



ANNOUNCEMENT : MALAYSIA DIGITAL (MD) BRAND UPDATES

Malaysia Digital (MD) has been launched as the new national strategic initiative, building on the strong foundation that was established via MSC Malaysia. The phrase “MSC Malaysia” is now rebranded as “Malaysia Digital”.

This announcement is served together with the transition guideline to facilitate existing MSC Malaysia Status companies in transitioning towards MD. In addition, the MD brand guideline is also published together to assist the companies on the usage of MD logo, its characteristic and the applicable do's and don'ts.

Branding & Logo

This new branding of “MD Status” applies to companies approved on 1 July 2022 onwards. The existing MSC Malaysia Status companies (approved prior to 1 July 2022) may also be referred to as “MD Status companies” for branding purposes. Existing MSC Malaysia Cybercity/Cybercentre will also be known as “MD Cybercity/Cybercentre”.

Following are some important highlights that all existing MSC Malaysia Status companies need to observe:

- Companies must transition to the new MD Status logo for brand collaterals such as name cards, letterheads, etc. However, this is strictly for branding purposes only.
- Companies may continue to use the MSC logo on existing brand collaterals until 30 June 2023.

MSC Malaysia Cybercity/Cybercentres, Cybercity/Cybercentre Managers or building owners can maintain the MSC logo on their premises or façade until 31 Dec 2023 and further advice by MDEC on the new Cybercity/Cybercentre logo.

Please refer to the [MD brand guideline](#) on the brand reference and for the correct usage of the MD logo.

Operationalisation of the Status

For existing MSC Malaysia Status companies and MSC Malaysia Cybercity/Cybercentres, official documentation such as approval letters, conditions of grant and agreements which carry the phrase “MSC Malaysia” shall remain to be consistent with the associated gazettes and corresponding guidelines.

MSC Malaysia Status companies will continue to enjoy offerings under the Bill of Guarantees (BoGs). Existing approvals of incentives or benefits under the BoGs will continue to remain in force, subject to compliance of applicable conditions.

Under this new MD initiative and as [announced earlier](#), starting from 25 March 2022, companies are allowed to operate and undertake their approved activities in any location within Malaysia.

Please refer to the [MSC Malaysia to MD transition guidelines](#) for further details.

For enquiries, kindly contact MDEC Client Contact Centre at 1-800-88-8338 (within Malaysia) / +603 8315 3000 (overseas) or email to clic@mdec.com.my .