



MEDIA RELEASE

THE ECONOMIC POLICY LEADERS PROGRAMME: WORKSHOP ON URBAN TRANSPORTATION AND E-MOBILITY IN MALAYSIA: SMART MOBILITY TOWARDS IMPLEMENTATION OF ENERGY EFFICIENCY VEHICLE (EEV)

The Economic Policy Leaders Programme (EPLP) was first introduced in 2016. A total of 124 officials from MITI and its agencies participated in six (6) EPLP workshops last year focused on economic and industrialisation transformation, investment promotion and trade facilitation. All these programmes were aimed at building talent in MITI and its agencies and were jointly funded by the Malaysian and Singapore Government.

This is the second year of MITI's collaboration with Singapore Cooperation Enterprise (SCE) and Temasek Foundation International (TFI), this time focusing on the automotive sector, revolving around vehicle environmental policy, technology and innovation of Energy Efficient Vehicles; also known as EEVs. Today's workshop on "Urban Transportation and E-Mobility in Malaysia: Smart Mobility towards EEV" will be organised from 8 – 10 November 2017 over 3-days in Kuala Lumpur.

For this year's workshop, Government agencies such as the Ministry of Transport (MOT), Ministry of Natural Resources & Environment (NRE), Ministry of Domestic Trade, Cooperatives and Consumer Affairs (KPDNKK), Land Public Transport Commission (SPAD), Economic Planning Unit (EPU) and the Malaysian Green Technology Corporation (GREENTECH) will also take part in the programme.

The National Automotive Policy (NAP) places emphasis on green initiatives, with the ultimate objective of establishing Malaysia as a regional EEV hub by the year 2020. In this context, EEVs are not limited to electric vehicle alone, but any vehicle that meets a set standard of fuel consumption and carbon emission level. Our EEV policy is tailored towards meeting future demands in vehicle technology including the need to produce skilled human resources, investments in technology and sustainable mobility.



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

Moving forward, the Government recognises the importance of digitalisation and connectivity as we move towards embracing the Fourth Industrial Revolution (Industry 4.0) in Malaysia. Automation is increasingly applied across various sectors including the automotive sector.

In his keynote address, the Deputy Minister highlighted the future of the automotive industry, which will evolve towards digitalisation, with “Internet of Things” (IOT) and Big Data Management becoming an increasingly ubiquitous feature to remain competitive. As the automotive industry continue to advance toward autonomous and semi-autonomous capability vehicles, there is opportunity to further improve Malaysia’s own public transport landscape with wider usage of EEVs.

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**Ministry of International Trade and Industry (MITI)
8 November 2017**

About MITI:

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia’s rapid economic development and help achieve the country's stated goal of becoming a developed nation by 2020 .

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