

**WELCOMING REMARKS**  
**YBHG. TAN SRI DATO' SERI MOHD ZUKI BIN ALI**  
**CHIEF SECRETARY TO THE GOVERNMENT**

**PEMUDAH ANNIVERSARY FORUM**  
**“Past lessons, future excellence, and productivity breakthrough”**

**7 FEBRUARY 2022**  
**8.30 AM – 11.00 AM**

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Assalamualaikum warahmatullah hiwabarakatuh and good morning

Yang Berhormat Dato' Sri Mustapa bin Mohamed  
Minister in the Prime Minister's Department (Economy)

Yang Berbahagia Dato' Dr. Ir. Andy Seo Kian Haw  
PEMUDAH Co-Chair

Yang Berbahagia Dato' Abdul Latif bin Haji Abu Seman  
Director General  
Malaysia Productivity Corporation (MPC)

Eminent speakers and moderator

Senior government officials and captains of the industry

Members of the media

Distinguished guests

Ladies and gentlemen

1. Praises to Allah S.W.T for His grace that we are here this morning for the Forum, held in conjunction with 15<sup>th</sup> Anniversary of PEMUDAH or the Special Task Force to Facilitate Business, themed “Past lessons, future excellence, and productivity breakthrough”. It is a milestone to PEMUDAH as this 15<sup>th</sup> anniversary of its establishment denotes PEMUDAH’s relevance to the country’s growth and economy. I welcome all the distinguished guests to celebrate this commemorative event.
2. I would like to record my utmost appreciation to Yang Berhormat Dato’ Sri Mustapa bin Mohamed, Minister in the Prime Minister’s Department (Economy), who is also PEMUDAH Co-Chair, for your presence to an important highlight in PEMUDAH’s journey. Your company, Sir, indeed boosts our motivation to work harder to enable seamless business activities for recovery and growth and, at the same time, improve public service delivery and facilitation for the business community.
3. My gratitude to Yang Berbahagia Dato’ Abdul Latif bin Haji Abu Seman, Director General of Malaysia Productivity Corporation (MPC), for organising the Forum today to mark the milestone. Thank you for facilitating PEMUDAH’s activities in building a more conducive business environment through reformative and responsive regulatory actions to enhance the ease of doing business in Malaysia and boost the country’s competitiveness and productivity.
4. PEMUDAH is a fast forward public-private partnership platform with strong involvement from the industry in mitigating issues and challenges faced by the rakyat and business community. I am grateful for the involvement by Yang Berbahagia Dato’ Dr. Ir. Andy Seow Kian Haw, PEMUDAH Co-Chair from the industry, who has rallied the industry players to work with the Government to deliver win-win solutions to business concerns.
5. On this auspicious day, a long way from the first day PEMUDAH was established 15 years ago on 7<sup>th</sup> February 2007, I congratulate PEMUDAH for its achievements, efforts, and due diligence in

realising the mandate received. PEMUDAH has been an ardent supporter of the Government for regulatory reform.

Distinguished guests, ladies and gentlemen,

6. Regulations have a significant impact on our country's economy and well-being. Quality regulations and effective regulatory delivery are even more important as we speak to support Malaysia's economic recovery towards prosperity for all.
7. Building a supportive regulatory ecosystem is never a one-person task. Likewise, the impact of an effective, efficient, and transparent regulatory environment is never one-sided. Quality regulations necessitate strong and forward-looking public-private collaboration. While we may have differences, our goal is to build a prosperous Malaysia where every citizen enjoys a better quality of life.
8. The Government and, in totality, the public service is committed to improving, strengthening, and reforming regulatory delivery and service to achieve this goal. Integrity, transparency, and efficiency are the order of the day in realising this commitment.
9. I urge the Government officials, policymakers, and regulators to shift from the control mindset to a facilitative mindset in performing our duties to serve the rakyat and business community and ease the day. *"Kakitangan Kerajaan adalah PEMUDAHCARA urusan rakyat dan komuniti perniagaan."*
10. 15 years is a long duration, and PEMUDAH stands tall and solid as a platform involving the industry and Government in addressing economic challenges. It stays true to its essence as a collaborative channel to improve the ease of doing business, boost productivity growth, and strengthen competitiveness. PEMUDAH stays true to its role in reducing the unnecessary regulatory burdens and championing regulatory reform initiatives.
11. The foundation lies in the way PEMUDAH mitigates its way – responsive, innovative, and ever-changing to fit the needs and

characteristics of the situation at hand. Hence, maintaining its relevance within the nation's growth. Today is a testament to the bearing.

12. Looking forward, PEMUDAH should leverage the international network to learn from best regulatory practices internationally. The OECD International Regulatory Co-operation (IRC) platform, in which MPC is part of the network, can add value to PEMUDAH's regulatory reform initiatives. This evidence-based approach ensures the feasibility and predictability of actions taken.

Ladies and gentlemen,

13. The Government is dedicated to being part of PEMUDAH's productive journey in years to come. National growth is on the shoulders of many. One action impacts another. "*Cubit paha kanan paha kiri terasa*". The Whole-of-Society approach is imperative to build a prosperous Malaysia. 2022 is a crucial year for us to recover from the effects of the COVID-19 pandemic. More important than ever, strong public-private partnership is critical to the country.
14. On that note, I believe PEMUDAH will grow stronger in the years to come. Congratulations on the 15<sup>th</sup> anniversary. May Allah bless our effort for a better nation and a unified Keluarga Malaysia.

Thank you. Wabillahitaufik walhidayah wassalamualaikum warahmatullah hiwabarakatuh.