

**FOR IMMEDIATE RELEASE
MEDIA STATEMENT**

**MDEC LAUNCHES 'LET'S LEARN DIGITAL' CAMPAIGN, FUTURE-PROOFING
WORKFORCE, PARTNERS WITH COURSERA**

- *Let's Learn Digital campaign launches to digitally upskill Malaysian workforce under its #mydigitalworkforce initiative*
- *MDEC partners with Coursera, availing free access to 3,800 courses including professional certificates for unemployed workers until 31 December 2020.*

Cyberjaya, 30 April 2020 – As part of its Let's Learn Digital campaign launched under the **#mydigitalworkforce** initiative, Malaysia Digital Economy Corporation (MDEC) announces today that it is in partnership with online learning Coursera, in the quest to drive digital capability among Malaysians.

The goal of the Let's Learn Digital campaign is to upskill Malaysians in the workforce, making them ready to work in an economy that is increasingly digitally dependent, during the MCO and beyond it. MDEC is promoting lifelong learning via elearning resources as this is in line with its role to lead the digital economy forward under its three main pillars; digitally skilling Malaysians, digitally powering businesses and attracting digital investments.

"MDEC has been focusing on the development of futureproofing the workforce, understanding that the emerging economic landscape post-pandemic, is one that will heavily lean towards digitalisation. We want to present opportunities for Malaysians who aspire to be in digital roles, to upskill themselves with relevant digital skills, and to do so from global industry practitioners. We believe that this will help them be more marketable to employers or start their own business.", comments Dr. Sumitra Nair, VP of Digital Talent Development.

Through the [Coursera Workforce Recovery Initiative](#), which is available to any government entity, the company will provide unemployed workers in Malaysia with job-relevant online learning. Workers will have access to 3,800 courses on Coursera taught by the world's leading university- and industry—educators, covering critical digital skills. The initiative also includes Professional Certificates that are designed specifically to train people for high-demand jobs. Workers will have unlimited access to the 3,800 courses until 31 December 2020.

Professional Certificates available include Google IT Automation with Python, SAS Programmer and Intel Introduction to Deep Learning, and career paths which the available courses can prepare students for include Data Analyst, Cloud Architect and Software Developer.



"We are honored to partner with MDEC in their efforts to support Malaysians whose jobs and livelihoods have been impacted due to COVID-19," said Leah Belsky, Chief Enterprise Officer at Coursera. "Our goal is to help Malaysians access courses that train in high-demand digital skills and in turn support a swift return to the workforce and new careers."

With the workforce requiring to continue their learning through the MCO period and past the recovery phase of COVID-19, MDEC sees the need for those seeking to upskill, to leverage e learning opportunities and make the best of their time in preparation for the new normal. Essentially, the #mydigitalworkforce initiative serves to equip the workforce through and beyond the Movement Control Order (MCO) period, skilling the workforce in tandem with MDEC's role to lead the digital economy forward through digitally upskilling Malaysians.

Registration for the Let's Learn Digital Campaign is available at www.mdec.my/letslearndigital. All e-learning content MDEC has compiled for the benefit of all in Malaysia as part of its #DigitalVsCovid movement, can be accessed at <https://mdec.my/digitalvscovid/>.

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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 establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward #DigitalVsCovid

MDEC has also launched a campaign to raise awareness and mitigate against the spread of the Covid-19 threat with a series of short videos across its social media channels that encourage a digital approach to combat Covid-19.

For more information and updates, please visit www.mdec.my or follow us on:

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

Twitter: @mymdec