

**NBOS Played Pivotal Role in Bringing Malaysia Forward - Ahmad Zahid
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PUTRAJAYA, Aug 17 (Bernama) -- Malaysia's National Blue Ocean Strategy (NBOS) has played a pivotal role in bringing the country forward but will not be lulled by the success, said Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.

He said that through innovation and creativity using the principles, frameworks and tools of NBOS, transforming the entire nation had now become a reality.

"The entire nation has benefited from the work that we have done through NBOS and I have seen the changes in every city and rural community that I visit across the country.

"I am very proud of the efforts of all of those who have made this transformation a reality.

"We have seen the benefits of working together in this way and we want to extend this approach to how we engage with our partners and the wider world," he said in his closing address at the inaugural International Conference on Blue Ocean Strategy (ICBOS) here Wednesday.

He pointed out that Malaysia had applied the principles, frameworks and tools of NBOS in over 80 ministries, agencies and the private sector in order to rapidly deliver high impact results at low cost and to fulfil Vision 2020 (Malaysia's goal to become a developed high income nation by 2020).

According to him, in order for NBOS to continue to grow as the main driving force behind the 11th Malaysia Plan (2016-2020), more government agencies were encouraged to foster creative collaboration to tackle socio-economic issues.

Ahmad Zahid said this collaboration would bring them into the process of national development as well as supporting entrepreneurs to carry Malaysia towards the next phase of its development journey.

Touching on the role of innovation in nation building, he explained that with the goal of transformation in mind, leadership must come from the top to inspire creativity as a national movement.

"In today's inter-connected world, the ideas of creativity and collaboration have never been more important. Successful leaders in Malaysia have all understood the need to do things differently, to challenge the status quo, and to instill a culture of innovation," he said.

On the same note, Ahmad Zahid called upon the country's young leaders to carry on innovating in order to achieve Malaysia's goal of becoming an advanced nation.

"This is particularly true for prospective leaders, who will take the reins of our nation in the future. For this reason, I call upon the many bright, young leaders in Malaysia to rise to the challenge," he said.

The inaugural ICBOS themed 'Transforming Nations through Creativity and Innovation' is being held in conjunction with the 2016 NBOS International Week which began Sunday and ended today at the Putrajaya International Convention Centre (PICC).

The conference focused on creativity and innovation in the formulation and implementation of national policies and initiatives besides featuring keynote speeches and panel discussions by national leaders, eminent speakers and global experts from all around the world.

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