



MEDIA RELEASE MINISTRY OF FINANCE MALAYSIA

THE GOVERNMENT WILL HOLD THE INAUGURAL PUTRAJAYA LIFT FESTIVAL 2019 IN LINE WITH ITS COMMITMENT TO PROMOTE FINANCIAL LITERACY

Driving economic growth in the new economy and digital era is part of the core of Budget 2020 presented by YB Minister of Finance on 11 October 2019. In line with the government's commitment to digital transformation, the Ministry of Finance will be organising the inaugural Putrajaya LIFT (Literacy in Financial Technology) Festival 2019, a festival with the objective to strengthen financial literacy in line with the government's goal to nurture a digital society. Putrajaya LIFT Festival is a collaboration with Bank Negara Malaysia and the financial industry which aims to showcase the current and the future of financial industry in Malaysia.

The Putrajaya LIFT Festival will take place at three (3) strategic locations; Menara PERKESO @ Putrajaya, Bangunan Suasana PjH and the Ministry of Finance Complex in Putrajaya. The festival will be held for two (2) days from 28 to 29 December 2019 with a fun and interactive concept, featuring performances in art, and technology that provide a glimpse into the future of finance. In addition, the festival also aims to inspire and showcase relevant and practical information on financial empowerment in today's dynamic digital world.

The Minister of Finance, YB Lim Guan Eng said, "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 as well as the young for the future."

Visitors are invited to visit the Digital-Fintech Pavilion (main showcase) organised by Bank Negara Malaysia at Menara PERKESO@Putrajaya. The Pavilion will feature seminars, workshops, talks and exhibitions from various financial institutions and fintech companies. A range of financial services and consultations will be offered including financial counselling, dispute resolutions, children's activities, financing for SMEs and housing, CCRIS reviews and information on financial scams that are prevalent today.

Visitors also have the opportunity to visit the 'Future Pods', a futuristic showcase on a variety of subjects.

The festival is a one-stop centre that caters a range of exciting programmes and entertainment for public through 'The Showcase, The Market and The Fringe'.

'The Market', located in and around the Suasana PjH A building features Pasar Glam, a marketplace that gathers Malaysia's leading creative brands in lifestyle, fashion and beauty. Around the building will be populated with three (3) "village squares" of Pasar Seni (arts market), Pasar Botani (plant market) and Pasar Tradisi (traditional market). Visitors can also enjoy a variety of food and beverages complementing the festival in Medan Makan (food court).

'The Fringe' is the entertainment section of the festival that features high-tech performances, international and local street acts and music showcases by local bands at various times of the day.

Besides that, there are also closed sessions with industry representatives presenting and discussing on the latest digital trends and innovative partnerships in 'The Conference'.

The Ministry would like to acknowledge our appreciation to sponsors and partner, Bank Negara Malaysia, Joe Sidek Productions Sdn Bhd, PERKESO, Putrajaya Holdings Sdn. Bhd. and MRCB for their partnership in hosting Putrajaya LIFT Festival 2019.

For more information, please visit [www.putrajayalift.com](https://putrajayalift.com/). (<https://putrajayalift.com/>)

Ministry of Finance

Putrajaya

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