

PRO-NET and Alibaba Cloud Advance Malaysia's EV Ecosystem Through Strategic Collaboration

PRO-NET partnership harnesses Alibaba Cloud's AI and cloud to transform the National EV platform

Kuala Lumpur, 4 December 2025 - PRO-NET, announced a significant collaboration with Alibaba Cloud, the digital technology and intelligence backbone of Alibaba Group, supporting Malaysia's national digital transformation agenda. Announced on 3rd December at the Alibaba Cloud AI Day event held at Parkroyal Collection Kuala Lumpur, the partnership underlines PRO-NET's commitment to leveraging advanced cloud infrastructure to power Malaysia's future in sustainable mobility.

The event, witnessed by YB Datuk Wilson Ugak Anak Kumbong, Deputy Minister of Digital for Malaysia, highlights Alibaba Cloud's role as a strategic technology partner and underscores the importance of cloud and AI technologies in advancing Malaysia's national digital agenda.

In the Deputy Minister's address, he highlighted the importance of the collaborations announced at the event, stating: "Malaysia's digital future relies on strong cooperation between industry, technology, and cloud innovation. The collaborations showcased today demonstrate how advancements in cloud and AI technologies can accelerate national progress, transform key sectors such as mobility, and strengthen the country's digital infrastructure. These efforts reinforce our commitment to driving innovation and elevating Malaysia's position in the digital economy."

"Supporting Malaysia's goal to become an AI Nation by 2030 requires strong national partnerships and solid infrastructure that drive innovation and technological advancement," said Dr. Feifei Li, SVP of Alibaba Cloud Intelligence Group and President of International Business at Alibaba Cloud Intelligence Group. "Through our collaboration with PRO-NET on AI-driven solutions, Alibaba Cloud is proud to act as a strategic partner for Malaysia, empowering digital and AI capabilities across key industries and helping the nation innovate at both national and international levels."

Accelerating Malaysia's EV Sector Through AI and Cloud Innovation with PRO-NET

Alibaba Cloud has supported PRO-NET since its early days, enabling a cloud-first, data-driven approach through a fully integrated end-to-end data pipeline. This shared foundation has contributed to the development of Malaysia's new energy ecosystem and supports the nation's transition toward intelligent and sustainable mobility.

"Alibaba Cloud has been a key partner to PRO-NET, and their support in building our cloud-first and data-driven foundation has been instrumental as we advance Malaysia's new energy mobility ecosystem. As we move into the next phase with AI, this impactful collaboration will empower us to unlock deeper insights, elevate customer experiences, and accelerate our vision of shaping a smarter, more connected future of mobility for Malaysia," said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET.

Building on this collaboration, both companies are now advancing AI capabilities through Alibaba Cloud's Model Studio to develop PRO-NET's internal chatbot, with plans to expand into customer-facing applications and future vehicle infotainment systems. Together, the partnership strengthens advancements in intelligent mobility, predictive analytics, and overall customer experience, contributing to Malaysia's wider EV transformation.

The collaboration also explores broader AI opportunities, spanning Qwen, and Platform for AI (PAI) positioning PRO-NET to harness cutting-edge AI tools for operational efficiency, enhanced customer experience, and innovation in electric mobility.

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About PRO-NET

Proton New Energy Technology Sdn Bhd (PRO-NET), incorporated on 16 August 2022, is a wholly owned subsidiary of Perusahaan Otomobil Nasional Sdn Bhd. It is the exclusive distributor of Proton e.MAS vehicles in Malaysia, as well as the distributor for smart Malaysia. With a mission to lead the nation's new energy automotive ecosystem, PRO-NET oversees the distribution of New Energy Vehicles (NEVs), EV charging solutions, electronic parts and mobility services, along with accessories and merchandise - driving innovation, accessibility, and a seamless ownership experience for all.

About Alibaba Cloud

Alibaba Cloud (<https://www.alibabacloud.com/>) is a global leader in full-stack artificial intelligence services, offering state-of-the-art intelligent capabilities and a worldwide AI cloud computing network, providing developer-friendly AI services across the globe. Qwen (Chinese: Tongyi Qianwen) is a family of large language and multimodal AI models developed by Alibaba. Debuted in 2023, open-weight Qwen models are available to global developers via HuggingFace and ModelScope.