



Digital
Penang

PENANG
2030

2025 ANNUAL REPORT





About Us

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.

Guided by the Digital Economy Master Plan (DEMP 2025-2030) in support of Penang2030, 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.

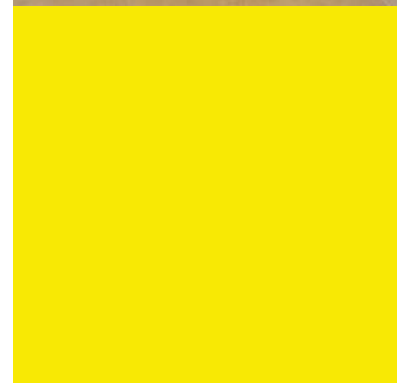
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Message from CEO

Advancing Penang's Digital Ambition

In 2025, Digital Penang marked a significant milestone with the launch of the Penang Digital Economy Master Plan (DEMP) 2025–2030, providing a clear and structured roadmap for the state's digital transformation across Digital Government, Digital Economy, Digital Society and Digital Foundation.

Throughout the year, we strengthened our ecosystem through impactful programmes accelerating startups, advancing hardtech and deeptech innovation, supporting MSME digitalisation, and expanding community digital literacy. These efforts have delivered measurable outcomes, enhancing market readiness, competitiveness and digital confidence across sectors.

We also deepened international engagement, creating new opportunities for Penang-based companies to access regional and global markets, further positioning Penang as a competitive digital hub.

As we move forward, our focus remains on translating strategy into sustained impact to drive innovation, enable growth, and ensure that Penang's digital transformation remains inclusive, resilient and future-ready.



Digital Economy Master Plan (DEMP 2025-2030) >>>

Launching of Digital Economy Master Plan (DEMP 2025-2030) on 9th August 2025



The Digital Economy Master Plan (DEMP) represents the next phase of Penang's digital transformation, providing a strategic framework to guide the state's digital development from 2025 to 2030. Anchored in the vision of empowering Penang's digital economy for all, DEMP positions Penang as a top-tier digital hub in Southeast Asia that fosters innovation-driven enterprises, a connected society and a digital government.

The Master Plan aligns with national digital strategies while leveraging Penang's existing strengths to create new opportunities for government, businesses and communities.

DEMP focuses on driving sustainable economic growth through digital innovation, enhancing global competitiveness and improving the quality of life for citizens. The plan is anchored on four strategic pillars—Digital Government, Digital Economy, Digital Society and Digital Foundation—supported by 16 targeted initiatives designed to achieve its vision, mission and long-term strategic goals.

Scan here to read more
on Digital Economy
Master Plan (DEMP 2025
- 2030):



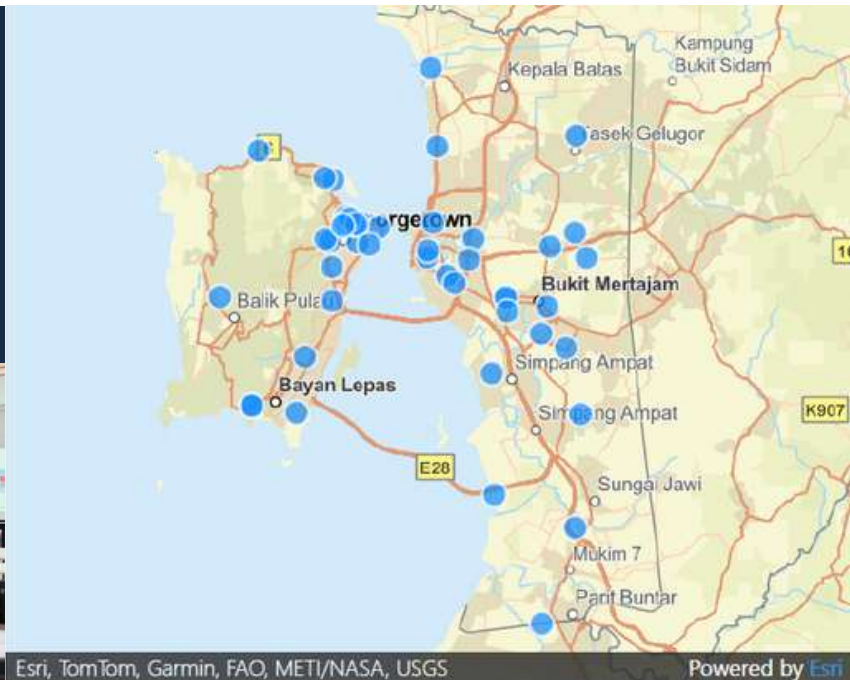
Key Highlights & Achievement

Digitally Inclusive Society



In 2025, the DahDigital Programme was driven by stronger participant loyalty and repeat engagement. Overall, the results reflect a maturing community ecosystem with sustained interest in digital transformation despite reduced programme frequency.

Digital classes are currently concentrated in Timur Laut and SPT, the highest-density urban areas of Penang. To ensure equitable access and prevent a digital divide within the community, Digital Penang will continue to expand its focus to include lower-density urban areas such as Barat Daya and SPU, as well as semi-urban areas like SPS.



3,300+
Participants

146
Classes

40
Topics

*Total number for 2025



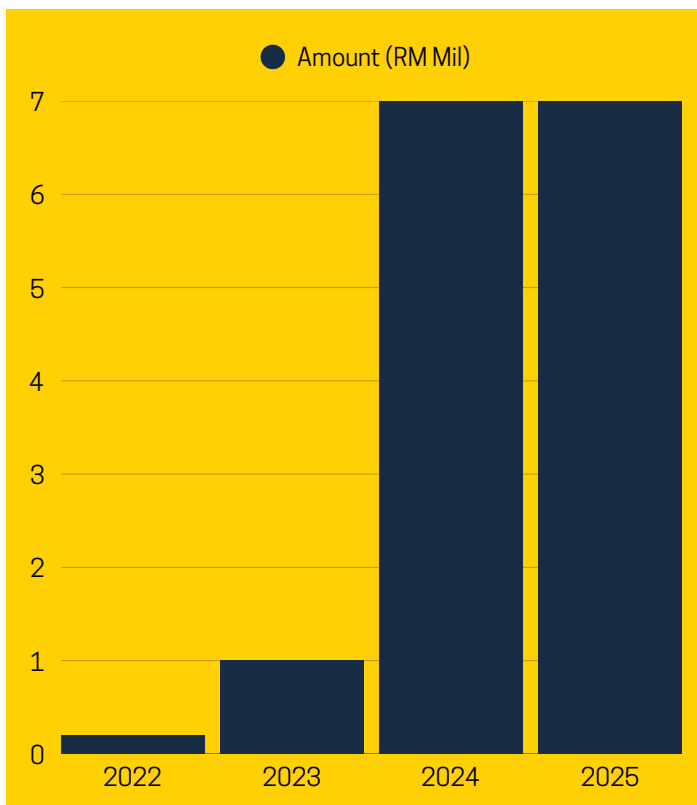
Key Highlights & Achievement

Ecosystem Development

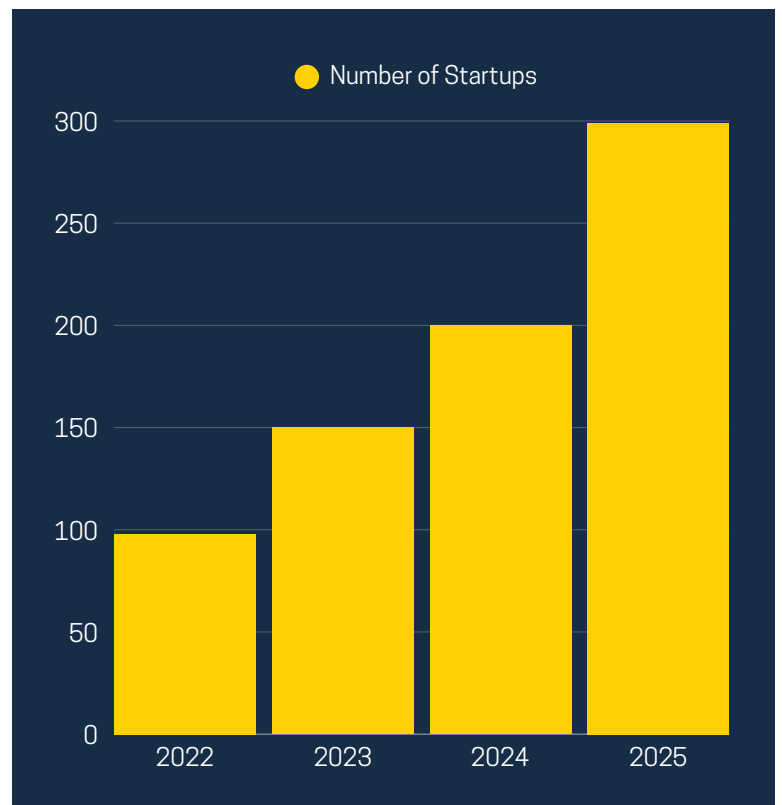


Ecosystem development in Penang continues to be driven by a deliberate, collaborative approach that brings together government, industry, startups, investors, academia and the wider community. Through strategic programmes aligned with the Penang Digital Economy Master Plan (DEMP) 2025–2030, focused efforts have been placed on strengthening innovation pipelines, nurturing high-growth startups, enabling industry–startup collaboration, and attracting quality investments into the state.

State of Startup Funding



Startup Growth in Penang



Major Ecosystem Achievements

Recognised by StartupBlink as 'The Fastest Growing Ecosystem in Malaysia'.

Awarded Startup Ecosystem Rising Star Award 2025 – Best-in-Class Startup Programme by International Chambers of Commerce & Mind the Bridge in partnership with OECD & European Commission with support from Microsoft





Hardtech and Deeptech Commercialisation Accelerator



- Commercialisation of TRL 6/7 prototype into the market validating its market traction and technology. Number of startup achieving this in the programme is 8 of 10. Type of technology commercialised are:
 - Hydrogen tech
 - IoT & tech solution
 - Greentech
 - Consumertech
 - Healthcare
 - Smart Manufacturing
 - AI + Mental Health
- **Commercialisation value achieved in the programme is RM 2.35 Million**

StartupPenang500



- **Uranus Tech Solutions:** (BeanThere - A hyperlocal social app for Gen Z to discover places, share experiences, and earn rewards)
- **Kiwico Sport:** (CoreUS - A sports platform that connects individuals into local teams through smart matchmaking)
- **Nocturnal Tech:** (AICELERATE - An AI-based system that automates and manages university timetable scheduling)
- **Pink Tablet Technology:** (NearGo - A hyperlocal app for discovering nearby food, events, discounts, and activities)
- **D-Tech Enterprise:** I-DOMAS Smart Orchard System - An IoT solution for real-time monitoring and optimization of durian orchards)
- **Mobius Vision Enterprise:** (Smart Waste Bin for Beverage Stores - A smart recycling system that automates waste sorting and rewards sustainable behavior)
- **Hydra AI Enterprise:** (SPEDANOS - A smart dispenser that creates personalized nutrition drinks using health data)
- **Umiguard Enterprise:** (SUNISIS - An IoT-enabled smart umbrella with safety and weather alert features)
- **Vision Industries:** (V.I.S.I.O.N. Smart Glasses - Smart glasses that assist visually impaired users with navigation and daily tasks)
- **Samco Tech Solutions:** (FreeMinds\$ App - A gamified app that helps young adults manage personal finances and budgeting)
- **Sculp AI Empire:** (CodeQuest - A personalized fitness and nutrition app adapted to users' cultural backgrounds)

Market Access Grant 2024



On average the companies are able to triple their revenue through the assistance of this grant. The total returns in revenue for all supported companies totalled **RM650,000**

Market Access Programme



Digital Penang, in collaboration with TusStar, led seven startups from Penang on a market exploration mission to Shenzhen, China and Hong Kong. This initiative aimed to foster innovation, strengthen international collaboration, and explore opportunities within the global deep technology ecosystem.



The mission comprised site visits, B2B meetings, and participation in key industry engagements, including:

- SROD Robotics
- Formlabs
- Shenzhen WDC Robots Innovations Intelligence Co. Ltd.
- Greater Guangming Bay Youth Innovation Talent Valley (GGBYITV)
- Leadshine Technology Co. Ltd.
- Shenzhen ZHUOSHI Intelligent Technology Co. Ltd.
- Tsinghua University
- China High Tech Fair 2025
- Department of Commerce of Shandong Province
- Hong Kong Science and Technology Park (HKSTP)
- The University of Hong Kong (HKU)



The programme provided participating startups with valuable exposure to advanced technologies, potential partners, and cross-border market opportunities, further positioning Penang as a growing hub within the regional innovation landscape



Key Highlights & Achievement

Digitalising MSMEs



In 2025, the focus of MSME digitalisation efforts in Penang was sharpened around three critical priorities: sustainability, cybersecurity and e-invoicing. Initiatives were designed to help MSMEs adopt greener digital practices, strengthen cyber resilience amid growing digital risks, and prepare for regulatory readiness through the implementation of e-invoicing systems.

More than 3,300 MSMEs helped



Programme Focus in 2025:

SME Go Digital

- Business digitalisation and automation
- E-commerce and digital marketing
- Talent and leadership development
- Business compliance and governance
- Market access and business financing

Cybersecurity

Strengthening cyber resilience and digital risk management

e-Invoicing

Driving National e-Invoicing preparedness in alignment with LHDN frameworks.

ESG

Promoting sustainable and responsible business practices anchored in ESG principles to ensure long-term competitiveness and supply chain preparedness.

“ Achieved a minimum 20% revenue boost as proven by our program participants ”

Key Highlights & Achievement

Digital Government

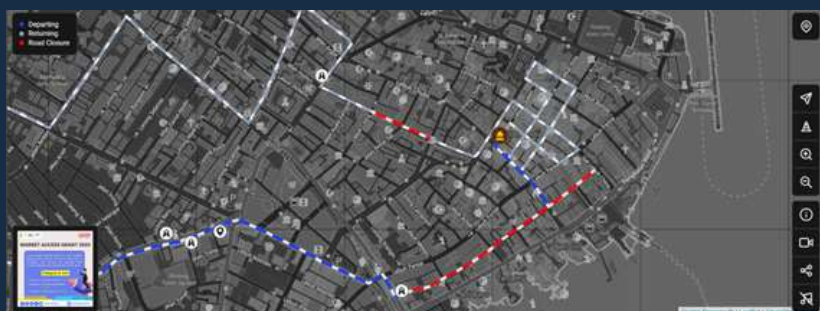


In 2025, MyKADUN successfully integrated with MyDigitalID, and IC readers were deployed across all Parliamentary and State Legislative Assembly (ADUN) Service Centres. This integration enhances identity verification processes, strengthens service delivery efficiency, and supports the adoption of secure digital services at the constituency level.

PANTAU Tracker – A Real-time Chariot Tracking, Zero Hassle



In 2025, PANTAU Tracker has received > 41,000 visitors



Throughout 2025, Digital Penang, through the PANTAU Tracker system, has provided support for various major festivities in Penang, including **Thaipusam, Wesak, Kampung Baru KIAMMAN, Chitraparuvam, and the Gelugor KIAMMAN Chariot procession.**

Key Highlights & Achievement

Strengthening Digital Foundation



The Penang Internet Exchange, operated by DE-CIX, is committed to establishing a state-of-the-art interconnection platform that serves as a catalyst for the growth of Penang's digital ecosystem.

As of 2025, DE-CIX has onboarded **15 companies**, facilitating efficient data exchange and fostering greater collaboration among enterprises, cloud service providers, and content delivery networks.

Digital Penang Zoom In

Digital Penang Major Events in 2025



Penang Digital Economy Summit (PDES 2025)

The Penang Digital Economy Summit (PDES) 2025 was successfully held on 9 August 2025 at G Hotel Gurney, bringing together industry leaders, key stakeholders, and the wider digital economy community. The summit featured three main panel sessions and six concurrent breakout sessions, covering a broad range of strategic topics related to the development and future of Penang's digital economy.

As the flagship event of the year, PDES 2025 attracted more than 500 participants, including distinguished guests, official delegates, and members of the public. The event was further enlivened by an exhibition showcasing leading organisations such as

Lazada, Maxis, Cradle, 42Penang, MyDigitalID, TalentCorp, and 27Advisory Sdn. Bhd., alongside the participation of Penang-based technology startups representing diverse industry verticals.

In conjunction with PDES 2025, the Penang Digital Economy Master Plan (DEMP) was officially launched by YAB Tuan Chow Kon Yeow, Chief Minister of Penang, together with YB Zairil Khir Johari, State Executive Councillor for Infrastructure and Digital, marking a significant milestone in strengthening the state's digital transformation agenda.

Startup Venture Vibes 2025



Startup Venture Vibes (SVV), organised in collaboration with the Malaysian Business Angel Network (MBAN), was held on 27 November at Digital Penang. The programme brought together startup founders, innovators, and ecosystem partners with the aim of accelerating early-stage business development, particularly at the 0-1 venture-building stage.

SVV Penang 2025 marked Penang's first fully participant-led unconference and is potentially the first of its kind in Malaysia. The programme was officiated by YB Zairil Khir Johari, Penang State Executive Councillor for Infrastructure and Transport, who reaffirmed the State Government's commitment to nurturing a robust and sustainable startup ecosystem.

The morning sessions featured interactive small-group discussions (huddle pods) alongside facilitated sessions led by invited speakers, creating an open platform for two-way knowledge sharing and experience exchange. The programme was further complemented by informal networking activities, including a pickleball session and a networking dinner, aimed at strengthening connections among participants and ecosystem stakeholders.



Digital Penang Zoom In

Penang Startup Ecosystem Achievement

**Forward
College**

- Recipient of the Outstanding Education Icon Leadership Excellence Award at the Empowering Education Summit 2025, by KSI Strategic Institute of Asia Pacific.
- Appointment of their founder, to the Advisory Board of BettAsia.

The logo for BRAINBOW™ features the word "BRAINBOW" in a bold, sans-serif font. The letters "B", "R", "A", "I", "N" are in purple, "B" is in orange, "O" is in green, and "W" is in blue. A small "TM" symbol is to the right.The logo for ZERO consists of the word "ZERO" in white, uppercase, sans-serif font, centered within a solid purple rectangular background.

- Winner of the Impact Category at the Global Challenger Video Contest.
- Named a 10×1000 Global Ambassador under the Innovation Hub of Asia Competition, organised by XCube and 10×1000 in Shanghai.

- Selected as a finalist at The Hainan Southeast Technology & Art Festival 2025 and awarded the AI Rising Star Award.
- Winner of the Rising Star Award at Cradle's ASEAN Startup Summit 2025.

The logo for FORMEDIC features a stylized green icon resembling a medical syringe or a drop, with the word "FORMEDIC" in green, uppercase, sans-serif font below it.The logo for PeerHive consists of a cluster of seven hexagons in yellow and dark grey, with the word "PeerHive" in black, lowercase, sans-serif font below it.

Winner of the Malaysia Inventor And Innovator Convention (MYIIC) 2025 Luminary Award by Malaysia Invention and Design Society 2025 (MINDS)

Accepted into the inaugural cohort of the Securities Commission Malaysia Regulatory Sandbox for an innovative financing solution.

The logo for M3TRIQ features a white icon of a network or molecule structure on a black background, followed by the word "M3TRIQ" in white, uppercase, sans-serif font.The logo for ada features a green leaf icon above the word "ada" in a green, lowercase, sans-serif font, with a registered trademark symbol (®) to the right.

Awarded First Prize at the AlxBIO Hackathon under the Evolved Tech 2025 Global Sprint, and invited to present the winning solution at NVIDIA Headquarters in Santa Barbara, California, USA.

Top 10 Finalist for Cradle Startup World Cup Malaysia 2025 organised by Cradle Fund



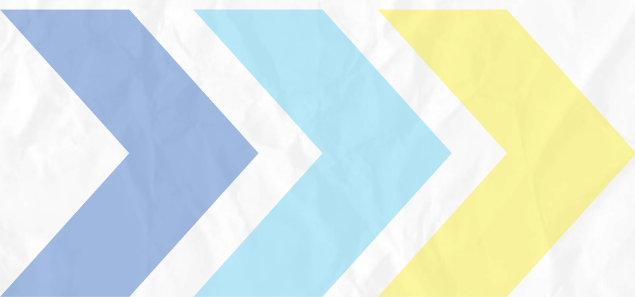
- Accepted as finalist in the Greentech Global Accelerator Program organised by Vllage Capital

- Signed an MOU with the Funding Societies
- Winner of the Food Systems Change Maker Impact Award 2025 organized by Impact Circle Malaysia.



- Development of EOS Orbit and SPI for Brunei
- Winner of Silver Award for The Crown Prince Cipta Award in Brunei

- Selected for the upcoming Global Market Fit- Healthech Immersion Programme 2025 in Barcelona, Spain from 7-11 December 2025



Digital Penang in Media



Digital Penang recognised among global Rising Stars at SES Awards 2025

BULETIN MUTIARA

Admin
December 9, 2025



Nq (third from left) receiving the award on behalf of Digital Penang.

DIGITAL Penang has been named one of 18 Rising Stars by the International Chamber of Commerce (ICC) and Mind the Bridge, following the announcement of 54 global winners of the Startup Ecosystem Stars (SES) Awards 2025.

The award ceremony, attended by leading innovation ecosystem players from around the world, was held at the ICC headquarters in Paris on Dec 2. The SES Awards are organised by IC collaboration with the Organisation for Economic Co-operation and Development, European Commission, with support from Microsoft.

Now in its third edition, the SES Awards recognise exemplary leadership in organisations and individuals advancing innovation and entrepreneurship with emphasis on public-sector efforts to nurture dynamic, competitive and impactful

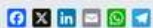
Digital Penang wraps up successful Market Access China 2025 programme

BULETIN MUTIARA

Admin
December 9, 2025

Digital Penang and FinHero join forces to advance financial inclusion for Penang's MSMEs

By Digital News Asia May 7, 2025



- Both will help MSMEs access new financial tools like AI, alt-credit scoring & revenue-sharing
- Collaboration boosts Penang's digital economy through alternative financing & business upskilling



From left: Ishida Tsubasa, FinHero; Shamir Lim, FinHero; Kelvin Lim, FinHero; Top Lim, FinHero; Lim Chong Seng, Digital Penang; Zhou Chu Soon, Digital Penang & Glen Ng Jakumar, FinHero.

Digital Penang and fintech solutions provider FinHero (Sisters Inspire Sdn. Bhd.) have signed a strategic memorandum of understanding to expand access to finance for Penang's micro, small, and medium-sized enterprises (MSMEs). The collaboration supports Digital Penang's mission to accelerate the state's digital economy by introducing digital-first, alternative financing options and equipping business owners with the skills to navigate them confidently.

The partnership reflects a shared mission to enable inclusive digital growth in Penang, aligning with the state's Penang2030 vision of "A family-focused green and smart state." By bridging traditional financial gaps through innovation and education, the initiative aims to unlock opportunities for businesses often overlooked by conventional financing systems.

At the heart of this collaboration is a commitment to community impact. Through the MoU, Digital Penang and FinHero will roll out programmes to help local MSMEs understand and access a new generation of financial tools—including AI-powered automation, alternative credit scoring, and revenue-sharing models. These offerings are designed for enterprises with limited credit histories but strong growth potential.



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General BernamaBiz Crime & Courts Politics Sports Lifestyle Region World Mic

BUSINESS

Penang Targets RM156 Bln GDP By 2030 Under Digital Economy Master Plan

09/08/2025 03:39 PM



Credit: Digital Penang



Digital Penang, a Penang state government-linked company (GLC), has successfully concluded the Market Access China 2025 programme, marking its third consecutive international business mission into China. The mission focused on deepening innovation ecosystems of Shenzhen and Hong Kong.

The recent mission advanced Penang's Penang2030 vision of a smart, digital, and entrepreneurial state by accelerating market expansion, fostering long-term technology collaboration, and deepening cross-

Digital Penang in Media



Skills, services for senior folk to build silver economy

By IMRAN HILMY

METRO NEWS

Saturday, 16 Aug 2025

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Chow (third from right), Penang infrastructure committee chairman Zairil Khir Johari (second from right) and Ng (right) visiting exhibition booths during the Penang Digital Economy Summit 2025.

Penang unveils five-year digital master plan to empower ageing workforce

PENANG is set to pioneer a new approach to its ageing population, aiming to build a "silver economy" where senior citizens remain active in the workforce through digital empowerment.

This forward-thinking strategy is the cornerstone of the state's five-year Digital Economy Master Plan (DEMP) 2025-2030.

Apple Malaysia and Switch hold workshop to emp SMEs in digitalisation

BOLEEN MUTIARA Admin



THE global economy has been a whirlwind lately surrounded by uncertainty, one thing clearly will roll on, which is the emergence of digitalisation.

Today in collaboration with Apple Malaysia and Switch, Digital Penang organised a workshop to help SMEs in digitalisation.

Empowering small businesses through digital adoption

BOLEEN MUTIARA Admin



PENANG's small and medium enterprises (SMEs) are embracing a new era of opportunity as digitalisation continues to transform the way local businesses operate, connect, and grow. From neighbourhood cafes to craft retailers and service providers, these enterprises form the foundation of Penang's vibrant economy.

Recognising their importance, Digital Penang has been at the forefront of helping micro, small, and medium enterprises (MSMEs) strengthen their capabilities through technology adoption and digital upskilling programmes.

Penang Digital Economy Summit 2025 to accelerate transformation, see unveiling of Digital Economy Master Plan 2025-2030

- Unveiling of the Digital Economy Master Plan (DEMP) 2025-2030
- Six breakout sessions, workshops to showcase products under Lando platform



Digital Penang, Malaysian Business Angel Network lancarkan program perintis pelabur awal



Diahi KAMALIZA KAMARUDDIN

liza@dgangnews.com

KUALA LUMPUR 25 Sept – Digital Penang bersama Malaysian Business Angel Network (MBAN) melancarkan Program Angel Investment Accelerator, sebuah program perintis untuk melahirkan lebih ramai pelabur individu awal bagi memperkukuh ekosistem syarikat pemula di Pulau Pinang.

MALAYSIA'S DIGITAL LEADER UNITE TO ACCELERATE PENANG'S DIGITAL TRANSFORMATION AT PDES 2025

Witness the Official Unveiling of the Digital Economy Master Plan

- Connect with industry leaders, investors, and innovators
- Gain insights from experts



The Penang Creative Industries Living Lab (PILALI) research team, was officiated by Hon Wan Vee, Penang State DCO for Tourism and Creative Economy, on 19 August 2025 at Digital Penang. The seven-day programme, which runs from 19-25 August, is designed to bring together artists, entrepreneurs, academics and the public to exchange ideas on the growth of creative industries in Penang.

PILALI investigates several dimensions of Penang's creative economy, with a focus on policy and strategy development, talent and skills, and both digital and heritage-based innovation. Its initiatives include identifying skill gaps among creative entrepreneurs, developing targeted training programmes, studying heritage-embodied innovation, and gaining a deeper understanding of entrepreneurial journeys, their motivations, challenges and capabilities.

Empowering the next generation of digital talent

BOLEEN MUTIARA Admin

June 4, 2025

Digital Penang Team



2025 Headcount: 23 Employees





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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.