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PM tells of new ethos in conducting business

ullah; Ramlan Said; Sharanjit Singh; Zuraimi Abdullah; Elizabeth John
THE emergence of the digital economy has inspired a new ethos in
conducting business in the global context, Prime Minister Datuk Seri Dr
Mahathir Mohamad said.

He said the world and the rules for operating in it had changed and
consequently the traditional basis for competition had also undergone
significant transformation.

"Often in the past, competition meant that one out of two parties must
emerge as the winner while the other had to accept the role of loser, in
accordance with the concept of 'winner takes all'.

"But as we approach the new millenium, the combination of high
technology and globalised markets have established new concepts of trade
and investment.

"This has created the need for a revolutionary business ethos and
principles such as smart partnership based on 'prosper-thy-neighbour' and
'win-win' philosophy assisting our businesses and governments to re-
engineer not only our work processes but also the mindset of our people."

Dr Mahathir said smart partnerships could take place between many
entities.

Apart from government and the private sector and nations in the region,
there could be smart partnerships between individuals, between companies,
between cities and a host of others, said the Prime Minister, who is
patron and adviser of the Langkawi International Dialogue, in his message
in the souvenir programme of the third Langkawi International Dialogue.

Dr Mahathir said he was glad that the LIDs had been followed by similar
initiatives in other regions - the Barbados International Dialogue for
Small States and the highly successful launch of the Southern Africa
International Dialogue in Kasane, Botswana.

"Other regions will follow suit. This will help to usher in a new
understanding between regions and groupings which will contribute to an
era of global peace and prosperity, a Commonwealth of the World where
wealth would truly be common," he said.

Dr Mahathir hoped the dialogue would strengthen person-to-person
relationships so that a smart partnership could be formed to help one
another for the benefit of all mankind.

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