

## **Penang targets 150,000 knowledge workers in 10 years**

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**By SHAFIQQUL ALIFF / Pic by TMR FILE PIX**

PENANG expects to attract at least 150,000 knowledge workers to immigrate to the state over the next 10 years on the state's rapid development of industrial revolution.

"Penang's industrial revolution will position itself as the preferred location for knowledge workers. With the pace that we are progressing now, we target to attract at least 150,000 knowledge workers to immigrate to Penang over the next 10 years," Invest-In-Penang Bhd (InvestPenang) chairman Datuk Seri Lee Kah Choon said in a virtual press conference yesterday.

Lee said that Penang's manufacturing sector used to be dominated by direct labour. However, he said, it has undergone structural changes and the evolution is especially notable in the past two years.

"With the combination factors of the incoming new strategic projects, prominent rise of homegrown entrepreneurs and growth in the start-up landscape have sparked the creation of many high value job opportunities.

“As such, we expect the composition of our workforce to be significantly skewed towards knowledge workers to drive Penang’s next stage of manufacturing excellence and innovation,” Lee added.

Banking on the uprising demand for talent, the state will focus on initiatives to promote My Penang, My Workplace to embellish “livework-play” lifestyle. Concurrently, a tripartite relationship between the state government, industry players and education providers is established to formulate and implement short, mid and long term strategies on talent development programmes.

Penang Development Corp and InvestPenang are planning a year-long event with the industry to mark the Golden Jubilee of industrialisation this year.

According to Lee, Penang’s ecosystem has the right ingredients to enable the adoption and participation of all stakeholders in the IR4.0 road map.

“Incorporating digitalisation in every aspect is the only way for us to compete in the global arena,” he said further.

The state’s competitive edges in electrical and electronics; medical technology and digital economy; and global business services serve as an enabler in the digitalisation journey among businesses and governmental bodies into the future.

Aside from these, the state is also exploring the opportunities in the food and space technology. All these capabilities that Penang possessed will be showcased in this year-long celebration.

InvestPenang is the Penang state government's principal agency for promotion of investment. Its objectives are to develop and sustain Penang's economy by enhancing and continuously supporting business activities in the state through foreign and local investments, including spawning viable new growth centres. —  
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