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**KUALA LUMPUR:** Malaysia Productivity Corp (MPC) has asked digital economy industry players to take full advantage of the #MyMudah Unit set up at the Malaysia Digital Chamber of Commerce (MDCC) to increase their performance.

Director-general Datuk Abdul Latif Abu Seman said the national and global economic landscapes have continued to shift in view of current developments where digital technology is one of the important factors affecting the change.

At the same time, he said digital technology has also affected productivity growth and

business competitiveness.

"The Statistics Department data show that digital economy revenue totalled RM801.2bil between January and September 2021, an increase of 23.4% compared to the same period in the previous year," he said in a statement.

"In light of this uptrend, business regulations related to the digital economy should be streamlined so that they support the environment and business-related activities."

The Special Task Force to Facilitate Business and MPC have been tasked to spearhead the #MyMudah Unit initiative to alleviate unnecessary regulatory burdens on businesses.

Through the Economic Action Council meeting, the government has agreed to set up a #MyMudah Unit in business associations, ministries, government agencies, state governments and local authorities.

The move is to improve the business environment through regulatory review so that industry players are not burdened by high compliance costs.

Meanwhile, MDCC president Chris Daniel Wong called on members of the chamber to use the #MyMudah platform to air their opinion, as well as issues and challenges related to regulations. — Bernama