

**Malaysia's National Blue Ocean Strategy Hailed
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PUTRAJAYA, Aug 17 (Bernama) -- The inaugural International Conference on Blue Ocean Strategy (ICBOS) wrapped up on a high note today as Malaysia received the thumbs up for various initiatives taken under its National Blue Ocean Strategy (NBOS).

Leaders attending the conference praised the NBOS which applied out-of-the box thinking.

Commonwealth Secretary-General Patricia Scotland hailed the NBOS as a proven success for Malaysia since its implementation in 2009.

Complimenting Malaysia's efforts in poverty eradication via the NBOS, she said the move had resulted in tremendous improvement of the country's extreme poverty rate.

"I think BOS (the Blue Ocean Strategy) can be implemented in Commonwealth member countries. BOS is all about how you identify things which are of high impact and low cost. We are working together to make sure our Commonwealth in that sense is also blue.

"There are things Malaysia can learn from Commonwealth member countries but we have a lot to learn from Malaysia," she told Bernama when met here today.

The conference themed 'Transforming Nations through Creativity and Innovation' held at the Putrajaya International Convention Centre (PICC) has enabled Malaysia to showcase many of its blue ocean strategy-inspired achievements - for their high impact, low cost, rapid execution, social inclusion as well as encouragement and support for innovation.

The three-day conference, held in conjunction with the 2016 NBOS International Week, brought in 4,200 participants comprising national leaders from ASEAN, Commonwealth member countries, members of the Organisation of Islamic Cooperation (OIC) as well as fellow Malaysians.

Tomorrow, the leaders will get the chance to see for themselves several NBOS initiatives including on the Community Rehabilitation Programme in Gemas, Negeri Sembilan. It is a joint initiative between the Malaysian Armed Forces, Prisons Department and Ministry of Agriculture and the Urban Transformation Centre (UTC) in Kuala Lumpur.

Since its implementation in 2009, NBOS, the brainchild of Prime Minister Datuk Seri Najib Tun Razak, has seen more than 80 government ministries and agencies join forces to create high impact solutions to address current needs.

Meanwhile, Nauru President, Baron Waqa, in one of the sessions, also praised Najib for constantly looking at different ways to tackle problems and for his innovative ways to bring better service to the people.

King of Swaziland King Mswati III on his part praised Malaysia for sharing its secret for success with other countries through BOS, of which the kingdom had benefited immensely over the years.

In his opening speech yesterday, Najib reiterated that BOS strategies could be formulated and implemented in any state that wishes to create high impacts - not just on the Capital Economy but also the People Economy.

Under the NBOS, Najib said the public sector had taken numerous initiatives to tear down silos and allow creativity and innovation to rise in order to deliver superior services with real and improved results, maximise outcomes and enhance the value of its resources.

NBOS has fostered closer collaboration and coordination between government agencies and is regarded as a key tool to aid Malaysia in its National Transformation Programme to escape from the middle income trap.

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