access to digital resources and learning opportunities.

Additionally, Digital Penang actively collaborates with KADUN Centres to implement and execute community-driven programs, ensuring that digital empowerment initiatives are accessible at the grassroots level and effectively address local needs.



Key Highlights & Achievements

Bringing Tech to Government and Rakyat



All 40 KADUNs has received training on the usage of MyKADUN system

At Digital Penang, we bridge this gap through innovative digital solutions that enhance efficiency and accessibility.

For a truly inclusive digital landscape in Penang, seamless connectivity between the government and the rakyat is essential. Our MyKADUN platform streamlines operations at KADUN service centres. To enrich cultural and religious experiences, we introduced the Pantau Tracker app, allowing devotees and the wider community to track the movement of the chariot during festivities.

Beyond these initiatives, Digital Penang continues to play a pivotal role in partnering with the state government to deliver top-tier digital services to the people. Through key projects such as the Penang Digital Library and Guar Kepah, we are not only preserving heritage and knowledge but also ensuring that technology enhances accessibility, education, and engagement for all.

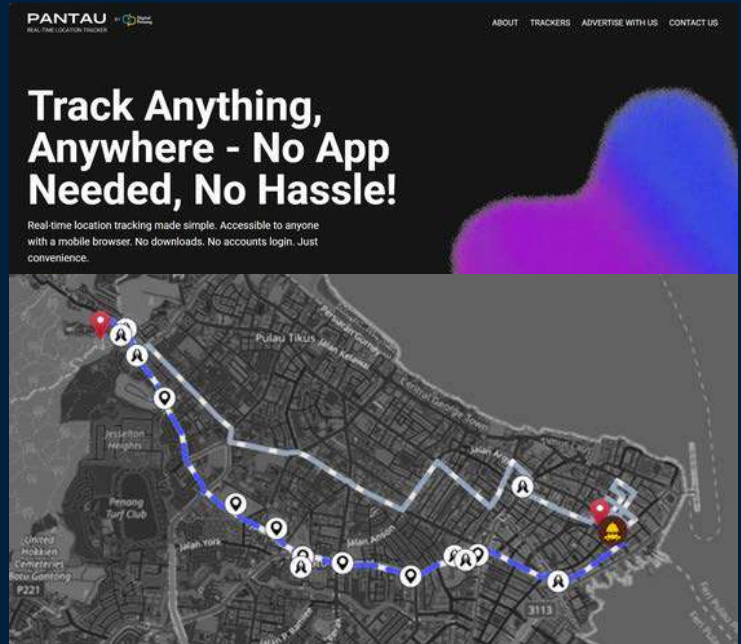
MyKADUN Activity Statistics

KADUN	No. of Activity
N22 Tg Bungah	774
N15 Padang Lalang	694
N7 Sungai Puyu	333
N14 Machang Bubok	109
N35 Batu Uban	59
N11 Permatang Pasir	45
N37 Batu Maung	29

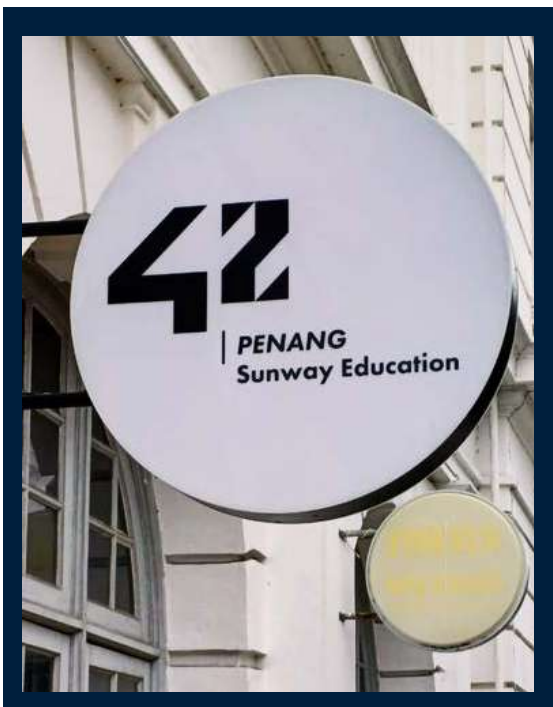
Digital Penang brings tech to rakyat via Pantau Tracker

A Real-Time Chariot Tracking, Zero Hassle

The Pantau Tracker App, developed in 2024 by Digital Penang, provides devotees and the community with seamless real-time location tracking of the chariots during religious processions. Designed for effortless accessibility, the app works directly on any mobile browser—no downloads, no account logins required. Just instant, hassle-free tracking at your fingertips, ensuring a smooth and connected experience for all.



42Penang Aims to Revolutionize Tech Education in Penang with a Globally Proven, Inclusive Learning Model



42Penang provides a unique and inclusive educational opportunity for all individuals in Malaysia, regardless of their socioeconomic status or academic background. This innovative model has gained significant global momentum, with 54 campuses across 31 countries, spanning from Southeast Asia to North America. Now, 42Penang are set to introduce this transformative approach to tech talent development in Malaysia.

42Penang @ Creative Digital District has opened its doors for registration, with the first intake scheduled to begin at the end of Q1 2025.

Visit 42Penang's [website](#) for more information

Key Highlights & Achievements

Enhancing Interconnectivity Infrastructure

A state-of-the-art interconnection platform that will serve as a catalyst for the growth of Penang's digital ecosystem

Digital Penang, through the Penang Internet Exchange (PIX)—operated by DE-CIX—is committed to establishing a state-of-the-art interconnection platform that will serve as a catalyst for the growth of Penang's digital ecosystem. By enhancing network infrastructure, PIX empowers businesses, institutions, and individuals with high-speed, low-latency connectivity, ensuring seamless access to global digital markets

As a critical gateway, PIX powered by DE-CIX facilitates efficient data exchange and fosters greater collaboration among enterprises, cloud providers, and content delivery networks. This interconnected ecosystem not only strengthens Penang's position as a regional digital hub but also fuels innovation, investment, and economic expansion, paving the way for a smarter and more connected future.



Digital Penang Zoom In

Digital Penang Major Events in 2024



1. Launching of Penang Internet Exchange

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

PIX was launched in January 2024, marks a significant milestone in Penang's journey towards digital excellence.



2. Program MADANI Rakyat Zon Utara

The Program MADANI Rakyat Zon Utara took place from 3rd to 5th May 2024 at Tapak Pesta Sungai Nibong, drawing a significant crowd. Digital Penang actively participated as an exhibitor, successfully engaging with over 4,000 visitors, showcasing its initiatives in driving Penang's digital transformation.



3. Symposium SME

The 2024 Symposium, SME Go Digital: Embrace the Future was successfully held on June 6, 2024, and officiated by YB Rashidi, Penang State Exco. The event attracted over 110 SME participants, providing them with valuable insights into key topics such as warehouse automation, e-invoicing, cybersecurity, and ESG.

SMEs were introduced to available grants and incentives from NCER to support their business growth. During the registration process, Digital Penang successfully connected with over 200 new SMEs, enabling future outreach.

4. Penang Digital Creative Week (PDCW)

This program was launched on March 18 with support from partners such as FirstMoveFund, MDEC, USM School of Arts, and CultCreative. A total of 10 projects were selected from 30 applications received. The project owners participated in five Masterclass sessions conducted by Mereka Innovative Education Sdn. Bhd.

The exhibition was organized in July 2024. Held at Wisma Yeap Chor Ee, the PDCW exhibition attracted over 200 attendees and was supported by 18 partners and 11 expert speakers. 2 Projects were later featured in Amsterdam and Japan.



5. SheLovesTech

SheLovesTech is the world's largest acceleration platform for women and technology. Digital Penang served as the national-level collaboration partner in organizing the SheLovesTech Global Startup Competition for Malaysia.

The winners of this program, PLIXSTAR (Penang Startup) and Binsho Solutions, advance to the Southeast Asia Regional Round, representing Malaysia on the international stage.



6. Penang Go Digital Carnival

The Penang Go Digital Carnival 2024 (PGDC) was successfully held on November 10 at the PICCA Convention Centre, organized by Digital Penang (DP) with the support of over 40 partners, including SMEs, federal agencies, and state agencies.

The carnival featured a variety of engaging activities such as the Digital Treasure Hunt, E-Sports Competition, Digital Penang Podcast, forums, business workshops, DahDigital classes, and more. Attracting over 1,000 participants, PGDC provided valuable opportunities for attendees to explore digital lifestyles and innovative digital solutions.

7. Techsauce Global Summit

Digital Penang attended the Techsauce Global Summit held from August 7–9 in Thailand and participated in key side events such as VC Power Hour by Cradle Fund, Techsauce Opportunities Summit by Techsauce, and Beyond Expo x Technode Networking Dinner by Technode.

A key highlight of the visit was the signing of a Memorandum of Understanding (MoU) between Digital Penang and Techsauce to collaborate on cross-border initiatives and partnerships for startups from both countries. Additionally, ADA Biotech made history by winning the Techsauce Innovation Award 2024, becoming the first company from Penang and Malaysia to achieve this milestone.



Digital Penang Zoom In Startups Success Stories



A hardtech VR/AR/XR company

- Produced cutting-edge VR/AR/XR smart glasses designed for both consumer and industrial applications.
- Winner of 2024 Hardtech Incubator Programme



A Green Tech company for consumers and businesses

- Techsauce Innovation Award Winner 2024
- Multiple award winner, most recent finalist for Cradle's Trailblazer and Disruptor of Year Award



A Circular Economy Startup

- One of 2 Malaysian startups representative for the Regional SheLoves Tech Global Competition 2024

Digital Penang Zoom In

Startups Success Stories



A Space Tech Startup revolutionising agriculture and remote area management sectors like O&G

- SpaceIn launched a Pico Satellite and built base stations
- Multiple award winner, most recent finalist for Cradle's Trailblazer and Disruptor of Year Award



A green tech company offering ESG reporting compliant with industry standards for logistics industry

- Winner of StartupPenang500 Programme
- MYCENTRE4IR Winner
- Recipient of Royal Academy of Engineering, UK Grant Funding



A tech social enterprise startup that promotes wellness and fund sustainable community projects via AI

- Runner Up of StartupPenang500 Programme



An AI-enabled hardtech company developing vision solution for industries including with special AI-based applications for industrial safety

- Runner Up of 2024 Hardtech Incubator Programme

Digital Penang Zoom In

Startups Success Stories



Agritech Startup connecting businesses direct to farm

- Successfully penetrated the Thailand agritech market.



Edtech Solution provider for school teachers & kindergartens

- Successfully launched LEMON – Malaysia's first digital tool designed to support customized learning needs for children
- A digital product resulted from 10 years of research



An Advance Manufacturing AI technology developer for SMEs

- Penetrated the Japan and Indonesian market through partnerships with local industry leaders



A Leading Fintech solution provider for financial services sector

- Secured investment from NTT Data Corporation and established a collaboration with the company
- Launched AI-driven FinSys technology that enables fast matching and predictive processing of loan and grant applications

Digital Penang in Media

2024年04月16日 星期二 9

走入社区增强基建 数码槟城全方位推动数字经济

数碼檳城全方位推動數碼經濟

PROGRAM MADANI RAKYAT ZON UTARA
Public Engagement



Cover Story: Driving Penang's digital transformation

By Sreerama Banoo | The Edge Malaysia
08 Apr 2024, 12:00 pm



This article first appeared in Digital Edge, The Edge Malaysia Weekly on April 8.

Digital Penang's 2024 Hardtech Incubator launches to support hardtech and deeptech firms

By Digital Penang April 21, 2024

- Aim to accelerate commercialisation of hardtech & deeptech solutions
- Programme features 8 Penang-based startups & university research projects



备忘录 青创会助推数字化转型

东西盟创新创业总会《青创会》与数字城市联盟签署谅解备忘录 (MOU)，共同推进数字化转型。

东西盟创新创业总会会长陈礼祥，数字城市中小企业与社区总陈子文。



Penang's Bold Leap Into the Future: The Launch of the Hardtech Incubator Programme 2024

HF24 in Penang is not just a program. It's a bold strategy to bridge the gap between innovative ideas and market-ready technologies. Discover how this initiative is shaping the future of technology in Malaysia.

BNN Correspondents
27 Feb 2024 10:18:07
188 views On 27 Feb 2024 10:18:07



Digital Penang announces cross-border startup collaboration with Thailand

By Bernama / Bernama
26 Jul 2024



LETIN MUTIARA

https://www.letintemali.com/

on to strengthen Penang's business



Digital Penang is seeking 10 hardtech & deeptech startups to propel in a new "incubator" (https://vulcanpost.com/852905/digital-penang-incubator-deeptech-hardtech-startups-malaysia/)

Clouds & Raindrops, Kuala Lumpur, Malaysia • Published 21 July 2024



Digital Penang announces cross-border startup collaboration with Thailand

© 26/07/2024 04:30 PM



at 04:04 PM on July 26 (Bernama) --- Digital Penang has announced the Market Access Thailand programme, which aims to propel Penang's startups into Thailand's market and create

Digital Penang Board of Directors



From the left: Dato' Ooi Kee Beng, YB Dato' Zabidah binti Safar, YB Dato' Rashidi bin Zinol, YB Zairil Khir Johari, YB Dato' Haji Rosli bin Isa, YAB Chow Kon Yeow, En. Thillai Raj A/L T. Ramanathan, YB Gooi Hsiao-Leung, Dato' Tang Ching Siang, Datin Bharathi A/P Suppiah

Not in picture: Dato' Ng Wan Peng and Dr. Iza Fazlan bin Mohd Nor

Digital Penang Team

2024 Headcount: 23 Employees



Digital Penang Management Team



TS. NG KWANG MING, CEO



**LIM CHONG SENG,
DIRECTOR OF ECOSYSTEM
DEVELOPMENT**



**SATNAM KAUR,
DIRECTOR OF OPERATIONS**



**KHOOI CHU BOON,
DIRECTOR OF COMMUNITY
AND SME DEVELOPEMENT**



**ZAKARIA ALLI,
DIRECTOR OF AGILE AND
TECHNOLOGY SOLUTIONS**

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George Town, Pulau Pinang



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We look forward to collaborating with you in the future to drive Penang's Digital Economy and expand its impact beyond.