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Alibaba Cloud launches 'Digital Heroes Program' to bolster its commitments in Malaysia



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In the presence of Science, Technology and Innovation (MOSTI) Minister Datuk Sri Dr Adham Baba, the cloud service leader launched the "Digital Heroes Programme" - a nationwide digital talent strengthening initiative that aims to inspire young talent and bridge the gap between academia and industry, in addition to furnishing Malaysia with a strong digital labour force.

As a move to expand Alibaba Cloud's digital footprint to more states across the nation, the Digital Heroes Program is an evolution of the Alibaba Cloud Academic Empowerment Program (AAEP), an initiative that strengthens budding digital talents via participating accredited educational institutions.

Built upon the current internship and AAEP initiative programme, the Digital Heroes Program encompasses three new key areas including MY Digital Talent in U Competition, Nationwide University Tour and Student Ambassador.

MY Digital Talent in U Competition is a contest open to students and academic staff to discover the world of cloud computing with training programmes and courses provided, while the Nationwide University Tour is a university tour across the whole region that educates and introduces in-depth cloud computing to local talents alongside business developers, solution architects from Alibaba Cloud and selected key industry players.

Last but not least, Student Ambassador is an opportunity for local students to participate in Alibaba Cloud's events, which further helps them develop leadership, professionalism and communication skills.

Kun delivered the welcoming address to introduce the Digital Heroes Program and its initiatives in Malaysia, which are aligned with its mission - In Malaysia For Malaysia during the Alibaba Cloud Day KL Summit 2022.

"The epicentre of the Digital Heroes Program is not just to provide local students innovative digital experiences, but also for us to create a sustainable pool of digital talents who would contribute to the local business ecosystem," said Alibaba Cloud Intelligence Malaysia general manager Kun Huang.

"As a global cloud leader, we are proud to be part of the collective effort and would like to leverage our best-in-class technologies and proven experience to support local talent development while further empowering Malaysia's digital transformation journey."

Dr Adham Baba said, "As part of Malaysia's plan to transform the country into a regional leader in the digital economy, we welcome technology providers to invest in Malaysia and leverage on the skill sets and capabilities of local talents.

“Alibaba Cloud is a good example, where the company has successfully set up two local data centres and a strong local team to support local companies and provide them with leading cloud technologies and professional services.”

Insights from industry captains to drive tech innovation

The Summit has also shed further light on cutting-edge technology and sustainability, from the latest insights in sustainability to the future of businesses, by leaders from different sectors such as telecommunications, finance, retail, smart logistics as well as Alibaba Cloud executives.

For instance, some sessions featured speakers from Genting Malaysia Berhad, Bank Muamalat Malaysia Berhad, Entomo Malaysia Sdn Bhd and China Mobile International who imparted invaluable thoughts and insights to participants.

As an infrastructure provider for a green economy, Alibaba Cloud also shared its efforts and innovative solutions in achieving sustainability and green cloud computing ecosystems during the Summit.

At the end of June this year, Alibaba Cloud launched Energy Expert, a sustainability platform to help customers worldwide measure, analyse and manage the carbon emissions of their business activities and products.

As one of the world's leading cloud service providers, Alibaba Cloud boasts a network of 85 availability zones in 28 regions across the globe, offering a highly secure, scalable, robust cloud infrastructure to support global customers embracing digital innovation.

It is also the only global cloud provider with local data centres in Malaysia and launched its first cloud-based Anti-DDos Scrubbing Centre in Malaysia in 2018, serving the region.