

TAIWAN MALAYSIA

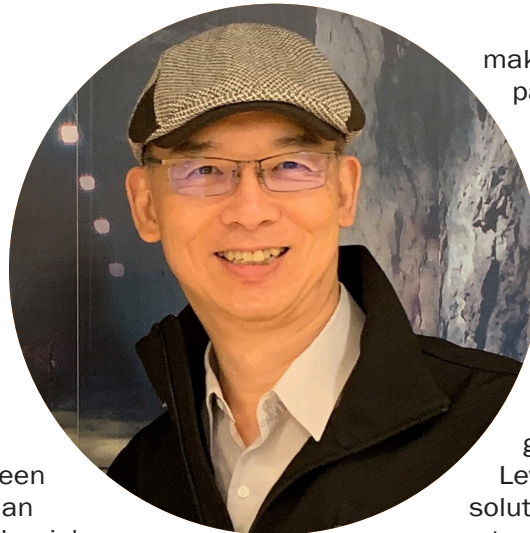
A Smart Partnership Towards A Smart Solutions Hub

Digital transformation is now essential, particularly for Malaysia's economy, where Micro, Small, and Medium Enterprises (MSMEs) form 97 percent of the entire economy. However, Malaysia lags behind its ASEAN counterparts in digital adoption. In an exclusive interview, James Chiao – the Chairman of the Taiwan Smart Solutions Association (TSSA) – reveals how Taiwan can help transform Malaysia into a regional smart solutions hub.

Established in 2021, TSSA has around 100 members specialising in core enterprise technological solutions such as chip design, AI, Cloud Services, Digital Twin, and 5G technologies and facilitates members in forming international collaborations

Chiao sees great collaborative potential between TSSA members and Malaysian enterprises. He believes Malaysia's strategic location in ASEAN, its skilled workforce, strong regional and international business connections, and cultural similarities with Taiwan make it an ideal partner for Taiwanese MSMEs.

He further highlights the role Malaysia can play in the “glocalisation” of Taiwanese smart solutions, which is “a strategy that comprises global solutions and localised implementations.” Chiao also noted that “While global solutions that can be utilised anywhere. However, important details such as the User Interface (UI), User Experience (UX), interface language, behavioural consumption patterns, and so on, need to be adjusted to suit the consumer’s local needs.” Malaysia’s diversity and its position within the large ASEAN market



make it an ideal glocalisation partner for TSSA in Southeast Asia.

At the same time, Taiwanese providers can help free Malaysian companies from expensive and time-consuming R&D processes, allowing them to focus on marketing glocalised solutions.

Leveraging these smart solutions, Malaysian MSMEs can streamline their digital transformation efforts, significantly boosting efficiency and reducing costs. Consequently, this positions Malaysian MSMEs to remain competitive in international markets.

Going digital and smart has become a necessity in today’s world, and collaborations with reliable partners such as TSSA members can prove invaluable for a smooth and cost-friendly transition. Malaysian and Taiwanese MSMEs can establish a strong partnership based on their commonalities and how they complement each other.