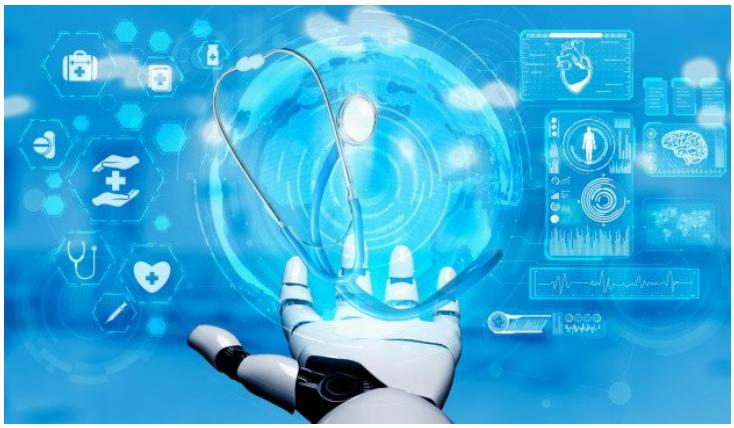
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Malaysia-Sweden collaborate to launch Digital Health Innovation Challenge

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The initiative invites startups registered in Malaysia to identify next-generation solutions for healthcare challenges, esp. non-communicable diseases (NCD)



Malaysia and Sweden have collaboratively introduced the Digital Health Innovation Challenge on Jan 15 2021. The Innovation Challenge invites startups registered in Malaysia to identify solutions in solving healthcare challenges, especially related to non-communicable diseases (NCD).

The initiative is a collaboration between Team Sweden, comprising of the Embassy of Sweden, Business Sweden and AstraZeneca; and Malaysian partners Sunway iLabs, Malaysian Global Innovation & Creativity Centre (MaGIC) and Malaysia Digital Economy Corporation (MDEC).

The Innovation Challenge is aimed towards identifying solutions that can empower NCD patients and high-risk communities to proactively reduce the risk factors of these diseases by encouraging healthy living and increase accessibility, on top of introducing digital tools enabling self-care and monitoring.

Startups that are selected to participate will get access to incubation programmes, global innovation networks, mentorship and funding, as well as an opportunity to collaborate with the above partners to solve healthcare challenges in Malaysia.

MDEC agency is focussed on healthtech arena to grow within their tech ecosystem. CEO Surina Shukri says that this challenge plays “a crucial role” in highlighting the capabilities of Malaysian healthtech startups.

“It also empowers them to create technological impact within the health industry that the pandemic is accelerating. By supporting programs like the Digital Health Innovation Challenge, MDEC will further ramp up the development and improvement of Malaysia's healthtech ecosystem as part of the ongoing efforts to realise the vision of Malaysia 5.0 and establish Malaysia as the heart of digital ASEAN,” she concludes.

Applications for the Digital Health Innovation Challenge will be open from 15 January 2021 to 15 February 2021. Applicants must register with the Digital health Innovation Challenge Application Form and submit their proposal in accordance to the terms and conditions specified.