



For more than six decades, The Asia Foundation has partnered with businesses, civil society, and government at all levels to advance Malaysia's goals for shared economic prosperity. We work closely with policymakers and community leaders to create opportunities and champion initiatives that expand digital access and participation, provide people with future-fit skills, and drive sustainable development.

## Project Highlights

### Strengthening Cyber Resilience

Through the APAC Cybersecurity Fund, we are equipping digitally vulnerable communities with the tools and knowledge they need to protect themselves from cyber threats and operate with greater digital confidence.

### Boosting Digital Growth of Small Businesses

Through the Go Digital ASEAN initiative, we trained more than 400,000 MSMEs across the region to scale their business online, boost revenue, and safeguard their operations from digital threats.

### Training Women Entrepreneurs

Through Mastercard Strive Malaysia, we supported more than 100,000 women-owned and led businesses by providing access to essential tools, networks, and resources to help them thrive in the digital economy.

### Policy Reform for Inclusive Economic Growth

Through the Australia-Malaysia Reform Partnership (AMRP), we led and facilitated cross-sector collaboration by convening policymakers, industry players and academics, to shape Malaysia's National Care Strategic Framework and Action Plan.

## 2024 Snapshot



11,400+ small businesses equipped with digital skills, 400K+ across ASEAN



2,800+ early-career women in STEM engaged and supported across 5 countries



100K+ women entrepreneurs mentored and empowered



# Flagship Initiatives



## Policy Reforms for Sustainable Economic Growth

Given its leadership in ASEAN, Malaysia has played a pivotal role in championing regional efforts in sustainability and economic resilience. In support, The Asia Foundation brings together policymakers, academia, civil society, and private partners, strengthening collaboration to advance both national and regional development priorities.

Under the Australia-Malaysia Reform Partnership, we focus on three strategic pillars: supporting women and professionalizing care; fostering innovation and the creative economy; and championing sustainable coastal and blue economy development. Each pillar informs policy frameworks and positively impacts communities across the country. In parallel, we contribute to Malaysia's environmental ambitions through our work in carbon market research and policy engagement. We are also contributing to a foundational initiative designed to shape the country's renewable energy program.

## Scaling Digital and Cyber Resilience Across Asia and the Pacific

Asia and the Pacific is home to dynamic small businesses and digital talent, with many opportunities remaining to broaden participation in the digital economy. To accelerate growth in the region, The Asia Foundation launched the Future Skills Alliance (FSA), a collective impact platform for private and public sector partners to deliver future skills at scale to the region's underserved groups.

Hosted by TAF's Malaysia office, FSA drives regional growth through initiatives such as Accelerate My Business, which supports women-led small enterprises; Skills2Work, which re-skills women and youth for digital roles; and STEM ConnectHER, which mentors early-career women in STEM. Over the years, these programs have built the capacities of local communities to participate meaningfully in the digital economy.

Complementing these efforts, our broader digital-skilling portfolio includes Mastercard Strive Malaysia, which has trained and supported more than 100,000 women entrepreneurs locally, and Go Digital ASEAN, which has equipped more than 400,000 MSMEs across the region with practical digital skills to scale their business. Building on this momentum, the APAC Cybersecurity Fund integrates practical training and clinics, policy, and research to equip 300,000 digitally vulnerable organizations and individuals across the region with the tools and knowledge they need to defend against cyber threats and operate confidently in today's digital landscape.

The Asia Foundation is an international nonprofit organization working to solve the toughest social and economic challenges in Asia and the Pacific. Informed by more than 70 years of experience and deep local knowledge, we work with partners across more than 20 countries to improve lives and expand opportunities.