

Enhancing E&E Competitiveness in Malaysia
A synopsis for MMU MECON2019
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The keynote speech will cover the following:

1. Megatrends that are driving new growth in the E&E industry
2. How our competitors are moving faster with deep pockets
3. Our 'Vision Statement' for Malaysian E&E Industry: To be a global state-of-the-art hub for advanced technology and high value-added activities
4. Some aspirations of what the Malaysian E&E industry will look like in the future
5. The E&E Value Chain, which is more than just our traditional 'Manufacturing' activities
6. An assessment of our sub-sector Value Chain. And areas which need to be strengthen and improved on
7. Our strategic approaches for E&E sectors
8. The four Key Strategies (KS) and initiatives under the E&E Productivity Nexus (EEPN) program
 - i. Enhance Higher Value-Added Activities
 - ii. Nurture Talent Pool
 - iii. Accelerate the Adoption of Industry 4.0
 - iv. Strengthen SME Development
9. In summary: How EEPN, in partnership with the Government, strives to enhance E&E Competitiveness in Malaysia