



PRESS RELEASE

KEMENTERIAN KEWANGAN MALAYSIA

YB TUAN LIM GUAN ENG

THE INAUGURAL PUTRAJAYA LIFT FESTIVAL 2019 AIMS TO INSPIRE AND SHOWCASE RELEVANT AND PRACTICAL INFORMATION ON FINANCIAL EMPOWERMENT IN TODAY'S DYNAMIC DIGITAL WORLD

The Ministry of Finance will be hosting the inaugural Putrajaya LIFT (Literacy in Financial Technology) Festival 2019, as part of the government's commitment to promote financial literacy and building digital Malaysians. This is in line with the first thrust in Budget 2020 of driving economic growth in the new economy and digital era.

The festival is not just about enhancing financial literacy but also aims to empower the public by providing information on the latest financial and technological developments in the digital economy. We want to future-proof our economic and employment prospects by preparing the future for our young for the future.

The mastery of financial technology is very important in today's business world, first and foremost, to ensure the quality of products are good. Second, as a platform for business owners to learn about product packaging in the effort to attract customers. Third, as a platform for them to manage their finances and trade their products online to increase product sales.

Putrajaya LIFT Festival is a collaboration with Bank Negara Malaysia and the financial industry which aims to showcase the current and future trends of financial technology and digital applications. The Festival will take place at three (3) strategic locations; Menara PERKESO @ Putrajaya, Bangunan Suasana PJH and the Ministry of Finance Complex in Putrajaya over two days from 28 to 29 December 2019. The unique aspect of the festival is evident in the fun and interactive concept which not only showcases fintech, but also features performances in art and technology. In addition, the festival also aims to showcase relevant and practical information on financial empowerment in today's dynamic digital world. We want to future-proof our economic and employment prospects by preparing our young for the future.

On behalf of the Ministry of Finance, I am delighted to mention that the festival will be launched by YAB Dato' Seri Wan Azizah Dr. Wan Ismail, Deputy Prime Minister of Malaysia on 28 December 2019, and the closing ceremony will be attended by the Prime Minister of Malaysia, YAB Tun Mahathir Mohamad on 30 December 2019.

The Ministry would like to again acknowledge our appreciation to the sponsors, Bank Negara Malaysia, the Festival Director, Joe Sidek, PERKESO, Putrajaya Holdings Sdn. Bhd. and Putrajaya Corporation for their collaboration and enduring support and efforts in making the Putrajaya LIFT Festival 2019 a success.

Sayangi Malaysiaku!

Lim Guan Eng
Minister of Finance
Ministry of Finance Malaysia
Putrajaya
12 December 2019

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