

AI PRODUCTIVITY ROADMAP

**NAVIGATING PRODUCTIVITY OF THE INDUSTRY
IN THE DIGITAL AND AI ERA**

LOGISTICS INDUSTRY

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AI Productivity Roadmap • Logistics Productivity Nexus

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Table of Contents

3	Message from the Director General, Malaysia Productivity Corporation, Datuk Zahid Ismail	18	AI and Digital Adoption in Logistic Industry <ul style="list-style-type: none">➤ Transport Management➤ Warehouse Management➤ Business Integration Gateway and Management➤ E-payment Gateway and Management
3	Message from the Champion, Logistics Productivity Nexus, Dato' Seri Dr. Michael Tio	19	AI and Digital Adoption in Logistic Industry <ul style="list-style-type: none">➤ Integrated Logistics Gateway and Management➤ Ecommerce Gateway and Management➤ Cold Chain Logistics Operations➤ Green Logistics Technologies
4	Industry Overview : Malaysia's Logistics Sector Ecosystem	20	AI and Digital Adoption in Logistic Industry <ul style="list-style-type: none">➤ Collaborated Logistics Operations➤ In-House Systems & Operations Training➤ Distributed Ledger Technologies (Block-Chain)➤ Integrated Data Analytics (Artificial Intelligence)
5	Evolution of Logistics Landscape in Malaysia	21	People Skills & Training Needed
6	Vision and Strategy	22	AI and Digital Solutions Roadmap Cluster
7	Logistics and Trade Facilitation Masterplan 2015 - 2020	23	AI and Digital Transformation Use Case 1
8	The National Transport Policy (2019 - 2030)	24	AI and Digital Transformation Use Case 2
9	Sectoral Transformation	25	Additional Information and Resources
10	Digital Roadmap Time-Line for Implementation	26	AI Productivity Roadmap for Logistics
11	Sub-Sectorial Logistics Economic Performance	27	Digital Pledge
12	Targeted Beneficiaries	28	List of Contributors
13	Accelerating Technology Adoption to Enhance National Competitiveness		
14	Accelerating Productivity Through Digitalisation Via MPC's Digital Platform Network+		
15	AI and Digital Transformation Journey		
16	AI and Digital Strategic Implementation Matrix		
17	AI and Digital Adoption in Logistic Industry <ul style="list-style-type: none">➤ Freight Forwarding Management➤ Billing & E-Invoicing Management➤ Border Facilitation Management➤ Fleet & Fuel Management➤ Store & Inventory Management		

FOREWORDS



DATUK ZAHID ISMAIL
Director General
Malaysia Productivity Corporation (MPC)



DATO' SERI DR. MICHAEL TIO
Champion
Logistics Productivity Nexus

To boost national productivity, we must harness the power of AI and digital technologies - every sector, every individual has a role to play by equipping themselves with the right knowledge, skills, and competencies to stay ahead

The Industry AI Productivity Roadmap for Logistics marks a bold step toward building a digitally empowered and globally competitive ecosystem. Developed through collaboration with industry, government, and technology partners, it charts the way forward for innovation and operational excellence. By embracing technologies such as blockchain and AI, we can improve efficiency, raise service standards, and boost productivity. Together, we will future-proof Malaysia's logistics industry and position our nation as the next ASEAN logistics hub.

LOGISTICS INDUSTRY SNAPSHOT

LPI RANKING
2018 - 44TH
2023 - 26TH

01

Transport of Goods, including road, rail, inland waterways and maritime transport

02

Forwarding Services, including customs clearance, freight consolidation and NOVOCC

03

Warehousing Services, including cold storage and bonded warehousing

04

Small Parcel Delivery, including courier and eCommerce delivery services

05

Value-added Services, including specialised services in O&G, E&E, cold-chain, pharmaceutical, FMCG, etc

TRANSPORTATION AND STORAGE

No of Establishment : **48,793**
 Value Added : **58,056,499**
 No of Employment : **475,831**
 Labour Productivity (RM) : **122,011**

WATER TRANSPORTATION

No of Establishment : **48,793**
 Value Added : **58,056,499**
 No of Employment : **475,831**
 Labour Productivity (RM) : **122,011**

WAREHOUSING AND SUPPORT ACTIVITIES FOR TRANSPORTATION

No of Establishment : **10,922**
 Value Added : **28,809,958**
 No of Employment : **148,464**
 Labour Productivity (RM) : **194,053**

LAND TRANSPORTATION

No of Establishment : **34,009**
 Value Added : **14,292,878**
 No of Employment : **223,708**
 Labour Productivity (RM) : **63,891**

AIR TRANSPORTATION

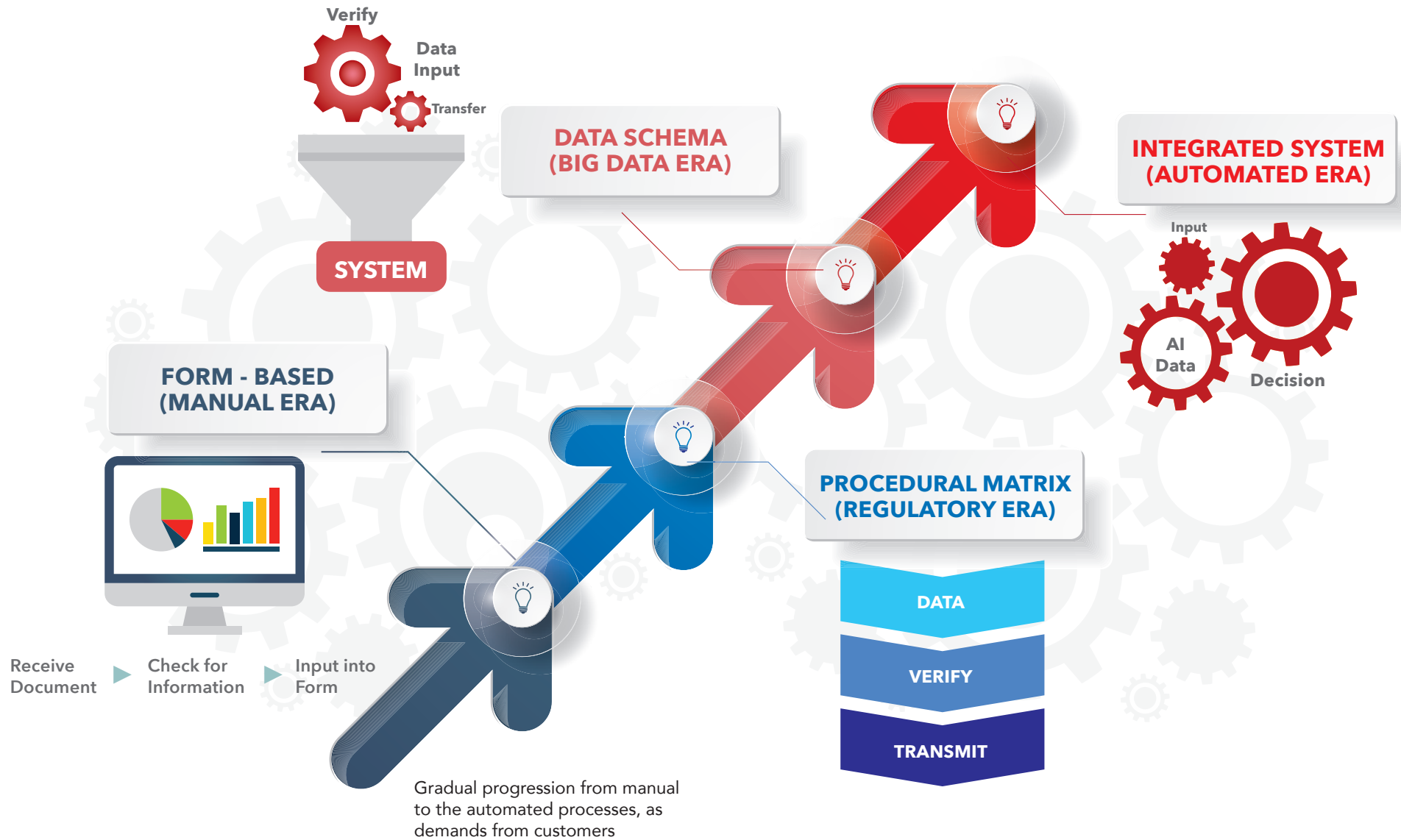
No of Establishment : **172**
 Value Added : **3,280,033**
 No of Employment : **34,654**
 Labour Productivity (RM) : **94,651**

POST & COURIER SERVICES

No of Establishment : **2,511**
 Value Added : **4,156,451**
 No of Employment : **39,420**
 Labour Productivity (RM) : **105,440**

Source : DOSM

EVOLUTION OF LOGISTICS LANDSCAPE





vision

strategy

VISION

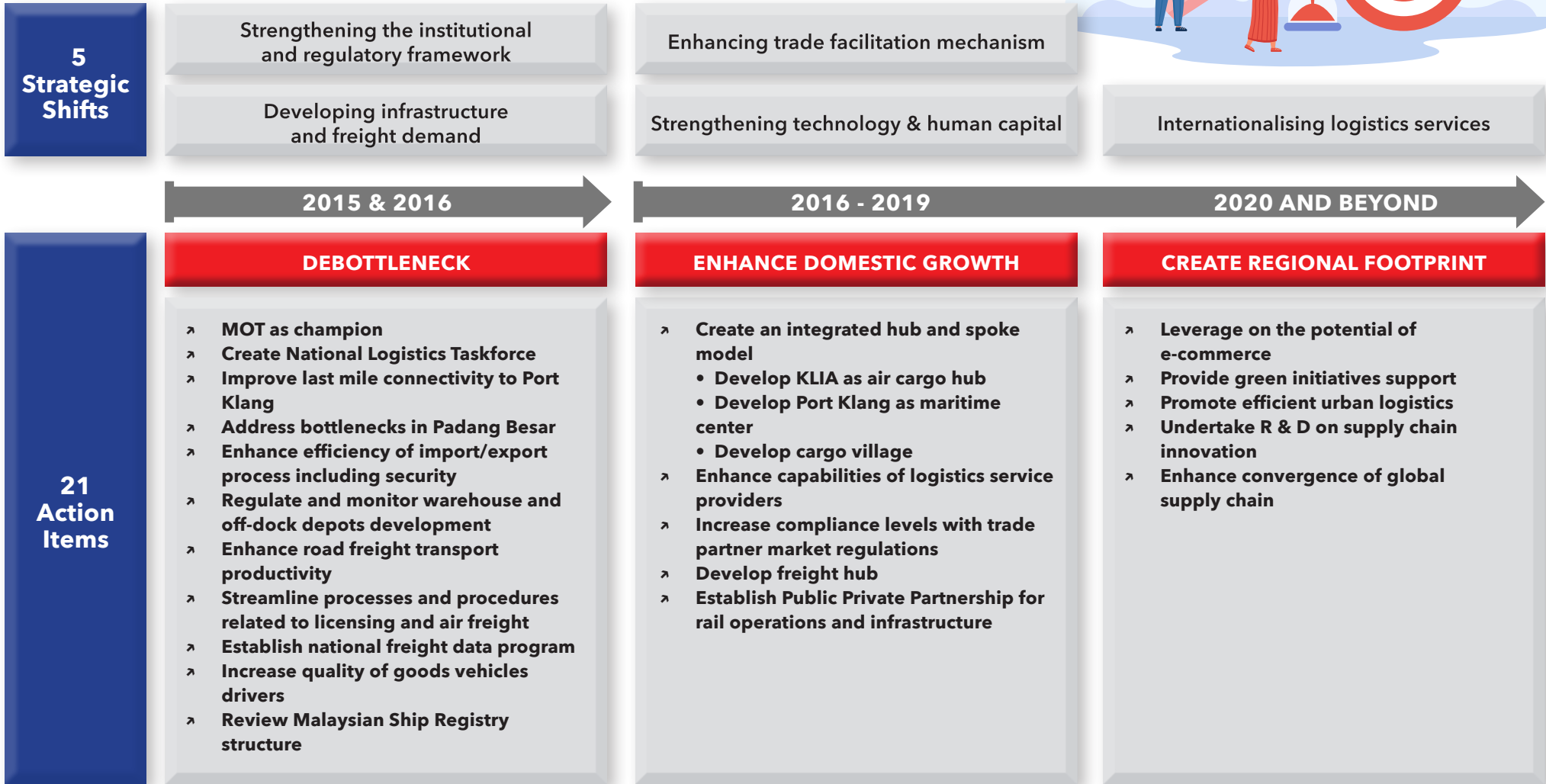
**Digitalisation Roadmap
for the Strengthening
of Transport and Freight
subsectors in the
Logistics Industry**

STRATEGY

- **Continue the National Logistics Task Force (NLTF) Master Plan and the alignment of the National Transport Policy (NTP).**
- **Intensive Engagement with Logistics Industry by Logistics Productivity Nexus (LPN)**

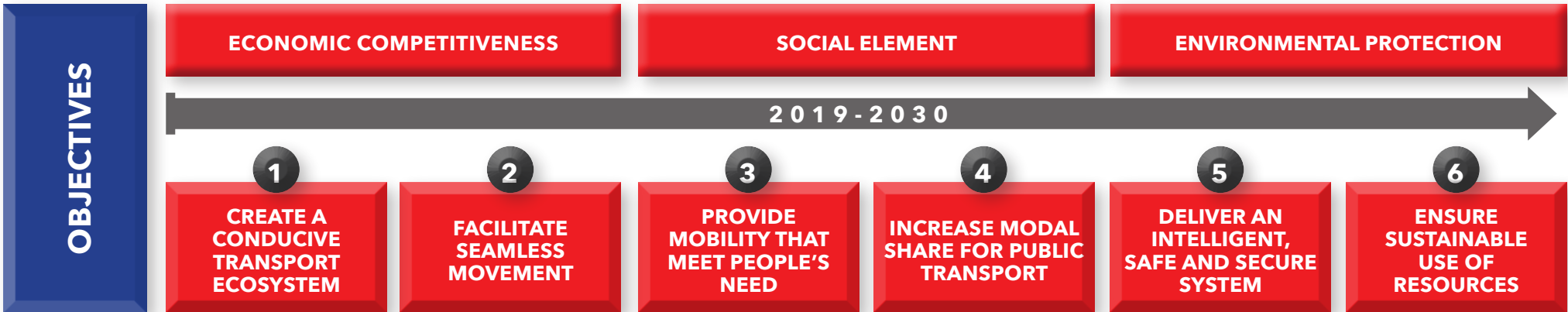
LOGISTICS AND TRADE FACILITATION MASTERPLAN (2015-2020)

LOGISTICS AND TRADE FACILITATION MASTERPLAN 2015 - 2020





THE NATIONAL TRANSPORT POLICY 2019 - 2030



POLICY THRUSTS	<ul style="list-style-type: none"> ➤ Strengthen the governance to create a conducive environment for the transport sector ➤ Optimise, build & maintain transport infrastructure, services and networks for efficiency ➤ Enhance safety, integration, connectivity & accessibility for seamless journey ➤ Advance towards green transport ecosystem ➤ Expand global footprint and promote internationalization of transport services
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SECTORAL TRANSFORMATION

17 INDUSTRY-SPECIFIC DIGITAL ADOPTION

Each roadmap outlines the industry overview, digitalisation challenges, and adoption strategies across basic, intermediate, and advanced levels.

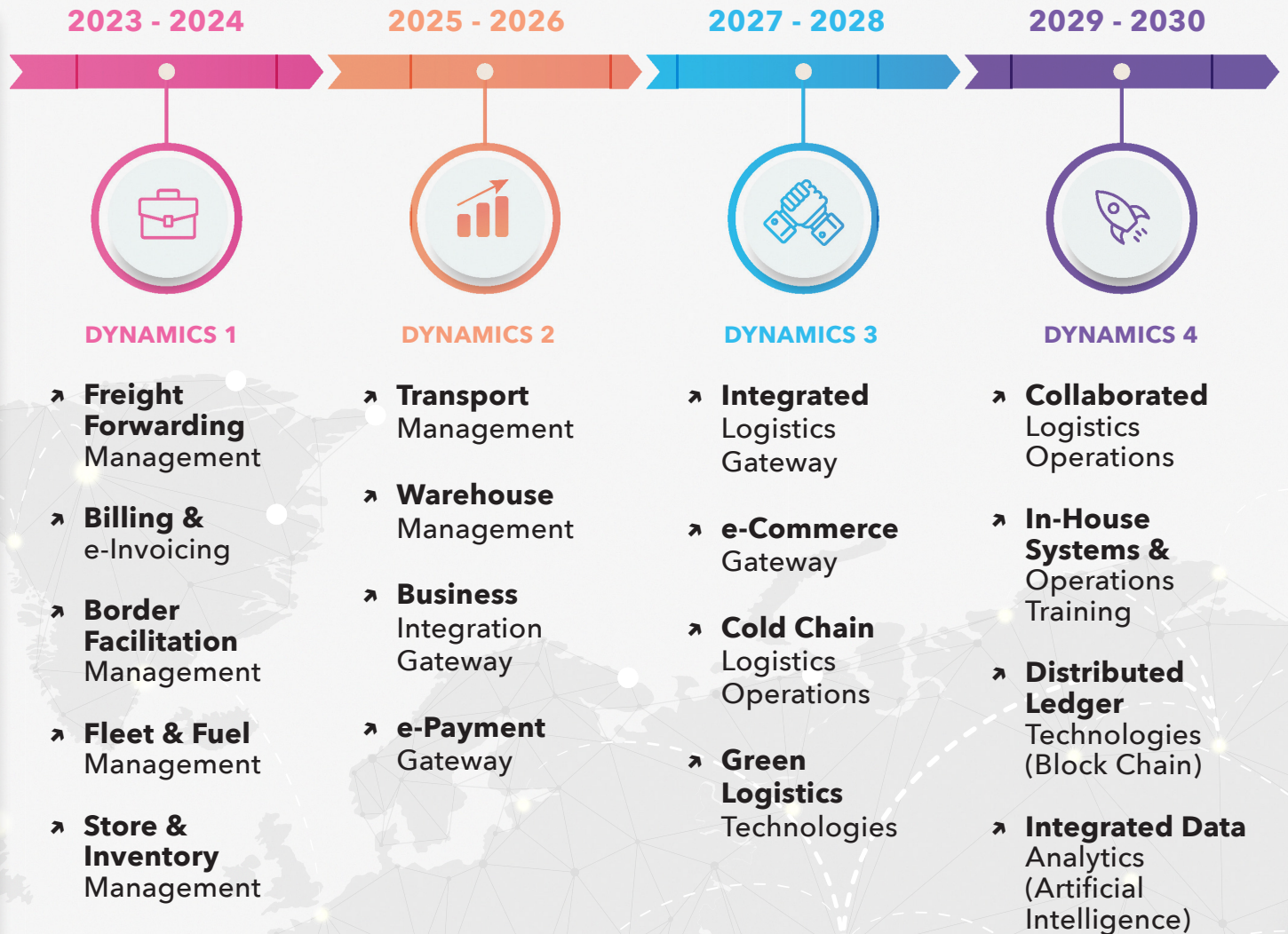
LEVEL	STAGE	DEFINITION
Basic	Dynamics 1	Foundational tools to digitalise fundamental processes like record-keeping, tracking operational status, sales and meeting regulatory compliances.
Intermediate	Dynamics 2	Integration of data from Dynamics 1 to optimise operations and manage data accuracy and improve traceability.
	Dynamics 3	Deeper integration of data from Dynamics 1 and 2 and improve connectivity internally and externally, and to incorporate elements of ESG compliance.
Advanced	Dynamics 4	Automation and predictive systems leveraging AI, IoT, Blockchain to provide real-time analytics and excellence in training culture.

It also includes recommended digital tools, real-world use cases, and proof-of-concept (POC) projects implemented by actual companies through Nexus collaborations.

**DIGITAL ROADMAP
TIME-LINE FOR
IMPLEMENTATION**

**DIGITAL ROADMAP TIME-LINE
FOR IMPLEMENTATION**

**Digitalisation
Roadmap
for the
Strengthening
of Transport
and Freight
subsectors
in the
Logistics
Industry**



SUB-SECTORIAL LOGISTICS ECONOMIC OPERATORS

**TRANSPORT
OPERATOR
& AGENT**

**CONTAINER
HAULAGE
OPERATOR**

**FORWARDING
&
BROKERAGE**

**AIR-CARGO
EXPRESS
&
COURIER
EXPRESS**

**SHIPPING &
INLAND
WATER
OPERATOR**

**WAREHOUSE
& STORE
OPERATOR**

**COLD CHAIN
LOGISTICS
OPERATOR**

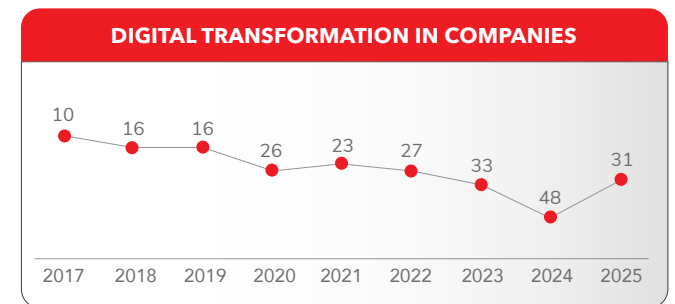
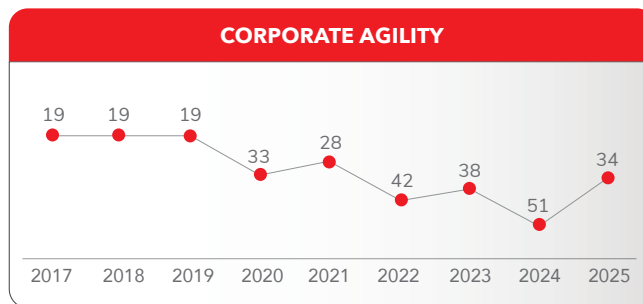
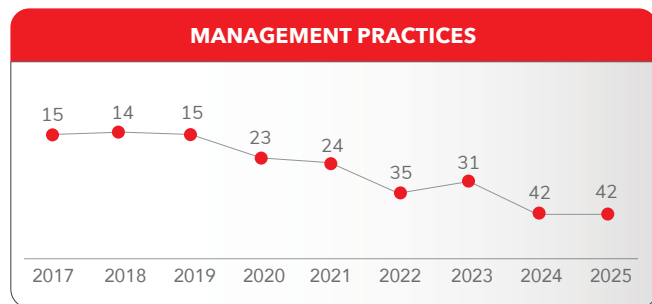
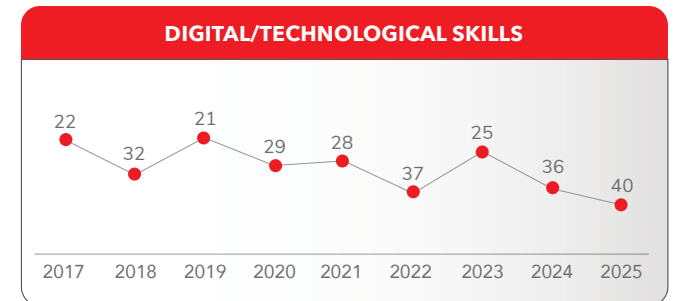
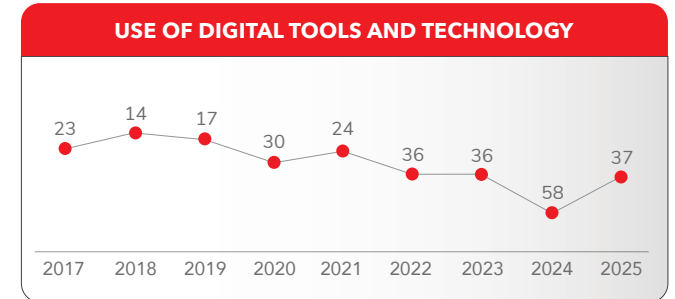
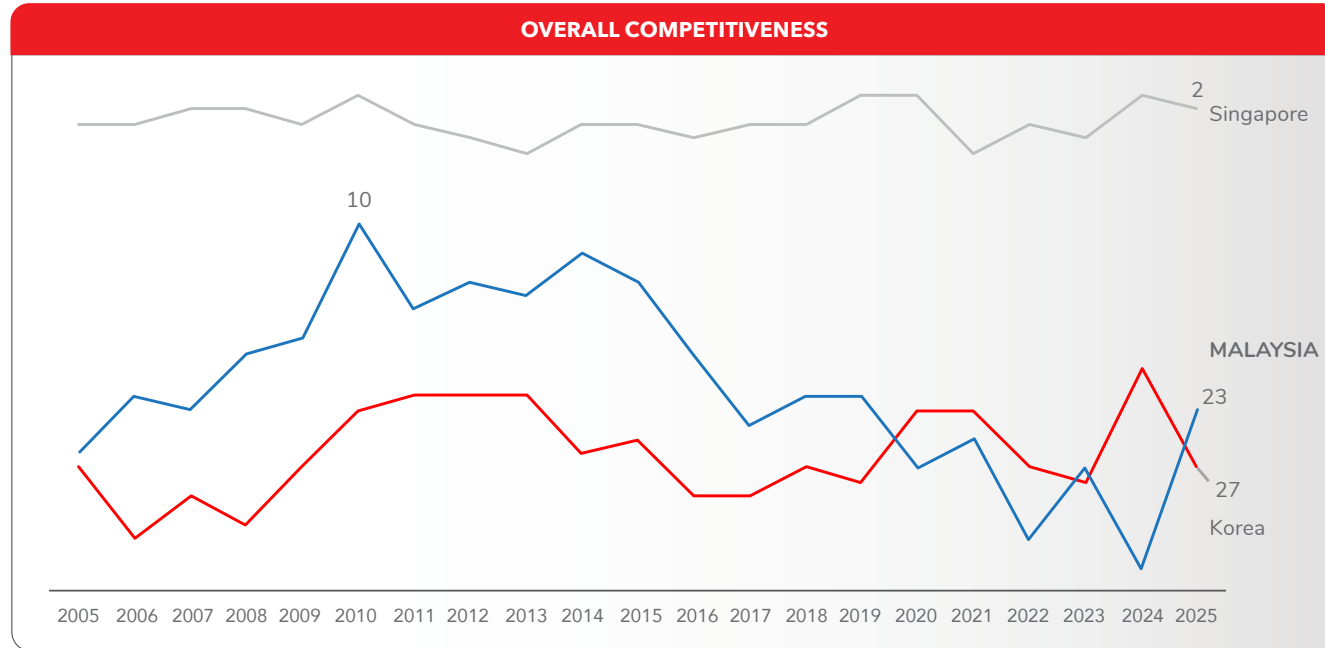
**AIR-FREIGHT
FORWARDER
&
AIR-CARGO
AGENT**

TARGETED BENEFICIARIES



ACCELERATING TECHNOLOGY ADOPTION TO ENHANCE NATIONAL COMPETITIVENESS

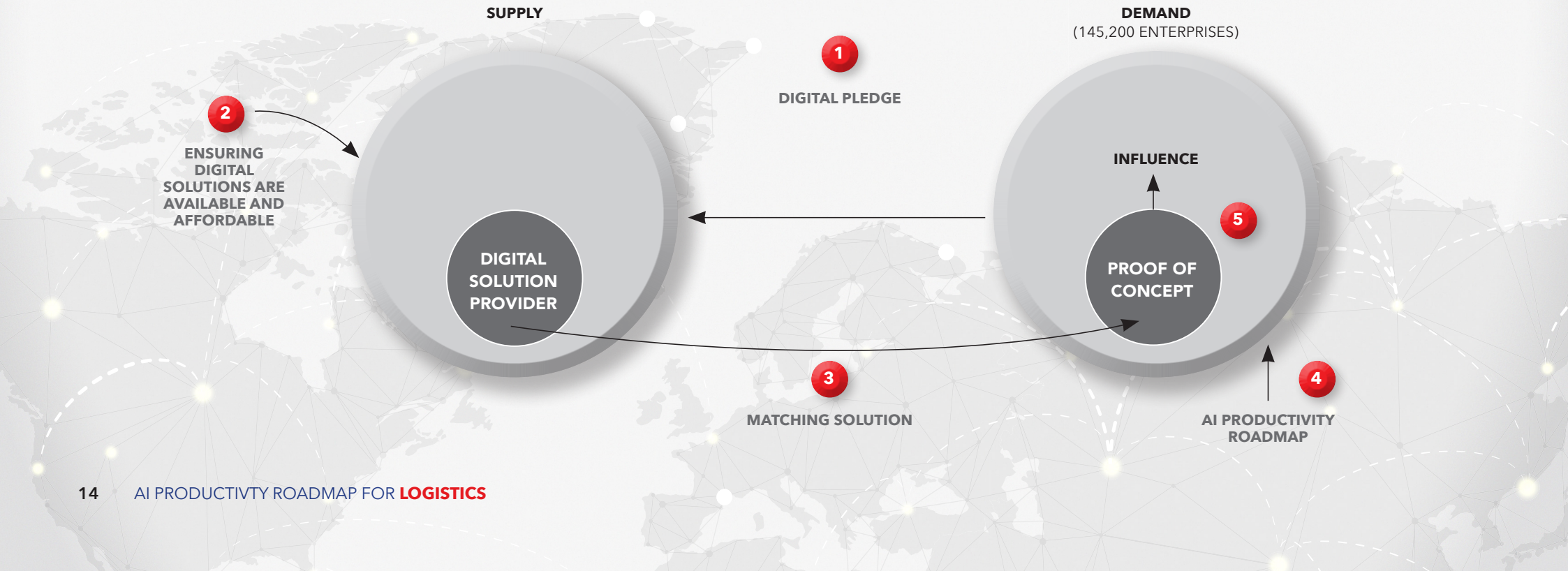
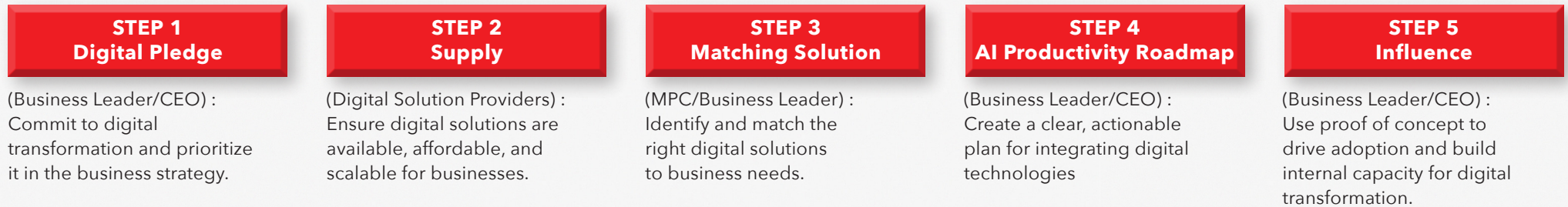
Malaysia must urgently accelerate technology adoption to achieve its aspiration of becoming one of the top 12 most competitive nations by 2033



Source : World Competitiveness Yearbook 2017~2024

ACCELERATING PRODUCTIVITY THROUGH DIGITALISATION VIA MPC'S DIGITAL PLATFORM NETWORK+

Business leaders can enhance productivity and strengthen the ecosystem by leveraging MPC's Digital Platform Network+ (DPN+), which provides access to affordable digital solutions and promotes skills enhancement to drive digital transformation.



AI AND DIGITAL TRANSFORMATION JOURNEY

INVENTORY MANAGEMENT

BASIC



Manual Inventory Control

INTERMEDIATE



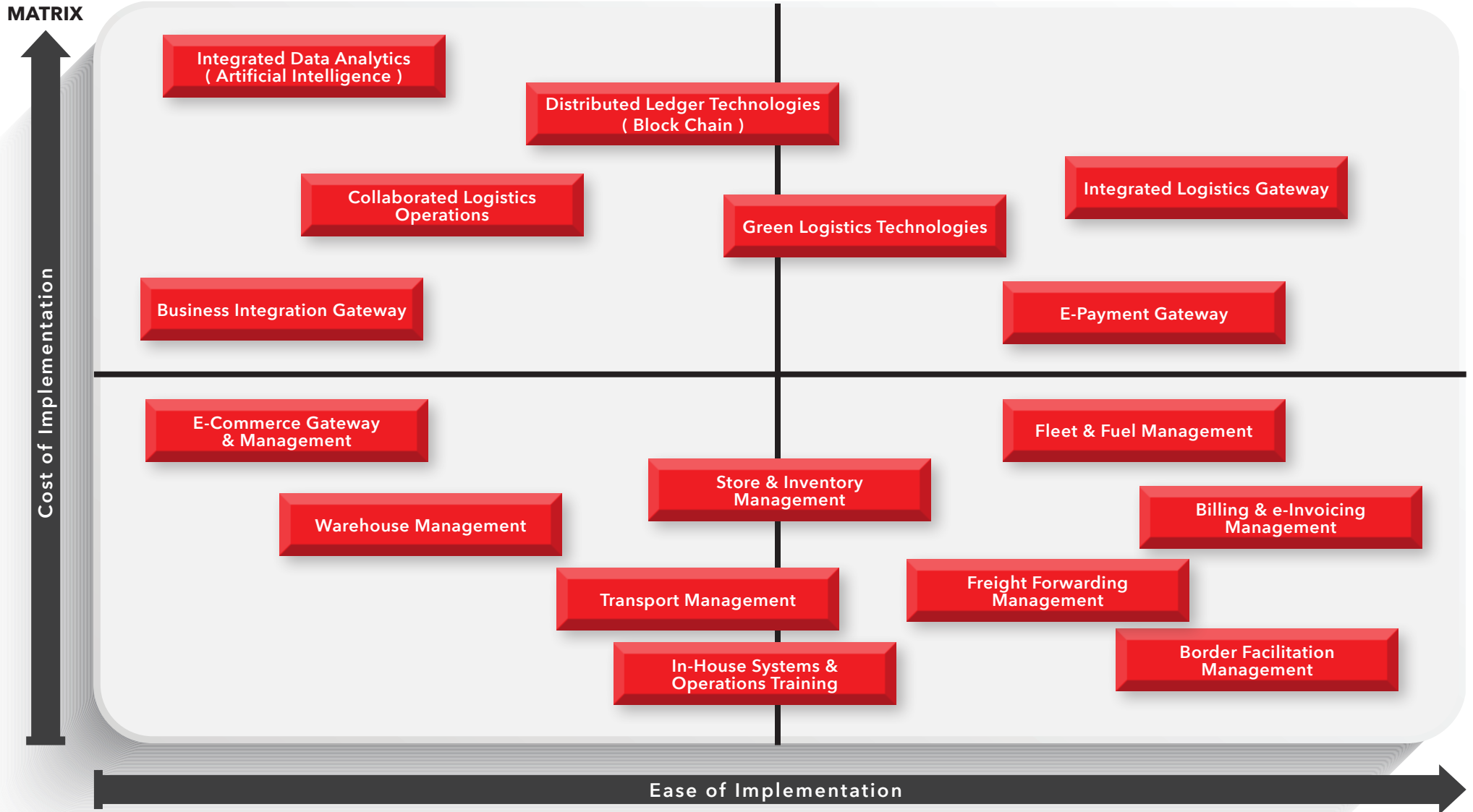
Warehouse Management System (WMS)

ADVANCED



Automated Storage and Retrieval systems (ASRS)

AI AND DIGITAL STRATEGIC IMPLEMENTATION MATRIX



AI AND DIGITAL ADOPTION IN LOGISTIC INDUSTRY

SOLUTION / TECHNOLOGIES	DYNAMICS 1	PREPARATORY STAGE
Freight Forwarding Management	Overview	Digitalising freight forwarding data flow in the enterprise that enables in providing an “end-to-end” work-flow and monitoring, covering import and export shipments by sea, land and/or air.
	Benefits	Enhancing accuracy and time saving interactions from start to end, with efficient status reporting and allowing data to be submitted and/or exchange for subsequent processes, system-to-system.
Billing & E-Invoicing Management	Overview	Enabling auto-retrieval of “payment-on-behalf” expenditure from operational systems and timely issuance of service invoices to customers, third parties and LHDN (e-Invoicing), with system notification in line with job execution time line.
	Benefits	Prompt and accurate generation of service bills, auto-transmission to specified parties, status monitoring and reporting, with in-house integration with Executive Information Dashboard and connectivity to LHDN (e-Invoicing).
Border Facilitation Management	Overview	Digitalising channel to submit declarations, notifications and applications to the respective regulatory authorities, including Royal Malaysia Customs Department, Port Authorities, Other Government Agencies (OGAs) and banks for relevant payments.
	Benefits	Providing the facilities to submit to the regulatory agencies electronically, alongside integration where data is shared to/from other systems within the enterprise for quick re-use of data and status.
Fleet & Fuel Management	Overview	Data collection in the operations of fleet, including fuel utilization, tire management, road tax & insurance monitoring, providing a full insight of the productivity of truck & other assets in a single electronic dash-board.
	Benefits	Providing full insight and reporting of every truck and cargo handling assets, in relations to the performance and key-expenses, in the total cost of operations of the assets.
Store & Inventory Management	Overview	Supervision and monitoring the status of inventories in cargo stores, whether self-operated or rented from third parties, with capabilities for forward planning to optimize movements from store to customers.
	Benefits	Increasing productivity to dispatch cargoes, improving inventory turnover and enabling better visibility in stock selection.

AI AND DIGITAL ADOPTION IN LOGISTIC INDUSTRY

SOLUTION / TECHNOLOGIES	DYNAMICS 2	GROWING STAGE
Transport Management	Overview	Ensuring timely visibility of trucks used in transportation of cargoes or containers, with system capabilities to plan, select truck types for advanced journey optimization and job assignment.
	Benefits	Effective monitoring of truck performance and utilization, increasing productivity in effective selection and dispatching of trucks in accordance of job requirements and timely & effective status reporting, to both customers and transport supervisors.
Warehouse Management	Overview	Ability to supervision and monitoring cargo inventories stored in warehouses, owned and/or rented from warehouse operators, with effective capabilities for cargo movement optimization, status reporting and data exchange.
	Benefits	Increased efficiency to organize shipping and dispatching orders received from customers, interfacing with transport and logistics systems of customers or nominated 3PLs, providing better inventory reporting as well as enabling better visibility in inventories.
Business Integration Gateway and Management	Overview	Data, either from customers or authorities, are crucial components for decision making in the the operations of logistics and freight forwarding processes and when such data are channel from external sources (like customers, partners & authorities) via a gateway facility into in-house systems for further usage and processes.
	Benefits	Increased effective and efficient method to receive or sending information/data electronically provides accurate, prompt and timely execution of processes with minimum human intervention, leading to productivity and error-free operations.
E-Payment Gateway and Management	Overview	Payment using electronic means to facilitate transactions, connecting banks and paying entities, ensuring prompt and accurate financial transactions.
	Benefits	System generated information are updated with transaction records for status reporting and monitoring, reducing delays which provide better cash flow management and providing faster retrieval of information for repeat financial payments.

AI AND DIGITAL ADOPTION IN LOGISTIC INDUSTRY

SOLUTION / TECHNOLOGIES	DYNAMICS 3	STRENGTHENING STAGE
Integrated Logistics Gateway and Management	Overview	Cargo Data originating from customers or partners, are important integral components for process operations in logistics and freight forwarding processes and when such data are channel from external sources (like customers, partners) via a gateway facility to be integrated into other in-house systems for subsequent processes.
	Benefits	Increased effective and efficient method to receive or sending information/data electronically provides accurate, prompt and timely execution of processes with minimum human intervention, leading to productivity and error-free operations.
E-Commerce Gateway and Management	Overview	Activities from e-commerce players requires almost instant responses to the location and movement of their goods, for immediate notification to the end-users (buyers), where such needs require specially designed application in the management of status reporting.
	Benefits	Specially tailored requirements for e-commerce activities caters well for the storage, selection and management of deliveries of the parcels to end-users, where the consolidation of small-parcel delivery into selected delivery trucks and/or van, creates the effect of optimization of FTL/LTL deliveries to defined destinations.
Cold Chain Logistics Operations	Overview	Using technologies (such as sensors) to provide abilities to monitor status of cold room enclosures, to ensure high reliability of conditions required in the operations of cold chain logistics operations, interfacing with customers' inventory and ordering system, for direct interactions.
	Benefits	Providing capabilities to enlarge service offerings to temperature-sensitive customers, including perishables, cosmetics and pharmaceuticals, where exact inventory information are available to customers via direct interactive applications.
Green Logistics Technologies	Overview	ESG compliance is the focus point of compliance by MNCs, while governmental regulations are encouraging "greener logistics" among the logistics players. Adoption of technologies like Green-Engine, low-sulphur fuel, drone utilization, optimizing back-haul and others are among the possible uptake for incorporation into the logistics operations.
	Benefits	Adoption of green technologies would lead to lower cost of maintenance of trucks, better fuel mileage, reducing energy wastes to improve operations efficiency, which are important components of Green Logistics Technologies to compile with GHG emission standards of the carbon neutrality initiatives of the Government.

AI AND DIGITAL ADOPTION IN LOGISTIC INDUSTRY

SOLUTION / TECHNOLOGIES	DYNAMICS 4	QUANTUM LEAP STAGE
Collaborated Logistics Operations	Overview	When data are integrated via auto-collated and/or re-use, processes are automated via collaborated data and information from various systems.
	Benefits	Increased efficiencies to manage and execute processes with accurate, prompt and timely manner, with minimum human intervention, leading to productivity and error-free operations, triggering status be notified to relevant parties or partners along the defined rule-based work-flow program.
In-house Systems & Operations Training	Overview	Train employees in logistics operations using (existing or newly upgraded) simulated applications, providing real-time and hand-on experience, within the workplace to gain actual experience and skills required.
	Benefits	Training and practices in a “simulated” environment provide the employee the experience to be in the actual real working environment, producing higher productivity (where reliability and accuracy are achieved) when working in the actual environment, subsequently. Time saving in attending training externally and additional “tuition fee” are the eminent cost savings.
Distributed Ledger Technologies (Block Chain)	Overview	Document and data are frequently exchange over open internet. Due to security concerns, data exchange between customers and its working logistics partners need to be secured, such as the invoices & packing list, compliance certificates and other document that cannot be tampered with.
	Benefits	When document and data exchanges take place, traceability and transparency are crucial, as trust need to be establish between the parties involved, when the document and data are shared for ease of information of logistics operations.
Integrated Data Analytics (Artificial Intelligence)	Overview	The method to use data analytics in logistics operations is to have deeper insights on the overall logistics operations in order to improve with better and efficient operations, such as performance and risk analysis of suppliers or third party entities, which enable to better decision-making in any particular supply chain operations so designed.
	Benefits	Outages in stock inventories can be reduced/eliminated and lead-times in fulfilment can be minimized, resources utilization be optimized using timely & informed decision-making and better & informed decision in stock management.

PEOPLE SKILLS & TRAINING NEEDED

FUNDAMENTAL SKILLS (CORE DISCIPLINE)

Basic to specific skills are required for operations in :

- Freight Forwarding Management
- Transport / Traffic Management
- Store / Warehouse Cargo Operations
- Cargo Shipping / Dispatch Management
- Customs & Permit Compliance Management
- Customer Services Management
- Business Development Management
- Cargo Handling & Operations

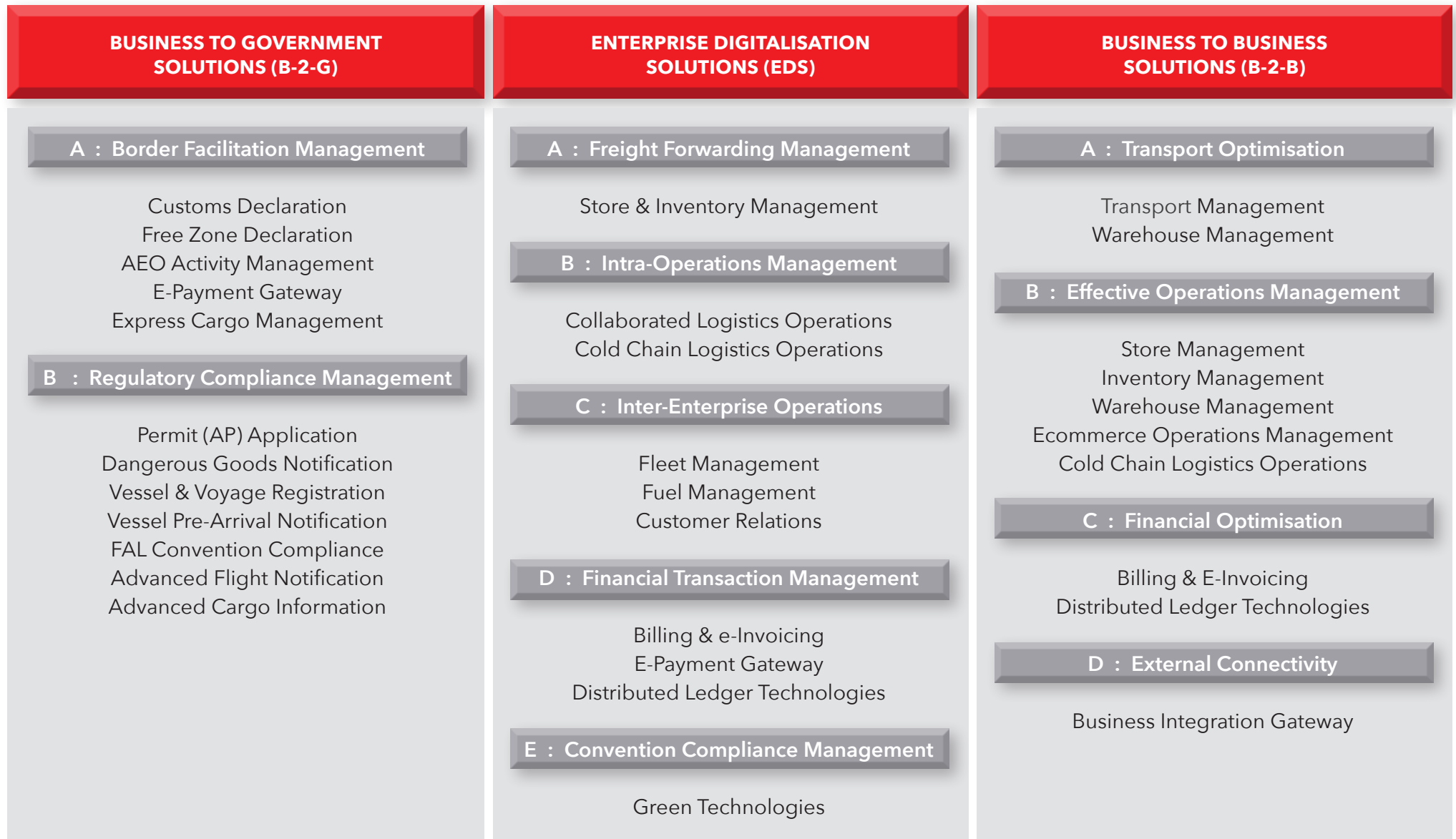
ADVANCED & TECHNICAL SKILLS (SPECIALIZATION)

In addition to the basic to specific skills, advanced and technical skills are required in the following operations :

- Freight Logistics Management
- Cold Chain Logistics Management
- Logistics Optimization Operations
- Customs Compliance Management
- Dangerous Goods Management
- Logistics Data Analytic Operations
- Integrated Gateway Operations
- Cargo Safety & Security Management




AI AND DIGITAL SOLUTIONS ROADMAP CLUSTERS



AI AND DIGITAL TRANSFORMATION USE CASE 1

ENHANCING OPERATIONAL EFFICIENCY

This case study demonstrates how digital adoption in the logistics sector, specifically through automation and technology integration, streamlined operations, reduced processing time and improved inventory accuracy. By implementing Warehouse Management Systems (WMS), Automated Storage and Retrieval systems (ASRS) and barcode/QR code tracking, Sime Darby Property Industrial and Logistic Development achieved cost savings, operational efficiency and enhanced customer satisfaction through faster transactions and real-time stock management.



PROBLEM

Overcapacity in Warehouse
Limited storage space led to inefficient pallet placement, often requiring the manual overrides of the Warehouse Management System (WMS).

Inefficiencies and Inventory Errors
Bypassing WMS processes resulted in operational inefficiencies and a higher risk of inventory errors.

VALUE CREATION

- **Productivity** : Picking throughput (speed) increased from 236 to 800 items per hour, a 240% improvement.
- **Quality** : Fewer errors in order fulfilment, reducing the risk of sending incorrect items to customers.
- **Cost** : Labour requirements and costs were reduced by 50% (from 264 to 132).
- **Delivery** : Faster, more reliable delivery timelines.
- **Safety** : Fewer workplace accidents, especially those related to working at height.
- **Morale** : Improved customer satisfaction due to quicker response times.
- **Environment** : Lower energy consumption and reduced electricity usage.

SOLUTION

Automated Storage and Retrieval Systems (ASRS)
Improved warehouse space utilization by enabling higher-density storage and automating the picking process

Digital Inventory Management with Barcode and QR Codes
Integrated digital systems for real-time stock tracking, reducing human errors and improving real-time data availability.

Productivity Metric	Before	After
• Time & inventory for managing warehouse	236 items per hour	800 items per hour
• Cost for Labour	RM264	RM132

AI AND DIGITAL TRANSFORMATION USE CASE 2

MAXIMIZING REVENUE & OPTIMIZING COST EFFICIENCY

CONTAINER LOGISTICS ECOSYSTEM (CLE) IMPLEMENTATION IN PENANG

The CLE is a transparent, collaborative system among logistics players that enhances container movement efficiency beyond the port. With early Pre-Arrival Notification, CLE reduces traffic congestion and depot delays while enabling industry-wide container monitoring.

Grateful – Our Logistics Now Run Smarter, Not Harder!

“Before this, we used to waste hours at the depot. Now, it’s down to just 30 minutes”

Thanks to AI and smart logistics solutions, we achieved:

- ✓ **Depot Processing Time** reduced from 1.5 hours to 30 minutes
- ✓ **Container Waiting Time** dropped by 38.8%
- ✓ **Truck Trip Frequency** increased from 3 to 5 trips/day
- ✓ **Logistics Operator Revenue** rose by up to 20%

 @MPCProductivity

 www.mpc.gov.my

ADDITIONAL INFORMATION AND RESOURCES

SUPPORTING AGENCIES FOR MICRO, SMALL & MEDIUM ENTERPRISE

- Malaysia External Trade Development Corporation (MATRADE)
- SME CORP Malaysia (SME Corp)
- Malaysia Digital Economy Corporation Sdn Bhd (MDEC)
- Logistics Productivity Nexus
- Ministry of Investment, Trade and Industry, Malaysia (MITI)
- Malaysia Investment Development Authority (MIDA)

SOLUTION PROVIDERS

- Dagang Net Technologies Sdn Bhd (VAN)
- Rank Alpha Technologies Sdn Bhd (Facilitation)
- Explosoft International Sdn Bhd (GPS Tracking)
- CelcomDigi Bhd (iFleet)
- Qubittech Sdn Bhd (TMS)
- Tigernix Pte Ltd (WMS)
- TMS Software Sdn Bhd (Bus Process)
- Projaza Innovative Sdn Bhd (Smart Tech)
- Microsoft Dynamics

AI PRODUCTIVITY ROADMAP FOR LOGISTICS

CONCLUSION

The Industry Digital Roadmap for Logistics in Malaysia (IDR - Log 2025) presents a comprehensive four-phase strategy aimed at digitising the logistics sector to enhance efficiency, productivity and competitiveness. By leveraging advanced technologies across various sub-sectors, this roadmap seeks to transform the logistics landscape.

KEY COMPONENTS OF THE ROADMAP INCLUDE

Advanced Data Analytics : Implementing data-driven insights to enable smart decision-making, optimising complex supply chain and forecast demand more accurately.

Automation and Artificial Intelligence (AI) : Utilising technologies such as robotic process automation (RPA) and AI-driven algorithms to streamline processes, reduce manual errors and improve delivery times.

Strengthening cybersecurity : Enhancing protection of digital assets through robust cybersecurity measures to safeguard data integrity and prevent operational disruptions.

By implementing these strategies, the logistics industry in Malaysia is expected to become more agile and resilient, meeting demands of a dynamic global economy while driving sustainable and innovative growth. The roadmap outlines the key players, technologies and along with a clear timeline for implementation, to ultimately position Malaysia as the preferred logistics gateway to Asia. Ultimately, the IDR - Log 2025 serves as a strategic guide to navigate the technological advancements that are reshaping the logistics industry. By implementing the digital transformation through its phased initiatives, companies can significantly improve operational efficiency, elevate customer satisfaction and gain a competitive edge in a rapidly evolving market. Successful implementation hinges on collaboration between the public and private sectors, which is crucial to realising Malaysia's vision of becoming a premier logistics hub in the region. By fostering partnership and leveraging shared resources, stakeholders can ensure a seamless transition into a digitally driven future.

HOW TO GET STARTED?

Start by scanning the QR code and signing the pledge

DIGITAL PLEDGE



The image shows a digital pledge card and a QR code. The pledge card is white with a red border and contains the following text:

MPC *Pledge*
GO B.I.G WITH DIGITAL
BREAKTHROUGH. INTEGRITY. GOOD

I commit to Go B.I.G with Digital—to lead with integrity, embrace technology, and boost productivity. Digital is for everyone, and it starts with me.

Saya komited untuk Go B.I.G with Digital—memimpin dengan integriti, menerima teknologi, dan meningkatkan produktiviti. Digital untuk semua, dan ia bermula dengan saya.

Go B.I.G with Digital

Business Leader **Dato' Wei Chuan Beng**
(Organisation Leader) Champion
Digital Productivity Nexus

To the right of the pledge card is a large QR code.

For more info :

<https://www.mpc.gov.my/digitalplatformnetwork>



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