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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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KEDAH DIGITAL EXPO 2019 SET TO BE A CATALYST FOR THE GROWTH AND DEVELOPMENT OF THE DIGITAL AGE IN KEDAH



UUM ONLINE: Alor Setar – In a bid to realize the dream of witnessing Kedahans be at the forefront of the digital world in the country, the Kedah State Government recently organised the three-day Kedah Digital Expo 2019.

Kedah Menteri Besar, Dato' Seri Mukhriz Tun Mahathir said that the Kedah Digital Expo would be a catalyst for the growth and development of the digital age in Kedah.

He said that in the wake of the wave of Industrial Revolution 4.0 (IR4.0), the state government was preparing to attract the arrival of foreign investors, many of whom would be investing billions of Ringgit Malaysia.

He said Kedah recorded investments amounting to MYR7.71 billion for the period January to June this year and the overall target for 2019 was MYR10 billion in investment value.

“Despite our best efforts to bring in investors who we believe are able to bring the state out of its least developed state status in the future, are we really ready to venture into new fields?”

“Are the adolescents in Kedah, who are about to graduate from ivory towers, ready to fill the job market which are occupied with elements such as Automation, Internet of Things (IoT), Big Data Analysis, and Artificial Intelligence (AI),” he said at the opening of the Kedah Digital Expo 2019 at Aman Central recently.

He said many talented and highly-skilled Kedahans work in other states at this time as there were no job opportunities that matched their skills in their own state.

He said that in order to realise the dream, all parties would have to unite and work together from now on, including parents at home where they were expected to instil bit by bit in their children the interest in science before the children’s understanding of the subject matter can be further solidified through basic theory and experimentation at primary school.

Meanwhile, at the secondary level, he said, these children could be further groomed to be more interested or inclined towards fields in science, technology, engineering and mathematics (STEM) as well as Education and Technical and Vocational Training (TVET). Ultimately, once they step into institutions of higher education, these students will be afforded with the opportunity to at least undergo hands-on training in related fields as a result of university and industry cooperation.

“From that point onwards, the state government is always seeking for possible cooperation from all parties and agencies. In doing so, none will be working in 'silos', hence all kinds of work will be strengthened in order to achieve this ambitious aspiration.

"The state government is well aware of the fact that the digital economy is booming and will be the catalyst for economic growth in the future," he said.

Dato' Seri Mukhriz also said that at the moment many were worried about the future of their children as according to predictions as many as 75 million jobs will be extinct over the next few years due to the heightened growth of IR4.0.

However, he assured everyone that they should also be aware of the fact that new job opportunities will also emerge as mushrooms after the rain, but they should all be wise to find the opportunities and to take advantage of the prospects that come their way.

“With the digital world, nothing is impossible. Just look at how e-hailing companies can offer vehicle service without owning a car. The same is true of how a travel website can earn a lot by offering hotel rentals without owning a hotel.

“Such opportunities and prospects should be embraced by the youths of Kedah who only need the determination, creativity and openness to accept and learn something new. If this can be carried out, it is possible for Kedah to become a major producer of new talents in the digital economy,” he said.

He added that knowledge was power hence he called on Kedahans to act and initiate the transformation process now so that they would not be left behind by competitors.

He also spent time visiting the exhibition booths set up by Universiti Utara Malaysia (UUM) which was represented by the School of Computing (SOC), UUMIT and the School of Creative Industry Management and Performing Arts (SCIMPA).

The Kedah Digital Expo 2019 which was held from 1 to 3 November also attracted numerous participation namely the Malaysian Communications and Multimedia Commission, the

Malaysian Digital Economy Corporation, Telekom Malaysia Berhad (TM) and local telecommunications giants such as Celcom, Digi and Maxis.

Among the activities carried out throughout the three-day event were exhibitions and demonstrations, digital talks, digital innovation presentations, registration and E-Sport activities, busking performances and quizzes.



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