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MPC-Siemens Tech-Talent Collaboration To Boost Productivity, With Target To Upskill 10,000 Industrial Talent

Kuala Lumpur, 20 February 2025 –. The Malaysia Productivity Corporation (MPC) and Siemens have officially signed a landmark Memorandum of Understanding (MoU) during the launch of an innovative and immersive digital space called the Siemens Xcelerator Experience Center (Sxec). This collaboration aims to train 10,000 industrial talents within three years.

By combining the real and digital worlds, this center aims to utilise advanced technologies such as digital twins, artificial intelligence and cloud computing to support initiatives such as industrial talent upskilling, sustainable workforce development, and the adoption of digital transformation across key sectors for business productivity and competitiveness. Ultimately, all these are aimed at driving Malaysia’s industrial transformation and economic growth agenda, as outlined by the New Industrial Master Plan 2030 (NIMP2030). These are also expected to contribute towards boosting the national GDP by providing more opportunities for Malaysian industries, while promoting higher wages for Malaysian workers.

The event marked a milestone in advancing Malaysia’s vision to position the country as the region’s premier investment, industrial and technological hub. As the Chair for ASEAN 2025, Malaysia is strengthening efforts for regional competitiveness through digital transformation, sustainable growth, and workforce readiness. Innovative public-private partnerships, such as this MPC-Siemens collaboration, drive government-industry integration at the national and regional levels, to fulfil the targets of ASEAN’s Economic Pillar, which is led by the Ministry of Investment, Trade and Industry (MITI).

Speaking at the launch, the Minister of Investment, Trade, and Industry (MITI), Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, said, “This MPC-Siemens collaboration underscores the critical role of public-private partnerships in helping MITI drive industrial transformation and productivity to support, among others, Malaysia’s economic resilience and tech innovation. Industrial upskilling, sustainable workforce development and digital transformation are crucial not only for business productivity, particularly for SMEs, but also for talent productivity. Ultimately, these are what will help drive better opportunities for our industries, and higher wages for Malaysia’s industrial talent, as outlined by the NIMP2030.”

For the record, as of Q2 2024, NIMP2030 had increased the manufacturing sector’s contribution to GDP by 4.7% (or RM4.2 billion) year-on-year, while adding 200,000 people to the industrial sector. Another noteworthy achievement is that by Q12024, median salary in the manufacturing sector had grown by 8.2% year-on-year.

MPC Chairman, Datuk Kamaruzzaman Johari, highlighted that talent development is a cornerstone of Malaysia’s productivity growth. The MoU introduces Flexivity, which recognises non-formal education and industry-driven training as essential for closing skills

gaps. The programme aims to elevate productivity, improve investor confidence, and strengthen Malaysia's Human Development Index (HDI).

The MoU will also build on MPC's Akademi Dalam Industri (ADI), a work-based programme in building future skilled workforce. ADI has received over 20,000 talents and involves 1,700 strategic partners to support high-demand fields, including advanced manufacturing, robotics, and data analytics. The programme ensures the Malaysian workforce is industry-ready for the dynamic demands of the evolving industrial landscape.

Siemens' Dedication to Advancing Innovation and Digitalisation

Mr. Tindaro Danze, President and CEO of Siemens Malaysia, reaffirmed Siemens' dedication to advancing Malaysia's Industry 4.0 initiatives.

"The collaboration reinforces Malaysia's position as a premier investment destination while driving sustainable economic growth and innovation. Siemens is proud to support MITI and MPC in fostering digital transformation, empowering businesses, and developing talent to enhance productivity and elevate Malaysia's economy to new heights."

Since 2017, Siemens has upskilled over 8,000 Malaysians through its SITRAIN programme, equipping talents with the expertise required to excel in a digital economy. Siemens has actively partnered with the Selangor Technical Skills Development Centre (STDC) under the TVET pillar since 2021 to drive industry-relevant training through advanced technologies.

SXEC supports Malaysia's role as an ASEAN leader in digital innovation. Designed to make digital transformation widely scalable, SXEC allows companies of all sizes to co-create solutions to advance organisational growth, subsequently accelerating Malaysia's and ASEAN's digital transformation. SXEC brings Industry 4.0 to life, making digital transformation tangible and accessible and allowing even small companies to explore scalable digital tools previously only reachable to big companies.

The MPC-Siemens MoU features partnerships in talent development and structured industry programmes, productivity and recognition and certification, industry insights for policy development and work-based learning for industry readiness.

A Shared Vision for a High-Productivity Future

This collaboration underscores the shared vision of MPC and Siemens to strengthen productivity growth as the foundation for profitability, high wages, and GDP growth. Citing the Human Capital Theory, the partnership demonstrates that investments in education and skills yield significant economic benefits, including increased productivity and innovation. The MoU positions Malaysia to ascend the global value chain, ensuring inclusive growth and competitiveness within ASEAN and beyond. It highlights a united effort to foster a high-productivity nation, powered by a skilled workforce driving industrial innovation and sustainable development.

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About Malaysia Productivity Corporation (“MPC”)

MPC is a statutory body under the Ministry of Investment, Trade and Industry (“MITI”). It drives national productivity holistically at the national, sectoral, and enterprise levels through three main thrusts: developing future talent, driving digitization and innovation, and building a robust ecosystem. It collaborates strategically with the private and public sectors by emphasising productivity as a key agenda to boost productivity growth and national competitiveness, ultimately leading to shared well-being and prosperity.