

**Corporate Malaysia Need To Boast Quality Products With Innovation - Najib
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KUALA LUMPUR, May 5 (Bernama) -- Corporate Malaysia need to boast quality products and services coupled with innovation and ingenuity in providing market-sought products and solutions, so that they can compete with the very best players in the world, said Prime Minister Datuk Seri Najib Tun Razak.

"Obviously we cannot dwell on our success when huge uncertainties continue to plague the global marketplace.

"We have to continue to build on our achievements, deploy sound marketing strategies, global branding initiatives while delivering current, top quality products and services that will withstand global scrutiny and evaluation, which are ever present in this digital era.

"We have to move Malaysia and Malaysian products and services up the value chain so that not only Malaysia will be seen as a primary business and investment destination, but that Malaysian companies too are seen a force to be reckoned with in whatever field they entered," he said at the Malaysian Institute of Directors (MID) Corporate Leaders' Banquet here Wednesday night.

To facilitate the growth of corporate Malaysia, Najib said the government would keep on tweaking the system and also making adjustments where necessary and timely.

"The government will listen, support and facilitate the corporate sector to drive economic growth. With a strong partnership between the public and private sector, through information sharing and outcome-focused deliberations, we can shape a more competitive Malaysia together," he said.

He said a culture of innovation must also take hold across the board, whether it is in traditional sectors such as agriculture and manufacturing or new-age industries like information and communication technology, biotechnology, nanotechnology and green technology.

The adoption of an innovative mindset that will provide the impetus for new wealth creation, employment creation and societal advancement are not things one can acquire in an instant, he said.

"It is a growth process that is sometimes slow and often painstaking. But we have no choice but to try our best to make innovation a lifestyle ethos for our people, and more importantly for our corporate citizens.

"Fortunately, we are able to work with some of the best minds in the country who head corporations and conglomerates and who drive their organization forward along the path of innovation and creativity," he said.

Overall, Najib said corporate Malaysia have been able to stay competitive, resilient and dynamic.

"I believe we have achieved this because we have kept on tweaking our processes and systems, enhancing our services and products as we continue to race to be ahead of the

pack in the globalization-free market juggernaut," he said.

He said there are many examples of Malaysian successes which illustrate clearly our ability to reach further than one can ever thought possible, through innovation, creativity and sheer courage to explore new frontiers.

"Take for example Felda. What began as a government strategy in 1956 to give land to the landless, as a means to eradicate poverty, is today not only the world's most successful land resettlement scheme, but is also a global enterprise with business interest in over 10 countries.

"Consider also Petronas, with its diverse operations across continents earning the respect of global oil and gas players. There's also Malaysia Airports which is known as among the top airport operators and developers from Asia," he said.

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