

**Najib Successful In 'Marketing' Malaysia At WEF 2013**  
**Bernama**  
**26 January, 2013**  
**From Massita Ahmad**

DAVOS (Switzerland), Jan 26 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak has boosted confidence in the country and successfully 'marketed' Malaysia on the world stage at the World Economic Forum 2013 here.

Najib, satisfied with the hard work to 'market' the country at the WEF, told Malaysian journalists he was helped by three ministers to 'sell' Malaysia's success story to a wider audience at the forum, estimated at over 3,000.

The five-day WEF will end tomorrow.

The ministers were Minister of International Trade and Industry, Datuk Seri Mustapa Mohamed; Minister in the Prime Minister's Department and chief executive officer of the Performance Management and Delivery Unit, Datuk Seri Idris Jala; and Minister of Science, Technology and Innovation, Datuk Seri Maximus Ongkili.

He said the decision to send a big delegation this year was because the transformation programme has boosted the country drive towards high-income economy in less than eight years.

Najib said Malaysia has succeeded in increasing investments, value of the stocks and jobs.

"We have also succeeded in curbing inflation and reducing the unemployment rate. Also, the World Bank and International Monetary Fund have gave us better rankings in their reports.

"These successes have resulted in us getting requests for meetings throughout the WEF," he said.

He said he was confident that Malaysia would become a high-income economy by 2020 with a per capital income of US\$15,000 if the gross domestic product were to record five per cent growth every year.

The per capital income jumped to US\$9,750 by end-2012 from US\$6,700 four years ago, he said.

"We presented all these as one package to the international community at the WEF here. There is no other platform as big and strategic as WEF," he said.

The prime minister said 'Malaysia Night', the culmination of the country's participation in the WEF, received very good response with the attendance of over 1,000 guests, over 400 more than expected.

"In gloomy conditions, especially in Europe and US, Malaysia is one of the few places that radiates success in managing its economy which brings about the transformation which we promised," he said.

Among the guests were Deputy Prime Minister of Turkey, Ali Babacan; Deputy Prime Minister and Minister of Finance of Thailand, Kittiratt Na-Ranong; and, chief executive

officers of various companies.

Najib said what the country was trying to show on that night was just a 'shadow' of what the investors could enjoy and achieve if they were to visit Malaysia, what more if they decided to invest in the country.

On whether the same approach would be used in future, Najib said: "We will analyse the effectiveness of the forum."

He said the Malaysia's participation at the WEF would be strengthened in future.

On the sentiments of the participants towards the country, Najib said Malaysia they were attracted by the opportunities available in Malaysia and the policies, incentives and our response via MIDA, MITI and Economic Council.

"These mechanisms have succeeded in boosting their confidence," he said.

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