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**HSBC Malaysia inks first MoU with MDEC to drive digital leap for businesses in Malaysia**

*MoU aims to accelerate adoption of technology among SMEs, large local corporates and multinational companies in Malaysia*

HSBC Malaysia and the Malaysia Digital Economy Corporation (MDEC) have signed a memorandum of understanding (MoU) focused on enhancing the adoption of technology among small-and-medium-enterprises (SMEs), large local corporates and multinational companies in the country. The signing which marks the first MoU between both organisations, highlights the critical role of public-private partnerships in mitigating the adverse effects of Covid-19 on businesses in Malaysia by encouraging companies to embrace digitalisation.

Under the terms of the MoU, HSBC Malaysia will work jointly with MDEC to educate SMEs, large local corporates and multinational companies in the country to leverage technology to strengthen their businesses and facilitate greater convenience in their day-to-day transactions. To achieve this, HSBC Malaysia and MDEC will collaborate on tailored marketing efforts and knowledge sharing initiatives. This will include the promotion and execution of events such as seminars, conferences and webinars.

Stuart Milne, CEO, HSBC Malaysia said, "Covid-19 has intensified the need for businesses of all sizes to incorporate innovative digital solutions and strategies into their daily operations. HSBC's partnership with MDEC will have far-reaching benefits for SMEs, large local corporates and multinational companies in the country as it will help to create opportunities in times of adversity through the effective adoption of technology. Built on our shared commitment to enable the economy's digital transformation, together with MDEC, we aim to amplify the integration of technology and fuel business growth in Malaysia".

Facilitating this corporate partnership is MDEC's Global Growth Acceleration division, which has mobilised 571 homegrown tech companies to assist 42 corporations with their digitalisation endeavours since January this year. The technology solutions deployed range from fraud detection to automation of data entry and installation of sensors on machines to optimise plant operations.

MDEC CEO Surina Shukri lauded HSBC's proactive stance in supporting organisations to take the digital leap. She further encouraged Malaysia-based MNCs to join the effort to build the nation's digital ecosystem and support local digitally-empowered businesses to grow globally.

"Corporations like HSBC possess market knowledge, resources, established networks, and the validation that companies aspire to attain, while the tech companies possess the agility and novel ideas that corporations value. MDEC aims to harness these complementary strengths, which will not only advance the nation's digital agenda but potentially lead to the creation of deep-tech

**HSBC Bank Malaysia Berhad**

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solutions in our backyard that could shape the way we solve the most pressing global issues. We look forward to fostering more corporate partnerships to attract digital investments to the country as this will also serve to augment Malaysia's pursuit to be the Heart of Digital ASEAN," said Surina.

As part of the collaboration, HSBC and MDEC will work together to identify targeted investments spanning businesses across multiple sectors including technology, healthcare, electronics, manufacturing, education and more from a host of countries including but not limited to China, the USA, the UK and Japan. The initiative will be pivotal to thrusting Malaysia forward as a major global digital powerhouse. The agreement also includes, where relevant and necessary, providing advisory and other banking services to SMEs, large local corporates and multinational companies that are looking at entering the market or expanding their business in the country.

"With more than 130 years of history in Malaysia and an unrivalled global presence, HSBC is uniquely positioned to partner with clients as they look to establish and grow their presence both within and beyond the country. The MoU with MDEC reinforces our unwavering focus on helping businesses capitalise on opportunities and thrive in a fast-changing world", Milne added.

In tandem with the partnership with MDEC, last month, HSBC Malaysia organised a focus group discussion to discuss how government institutions and corporates can encourage the development of sustainable data centres to spur economic growth through the establishment of a public-private partnership. A virtual roundtable was also organised earlier this month by HSBC in collaboration with MDEC to highlight how Malaysian corporates can benefit from digital opportunities and capitalise on technology to become more resilient and thrive through this season of change. The panel for the virtual roundtable consisted of industry figures from HELP University, DPO International, Taylor's School, EcoWorld, iPay88 and RISE (MDEC's innovation partner).

HSBC Malaysia has strengthened its digital banking capabilities presenting enhanced innovation in banking services. The bank's Omni Channel capability for example is a one-stop solution that allows clients to provide multiple payment options to their customers and gives them a comprehensive view of their payment collections across different channels including bank transfers, credit and debit card payments and e-wallet transactions. The offering has been designed to simplify and streamline the way businesses collect payments. Last year, HSBC Malaysia also executed the country's first-ever live pilot blockchain Letter-of-Credit transaction. This followed the launch of the HSBCnet Trade Transaction Tracker, a service that helps businesses to track the real-time status of trade transactions more quickly and to help them better manage their global trade flows.

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HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited established its first office in the country on the island of Penang, with the permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited, founding member of the HSBC Group. In 2007, HSBC Bank Malaysia was the first foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, namely HSBC Amanah Malaysia Berhad. Today, HSBC Malaysia has a network of 67 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Malaysia offers a comprehensive range of banking and financial services including Islamic financial solutions. HSBC Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition on supported mobile phones.

**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,918bn at 31 March 2020, HSBC is one of the world's largest banking and financial services organisations.

**About Malaysia Digital Economy Corporation (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward. Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government's Shared Prosperity Vision 2030 and firmly establish Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward

To find out more about MDEC's Digital Economy initiatives, please visit us at [www.mdec.my](http://www.mdec.my) or follow us on:

Facebook: <https://www.facebook.com/MyMDEC/>

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