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Malaysia Accelerator program Plug and Play fosters start-up innovation in Agriculture

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Plug and Play held the inaugural Expo Day for its newly launched Malaysia Accelerator program which seeks to accelerate the growth of the innovation ecosystem in the country by working with leading corporations and startups across the globe. The event featured pitches from 10 startups that were selected to be part of the first batch of itsÂ Malaysia-based accelerator program.

At the event, Khazanah Nasional ("Khazanah") shared about theÂ*Future Malaysia Programme*Â and its commitment to accelerating innovation within the country. Together with other Malaysian conglomerates such as CelcomDigi, Sime Darby Plantation, and EDOTCO Group, Plug and Play aims to scale the startups' solutions and drive substantial socio-economic impact withinÂ Malaysia. The Malaysia Accelerator program focuses on pivotal founding themes such as Digital Society & Technology Hub, Sustainability & Climate Resilience, and Food Security & Agriculture.

Khazanah Managing Director Dato'Â Amirul Feisal Wan ZahirÂ said, "Khazanah, through our Advancing Malaysia strategy, is committed to nation-building and economic empowerment, in support of the government's aspiration of bolstering the nation's resilience, advancing economic transformation and improving socioeconomic outcomes. TheÂ*Future Malaysia Programme*, an initiative under Dana Impak, is a representation of that commitment specifically for local entrepreneurs, startups, and businesses to spur innovation and economic growth, by driving strategic collaborations withinÂ Malaysia'sÂ startup and

corporate venture ecosystem."

"It is encouraging and exciting to be part of something that is driven by innovation, especially creating new synergies between startups and corporates. We are committed to collaborating with other companies and exploring new solutions in areas such as artificial intelligence/machine learning, IR4.0, Web 3.0, digital SME solutions, electrification, etc. This is further made possible through CelcomDigi's Innovation Centre, which is dedicated to exploring and developing innovative technologies while creating a vibrant ecosystem where startups can thrive and make a meaningful impact," shared T. Kugan, Chief Innovation Officer, CelcomDigi.