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A Blue Ocean of opportunities

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Najib: Strategy a key tool in Govt's transformation programme

PUTRAJAYA: Despite some resistance, Malaysia must make a daring shift to create a new economic model so that the country will not get caught in the middle-income trap.

Prime Minister Datuk Seri Najib Tun Razak said he realised that the country must make a clear break from past policies.

"If we had continued with the old policies, we would have found the Government and country swimming in an ocean of red.

"We had to make a paradigm shift and create a new economic model, one driven by knowledge, creativity and innovation – a 'blue ocean' of new opportunities," he said when opening the inaugural International Conference on Blue Ocean Strategy here yesterday.

The Prime Minister admitted that his idea had been met with resistance by some who did not want to acknowledge the success that change had brought.

"Some pretended to believe that government revenue had a wide enough tax base without GST (Goods and Services Tax), but it didn't.

"Some still say that we should go ahead with vanity infrastructure and continuously pour money into loss-making industries out of stubborn pride," he said.

Najib also said the National Blue Ocean Strategy (NBOS), introduced in 2009, was a

key tool to aid the Government in its National Transformation Programme.

He added that the outcome was tremendous as more than 80 government ministries and agencies had joined forces to create high-impact solutions to address current needs.

Sharing the nation's success stories, he said many NBOS initiatives were radically transforming the way government services were delivered, citing the Urban and Rural Transformation Centres, the collaboration between the police and military to maintain safety and security, as well as the Community Rehabilitation Programme.

Through innovative collaboration, the Government had built 15 UTCs nationwide by converting under-utilised buildings for the purpose, saving RM100mil for every centre, he said.

Police-military co-operation in sharing training facilities resulted in the Government not having to fork out RM700mil for new police training centres, he added.

"NBOS is not just about creating high impact on a capital economy but also on people economy, namely jobs, cost of living, lifelong learning, family well-being, social inclusion and harmony," he said.



In good spirits: Najib conversing with Swaziland's King Mswati III following a meeting with several other leaders from around the world at the International Conference on Blue Ocean Strategy held at the Putrajaya International Convention Centre. — Bernama

Watch the video
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