

Honouring Malaysia's Best of the Best

- i) *APICTA 2015 recognises Malaysia's new "stars" of the ICT Industry;*
- ii) *PIKOM calls for entries with over 20 award categories open to students, technopreneurs, SMEs and organisations nationwide*

KUALA LUMPUR, 4 June 2015 – The National ICT Association of Malaysia (PIKOM) calls for submissions for the 2015 MSC Malaysia Asia Pacific ICT Awards (APICTA) slated for October this year.

Initiated by the Multimedia Development Corporation (MDeC) and in its 16th year, APICTA is the nation's prestigious showcase of ICT excellence and innovation – aimed at recognising local creativity as well as ground-breaking achievements and contributions in the industry. The awards are an important platform for spurring greater competitive spirit among local companies to move on par with international counterparts.

APICTA is one of the industry's most respected award platforms – having received the patronage of the Prime Minister since its inception in 1999.

Aside from international exposure from representing Malaysia at the regional level, companies who participate in APICTA benefit from networking opportunities, access to expanded business networks, exposure to venture capitalists and investors, a platform to benchmark products and services, and much more.

In the past 16 years, APICTA has helped discover the best of the best in the industry and continues to serve as a motivator for Malaysian companies to excel; while instilling a greater sense of confidence in their ability to compete internationally.

"PIKOM is always pleased to be involved in APICTA as we have seen its immeasurable value to the ICT industry and the nation. Companies should consider the tremendous business value it brings to local ICT firms and we strongly encourage them to participate," shared Cheah Kok Hoong, Chairman of PIKOM.

Other benefits of participation include opportunities to go on marketing missions, to attend various Entrepreneurship Development Programmes at renowned institutions such as the Massachusetts Institute of Technology (MIT) in the US and the right to use the prestigious APICTA Awards logo.

Offering over 20 award categories, APICTA is open to individuals, students, entrepreneurs, SMEs and organisations operating in Malaysia. The large number of categories is aimed at better capturing the dynamic landscape and innovative spirit of the local ICT industry.

The most coveted award is the Prime Minister's Award with the recipient being selected from the total pool of winners for the night. Winners at the national level go on to represent Malaysia at the international stage where the country has established a firm track record of excellence.

Last year, Malaysia bagged two winner and six merit awards at the regional level in Jakarta. This year, the international APICTA awards will be hosted in Sri Lanka and Malaysia is looked upon to maintain its commendable track record.

“Judging from the quality of entries we have received from past years and in 2015, we are excited about the future of the local industry. APICTA has certainly served to consistently unearth the rich talents, capabilities, developments and many breakthroughs within the local eco-system. If not, many of these would have gone unnoticed,” shared Cheah.

Those interested to submit nominations for MSC Malaysia APICTA 2015 can go to <http://www.msicapicta.com.my/>. For further info, kindly contact the MSC Malaysia APICTA secretariat at:

PIKOM, the National ICT Association of Malaysia

Tel : (603) 40650078 **Fax** : (603) 40650079

Email : apicta@pikom.org.my



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About PIKOM

PIKOM, THE NATIONAL ICT ASSOCIATION OF MALAYSIA is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at over 1,000 comprising companies involved in a whole spectrum of ICT products and services which commands about 80% of the total ICT trade in Malaysia. PIKOM works to improve the business climate in the interests of all its member companies and to promote industry growth in line with national aspirations. PIKOM's membership is open to all Malaysian companies who supply ICT products and services in the computing and telecommunications industries. However, non-ICT companies are also welcome to join the Association as associate members.

For further information, interview requests and [high res images](#), please contact:

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