

Opportunity With Just A Push of A Button!

WHAT BUTTON? >



**A button offering opportunities
to MSMEs...**



**Allowing small businesses to
pivot their strategies by going digital
and thrive during the pandemic.**



An illustration of a woman with short dark hair and glasses, wearing a blue shirt, looking at a smartphone. A thought bubble above her head contains a gift box with a red cross, a beach ball, and a rolled-up white cloth with a blue pattern. The background is a textured orange.

Digitalisation allow MSMEs across the region to **sell their goods online**, reducing their operational costs and bringing them closer to their customers.

Building connectivity between buyers and sellers across the **ASEAN region**.

BUT HOW COULD WE BUILD THE BRIDGE BETWEEN MSMEs AND THE REGION?



Government agencies, like **MDEC in Malaysia**, runs a platform leveraging on big data and artificial intelligence to empower more **MSMEs** in adapting rapidly to the changing environments.



From this collaboration, **MDEC brings together thought leaders, innovators and practitioners.**

We could expect more digitally-skilled talents to be developed and enable digitally-powered businesses.



The Master Plan on ASEAN Connectivity (MPAC) 2025 unlocks more opportunities!



By supporting
ASEAN MSMEs participation
in the digital economy.

Learn more at <https://connectivity.asean.org/> #MPAC2025

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