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Petronas, CADS join forces to equip workforce with digital skills



KUALA LUMPUR (Feb 8): Petronas Digital Sdn Bhd (PDSB) is collaborating with the Centre of Applied Data Science (CADS) to digitally empower the workforce in Southeast Asia to boost employability, future-readiness and talent sustainability.

PDSB, the digital arm of Petronas, is a progressive partner of CADS' Project 2100 — an initiative to create an ecosystem of highly skilled data graduates and professionals towards meeting companies' needs for data-literate talents in Southeast Asia.

"The initiative aims to address unemployment issues arising from the impact of Covid-19 by upskilling and reskilling students, graduates and professionals across the region in data-related fields," said Petronas in a statement on Tuesday (Feb 8).

The collaboration was formalised through the signing of a Memorandum of Understanding between PDSB chief executive officer Aadrin Azly and CADS founder and CEO, Sharala Axryd recently.

“Apart from starting various programmes for our people to develop the knowledge, capabilities and confidence to thrive in a digital-first environment, Petronas also continues to invest in Malaysian talents to help close any potential ‘skills gap’,” said Aadrin.

CADS will join forces with Petronas in the latter’s Digital Outreach Bootcamps for Malaysian university students, as well as the Data Apprenticeship Programme which is aimed at developing data-savvy talents.

These initiatives and more will leverage Project 2100 via the CADS.AI platform, which creates opportunities to upskill Malaysian and ASEAN talents through data-related programmes, accreditations and certifications across Southeast Asia.

“We are determined to assist Petronas to empower youths across the region in the data space and we hope this collaboration can amplify Petronas’ efforts to reach more aspiring talents out there for ASEAN’s betterment at the world stage,” said Sharala.

CADS launched the artificial intelligence learning platform, CADS.AI, and Project 2100 in September 2021, with the goal of futureproofing ASEAN’s workforce, equipping graduates and professionals with technological skills needed to become data literate, and propelling regional economies to a new digital frontier.

As part of Project 2100, CADS aims to have an estimated 10 million active data professionals on its platform across ASEAN by 2025.

To this end, it is partnering with universities, colleges and leaders in the technology, med-tech and employment sectors in developing fresh talents and upskilling workers.

Meanwhile, Petronas is undertaking multi-pronged initiatives, including the establishment of Petronas Digital Academy, in building a digitally proficient workforce that supports innovation growth for the company in its shift towards remote, autonomous and digitally-driven operations.