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REDtone & MDEC kick off Smart Farming Competition to help farmers boost crop growth

Kuala Lumpur (22nd October 2020): REDtone International Bhd (REDtone) announced its inaugural **Digital Drives Sustainable Farming** competition to promote the use of smart agriculture technology in the country.

Organised in collaboration with the Malaysian Digital Economic Corporation (MDEC) and supported by the Department of Agriculture, the competition, open to smallholder farmers, will see REDtone deploying its automated fertiliser application system which can provide higher yields and better crop quality, in the winning farm.

REDtone Group Chief Executive Officer, Lau Bik Soon said, “The adoption of smart farming technology is the way forward in agriculture. The impact that technologies such as IoT (Internet of Things) can have on farming such as increasing production and income, minimising waste, reducing resources and operating costs, cannot be overemphasized.

“As such, it is critical to get our smallholder farmers onboard this digitalisation journey to ensure three things. Firstly, the sustainability of their smallholdings. Secondly, encouraging growth and expansion. Thirdly, ensuring the security of our nation’s food supply.”

Since its launch in 2018, REDtone’s Smart Farming which delivers tailored solutions on an integrated IoT platform which allows farmers to leverage sensors, smart gateways and monitoring systems, have increased yields and income for its clients growing rock melons, vegetables, chili and many other crops.

“Digital inclusivity in agriculture has always been the focus of MDEC’s agriculture technology (Agtech) initiative such as the eLadang programme which encourages farmers to leverage smart farming technologies that encompass the Internet of Things (IoT) and Big Data Analytics (BDA) to improve yield and income. To foster Agtech ecosystem, we encourage farmers to join this competition as through REDtone’s smart farming digital technology and expertise, it will help optimise their farming processes, increase efficiency and productivity,” said MDEC’s Director of Digital Inclusion, Nordarzy Razak Norhalim.

Smart farming is one of the critical pillars to the country’s food security. With the irreversible trend of traditional farming losing about 9% of its workforce each year, the need for automation and more efficient use of resources are paramount.

More than 90% of Malaysia’s crops are cultivated by smallholder farmers with farms of one to five acres. More than 65% of them will be retiring in the next 15 years. Smart farming holds the answer



to these challenges as digital capabilities, such as those offered by REDtone, are key to unlocking the industry's potential.

The **Digital Drives Sustainable Farming** competition will run from 23rd October to 15th December 2020. Contest details are available at <https://www.redtone.com/smart-fertigation-contest/>.

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About REDtone International Berhad

REDtone International Berhad is a subsidiary of Berjaya Corporation Berhad. Listed on Bursa Malaysia, REDtone is a leading integrated telecommunications and digital infrastructure services provider. A well respected home-grown brand founded in 1996, REDtone has evolved from a voice provider to one that offers an extensive range of services under three main categories: (i) telecommunications services – it offers data, voice and managed cyber security services to government, enterprises and SMEs. REDtone is the only service provider in the industry to provide infrastructure integration expertise. Its access to a unique suite of last mile technologies also enables it to offer broadband-on-demand. (ii) managed telecommunications network services – this includes building, maintaining and operating large scale WiFi hotspots, base stations and fiber infrastructure. (iii) industry digital services – it offers cloud services and applications, data centre services, virtual reality, Internet of Things (IoT) for smart cities and smart farming, and healthcare solutions to enterprises, government and the healthcare industry.

For more information, please visit www.redtone.com.

About the Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward. Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses, and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government' Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward #SayaDigital

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Media enquiries only

Tan Wai Fong

waifong@twfcomms.com

0173000032