



HRDF OPENS PAHANG BRANCH TO ENHANCE PREPARATION FOR INDUSTRY 4.0

- As part of the East Coast Economic Region, Pahang will also create new job opportunities. It hosts over 37,000 SMEs or 4.1 per cent of all SMEs in Malaysia (as of 2016).
- There is a total of 1,150 HRDF registered employers in East Coast region.

Kuantan, 17 March 2018 — The Human Resources Development Fund (HRDF) today officially launched its new East Coast branch at Wisma PERKESO in Pahang.

HRDF's opening of the Pahang branch will galvanise the re-skilling, up-skilling and multi-skilling of the talent in the state as it is a crucial factor to improving the social mobility and the well-being of the *rakyat* as a whole. The move symbolises HRDF's commitment to developing the Malaysian workforce outside Kuala Lumpur in order to achieve the national aspiration of becoming a high-income developed nation by the year 2020.

The event was launched by the Deputy Minister of Human Resources Dato' Sri Dr Haji Ismail bin Haji Abd Muttalib. HRDF Chief Strategy Officer, Lim Kah Cheng was present to witness the ceremony.

During his speech, HRDF Chief Strategy Officer, Lim Kah Cheng said "With the opening of HRDF office in Pahang it will encourage more employers in the region to train and improve the skills of their employees primarily to prepare them for the Fourth Industrial revolution (IR4.0).

To date, HRDF has a total of 1,150 registered employers in the East Coast region. With the expansion of PSMB Act last year it will see an increase in the number of employees who are eligible for training under HRDF from the current 1.77 million to 2.8 million by 2020 — an increment of 58 per cent.

During the event, Deputy Minister of Human Resources Dato' Sri Dr Haji Ismail bin Haji Abd Muttalib also urged companies in Pahang to take advantage of the opportunities afforded by the initiatives driven by HRDF. "I hope that the Rakyat will rally behind the potential of our talent by enhancing their capabilities and enabling them to participate actively in their own development for the greater good of Malaysia.

"I am also hopeful that HRDF's initiatives will complement efforts by ECERDC in human capital development to uplift the lives of the *rakyat* from the Bottom 40 (B40) per cent income group."

The Minister also congratulated HRDF on taking this significant step towards working closer with the Pahang community to up-skill, re-skill and multi-skill themselves, in preparation of the technological changes coming to the Malaysian workplace.

####

Contacts for Media Inquiries:

Ms. Malar Ramalingam

Branding & PR

Human Resources Development Fund

malar@hrdf.com.my

Telephone:03-2096 4793

Ms. Seri Azriana

Branding & PR

Human Resources Development Fund

sazriana@hrdf.com.my

Telephone:03-2096 4750

About Human Resources Development Fund (HRDF)

Pembangunan Sumber Manusia Berhad (PSMB) also known as the Human Resources Development Fund (HRDF) is a dynamic organisation established in 1993, under the Ministry of Human Resources.

Governed by the Pembangunan Sumber Manusia Berhad Act 2001 (PSMB Act 2001), HRDF was given the mandate by the Malaysian Government to catalyse the development of competent local workforce that will contribute to Malaysia's vision of becoming a high-income economy.

Since its inception, HRDF has evolved from managing a sizeable fund to becoming a one-stop-centre for providing novel Human Resource Development (HRD) solutions to the critical mass of small and medium enterprises (SMEs) in Malaysia.

HRDF is well positioned to offer robust and prudent solutions that will help Malaysia move up in rank on the Global Competitiveness Index. By enhancing regional and global competitiveness via up-skilling, re-skilling and multi-skilling Malaysian talent, it looks to help propel the country towards becoming a high income nation.

In line with the 11th Malaysia Plan (11MP), the Malaysian Government initiated several programmes that focus on accelerating human capital development through four major areas. These include:

- Improving the efficiency of the labour market to accelerate economic growth;
- Transforming technical and vocational education to meet industry demand;
- Strengthening lifelong learning for skills enhancement; and
- Improving the quality of education system for better student outcomes and institutional excellence.

For the 'Strengthening of Lifelong Learning for Skills Enhancement' programme, HRDF's latest mandate is to ensure the growth of quality local workforce through efficient, high-skilled training certification programmes and initiatives that would contribute to a 35 per cent skilled Malaysian workforce and the creation of 1.5 million jobs by Year 2020.

Additionally, HRDF continues to be steadfast in its effort towards encouraging employers covered under the PSMB Act 2001 to retrain and upgrade the skills of local employees, apprentices and trainees in keeping with the fast evolving global business landscape while meeting their individual company's aspirations.

More information is available at www.hrdf.com.my