



PRESS RELEASE

MDEC AND MATRADE LAUNCHES MALAYSIA PAVILION AT THE TOKYO GAME SHOW 2024

TOKYO, JAPAN 26 September 2024 – The Malaysia Digital Economy Corporation (MDEC), in partnership with the Malaysia External Trade Development Corporation (MATRADE), proudly launched the Malaysia Pavilion at the prestigious Tokyo Game Show 2024 (TGS 2024) today. This marks MDEC's eighth consecutive year participating in the globally renowned gaming event, further underscoring Malaysia's commitment to becoming a leader in the digital and gaming industry.

The Malaysia Pavilion serves as a platform for 10 leading Malaysian gaming companies to showcase their innovative offerings to the global market, including opportunities for collaboration with international game developers, content creators, and technology companies. A total of 985 companies around the world are showcasing their gaming products and services throughout the four (4) day event from 26 to 29 September 2024.

Some of the key activities at the Malaysia Pavilion include high level meetings, business matching and networking with Japanese game publishers and tech incubators namely Bandai Namco studio, Nintendo, IMDA Singapore and many more.

Present at the launch were His Excellency Dato' Shahril Effendi Abd Ghany, Ambassador of Malaysia to Japan, Datuk Fadzli Abdul Wahit, MDEC Head of Digital Transformation Division, and Mr. Zuaziezie Zulkefli, Trade Commissioner of MATRADE Tokyo, as well as key representatives from the Malaysian tech and digital community. Their presence reflects the strong government support for initiatives that drive Malaysia's digital economy forward.

The global digital content and gaming market is projected to generate USD 187.7 billion in 2024, marking a 2.1% increase from the previous year, according to Newzoo Global Games Market Report. Amid this, the outlook for Malaysia's digital content exports, especially in gaming, to Japan in 2024 shows great potential. With the support from MDEC and MATRADE and the commitment to expanding Malaysia's footprint in global markets, particularly in Japan, Malaysian developers and animation studios are gaining more international recognition.

His Excellency Dato' Shahril Effendi Abd Ghany, Ambassador of Malaysia to Japan said, "Japan is a global leader in the gaming industry, and by fostering partnerships with Japanese companies, Malaysia can enhance its capabilities and position itself as a regional hub for creative technology. These collaborations not only enhance our technical capabilities but also position Malaysia as a hub for creativity, talent, and investment in the gaming sector."

Mr. Zuaziezie Zulkefli, Trade Commissioner of MATRADE Tokyo in his speech mentioned the collaboration with MDEC and MATRADE involvement in this TGS aligns with the government's focus on the gaming and digital content industry, a priority sector under the National Industrial Master Plan (NIMP) 2030.

Datuk Fadzli Abdul Wahit, Head of Digital Transformation at MDEC said, "Through events like TGS 2024, we are reinforcing Malaysia's commitment to being at the forefront of digital content and gaming development. By strengthening international ties, we are building a future where Malaysian talent and creativity are recognised worldwide. This aligns with MDEC broader vision: ensuring that Malaysia remains a leader in the digital economy while providing our local companies with the resources and platforms they need to succeed."

For more information, please contact:

Ms. Sonoko Yasue

MATRADE Tokyo

Tel : +8190-1657-8233

Email : tokyo@matrade.gov.my

About MDEC

The Malaysia Digital Economy Corporation (MDEC) was established in 1996 to spearhead the country's digital economy.

MDEC launched Malaysia Digital (MD), a national strategic initiative aimed at addressing current key challenges in the digital landscape for a robust and agile digital economy.

As an agency under the Ministry of Digital, MDEC drives the digital economy through industry development, trade facilitation and policy advocacy.

Please visit our website at www.mdec.my

About MATRADE

The Malaysia External Trade Development Corporation (MATRADE) was established on March 1, 1993 as the external trade promotion arm of Malaysia's Ministry of Investment, Trade and Industry (MITI). MATRADE's primary role is to assist Malaysian exporters in developing and expanding their export markets. Aligned with Malaysia's

commercial diplomacy efforts, MATRADE is the nation's trade facilitator and champion of Malaysian-made products and services on the global stage.