

WELCOMING REMARKS

**YBHG. DATO' ABDUL LATIF BIN HAJI ABU SEMAN
DIRECTOR GENERAL
MALAYSIA PRODUCTIVITY CORPORATION (MPC)**

NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2023

**Nudging: An Approach in Applying Behavioural Insights
for Better Policy and Regulation**

**21 MARCH 2023
2.40 PM – 2.50 PM (MALAYSIA TIME)
VIA ONLINE PLATFORM**

YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz
Minister of International Trade and Industry (MITI)

Datuk-Datuk
Eminent speakers
Members of media

Ladies and gentlemen

Good afternoon, *Salam Sejahtera*, and Salam Malaysia MADANI

1. Malaysia Productivity Corporation (MPC) welcomes all guests to the National Conference on Behavioural Insights 2023.

2. Thank you, Yang Berhormat Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of International Trade and Industry (MITI), for taking the time to be with us at this annual conference on Behavioural Insights (BI).
3. We are honoured to have a panel of distinguished speakers who will share valuable insights on applying nudging and BI in public policies and regulations. This year's BI conference marks the fourth edition, and the theme for this year is 'Nudging: An Approach in Applying Behavioural Insights for Better Public Policy and Regulation.'
4. The conference brings together a diverse range of experts, including 5 international and 5 local BI experts, to share their knowledge and experiences on this theme. They will discuss how nudging and BI approaches can be utilised to design and evaluate policy, improve existing policies and regulations, and change public behaviour.
5. Quality policies and regulations are critical to robust productivity growth. Malaysia's productivity recovered to the pre-pandemic performance in 2022, at 5.4 per cent growth, registering a value level of RM95,628 per employee. It was a sharp rebound from 2021 when Malaysia's productivity was at 1.8 per cent growth with RM90,697 per employee. Malaysia aims to achieve a productivity growth of more than 3.6 per cent throughout the Twelfth Malaysia Plan's period, towards realising the productivity level of RM106,060 by 2025.
6. In achieving this target, Malaysia's business ecosystem must be conducive to economic growth, and its policies and regulations must be of quality to build the right environment.

7. The application of BI in policymaking is gaining positive momentum towards building a quality regulatory ecosystem. In the Twelfth Malaysia Plan, the Government has entrusted MPC to drive the implementation of BI in public policy, and we are committed to delivering the mandate.
8. Since 2020, MPC has been active in cementing the foundation for BI. 22 case studies were completed. Among the topics were nudging taxpayers to pay assessment tax without delay, encouraging youth to be innovative, and accelerating digital adoption among entrepreneurs.
9. In building the capacity of the government officers and creating a pool of local BI experts, MPC has trained 609 individuals involving 42 ministries and government agencies. We have also engaged with the private sector to expand the pool.
10. MPC has developed the National Behavioural Insights Guidelines as a reference for regulators, policymakers, and practitioners to apply BI as a policy and productivity tool.

Ladies and gentlemen,

11. Nudging as a tool in applying BI is a relatively new concept for us in promoting and encouraging a more preferred behaviour without limiting choices. Nudging could be a useful non-invasive and cost-effective alternative to encouraging compliance.

12. Today's conference will shed more light on nudging as a method to apply Behavioural Insights for better policy and regulation.
13. On that note, I welcome all of you to this conference, and I hope that today's sessions will be fruitful and productive for everyone. Thank you.