



**PIKOM**, the Association of the Computer and Multimedia Industry of Malaysia is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at 530; comprising companies involved in the entire spectrum of ICT products and services, which command 80 per cent 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 members include:

- Suppliers of equipment in computing and communications
- Software developers and suppliers
- Providers of professional and educational ICT services
- Network operators
- Suppliers of value added services in ICT

By facilitating Malaysia's business growth and competitiveness through application of information technology, PIKOM is positioned to be the voice of the Malaysian ICT industry.

## **HISTORY**

PIKOM was formed in August 1986 with the objective of creating an environment that is conducive to the health, prosperity and competitive nature of the ICT industry. In line with this, PIKOM aims to be a catalyst for the growth of the ICT industry in Malaysia.

## **OBJECTIVES**

PIKOM's objectives are to:

- ❖ Spearhead, promote & coordinate development of resources, professional skills and programs in the local ICT industry
- ❖ Represent the local ICT industry to the Government and private sector both locally and overseas.
- ❖ Provide a focal forum for solution providers to meet, discuss and solve common problems of the ICT industry and to advance programs for its development
- ❖ Foster high standards of conduct, service and performance throughout the ICT industry
- ❖ Obtain, process and disseminate relevant information to the ICT industry
- ❖ Provide industry and trade related services to members

## **STRATEGIES**

PIKOM has taken on the task of growing the size and capability of the ICT industry in Malaysia by creating opportunities for its members as well as all Malaysians to capture the benefits offered by advances in ICT.

PIKOM's focus is based on the following key strategies:

- ❖ Advocacy and promotion
- ❖ Networking both with other PIKOM members, and with the wider business community and Government
  - Government relations – to spearhead the ICT industry's support to the government in achieving k-economy status
  - Building links to other industry organizations, reducing the perceived fragmentation, and achieving a leadership position.
  - Partnering with other members when applicable
- ❖ Growing Membership Services
- ❖ Using PIKOM global networks to assist exporters and to facilitate technology transfer