

SESA and FITGMR Unite to Transform Sarawak's Esports Landscape: A Multi-Year Partnership

The Sarawak Esports Association (SESA) and FITGMR have forged a strategic multi-year partnership to revolutionize the Esports landscape in Sarawak, Malaysia.

SARAWAK, MALAYSIA, November 21, 2023 /EINPresswire.com/ -- The Sarawak Esports Association (SESA), a registered association under the Malaysia Sports Commissioner, and [FITGMR](#), Inc., a leading esports technology, performance, and player development company, have forged a strategic multi-year partnership aimed at revolutionizing the Esports landscape in Sarawak, Malaysia.



The groundbreaking collaboration between the Sarawak Esports Association (SESA) and FITGMR, Inc. is poised to ignite a profound positive impact on Sarawak's esports landscape, resonating with the essence of local identity and fostering a transformative alliance that aligns seamlessly with the goals of the Sarawak Government.

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*SESA President Afiq Fadhli
Narawi*

This initiative will embody the principles of [healthy gaming](#) while leveraging FITGMR's comprehensive [curriculum](#), training modules, and cutting-edge technologies. In championing this partnership, SESA emerges as the catalyst for change, ensuring that FITGMR's global expertise is not just integrated but finely calibrated to the unique nuances of Sarawak's esports community. This

collaboration stands as a testament to SESA's dedication to nurturing local talent and elevating Sarawak on the global esports stage.



As SESA facilitates the effective localization of FITGMR's mobile performance training app, it not only ensures accessibility for Sarawakian gamers but also reflects a commitment to technological empowerment—a goal in sync with the Sarawak Government's endeavors to promote innovation and digital literacy.

In addition to the core initiatives, both organizations are committed to exploring further opportunities that will elevate the esports ecosystem in Sarawak. By leveraging their combined strengths, SESA and FITGMR plan to maximize the value of this partnership, striving towards the continual advancement and betterment of the esports industry in the region.

President Afiq Fadhli Narawi articulates the significance of this collaboration, framing it as a pivotal moment in Sarawak's journey towards becoming an esports powerhouse. "The synergy between FITGMR's cutting-edge curriculum and technologies and SESA's localized insights forms a dynamic framework that aligns with the Sarawak Government's vision for technological advancement and youth development."

"We're thrilled to collaborate with SESA to bring about positive changes in the Sarawak esports community," expressed Kristin Anderson, CEO of FITGMR, Inc. "Together, we envision a future where esports in Sarawak thrives, guided by principles of healthy gaming and enriched by cutting-edge training and technology."

This partnership represents and transcends a milestone in the shared mission to promote healthy esports practices, nurture talent, and drive innovation within Sarawak's esports ecosystem. It's also a strategic move that aligns with the Sarawak Government's aspirations for a technologically advanced and socially empowered Sarawak. Together, SESA and FITGMR envision a future where esports becomes a driving force in youth development, aligning seamlessly with the government's commitment to creating a vibrant, innovative, and digitally inclusive society.

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