

**SPEECH BY
YAB DATO' SERI ABDULLAH BIN HAJI AHMAD BADAWI
AT THE LAUNCH OF CORPORATE LOGO FOR JAYA SARANA ENGINEERING
SDN. BHD., AT EQUATORIAL HOTEL, PULAU PINANG
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Terlebih dahulu saya ingin mengucapkan terima kasih kepada Dato' Jaffar Indot dan juga pihak Jaya Sarana Engineering Sdn Bhd kerana sudi menjemput saya untuk melancarkan logo baru Jaya Sarana dan juga untuk menghadiri majlis penyampaian sijil ISO 9002.

Alaf baru ini membawa pelbagai cabaran yang harus di hadapi dari segi pembangunan ekonomi negara. Usaha ini tidak boleh dipikul oleh pihak kerajaan sahaja. Malah, sektor swasta akan memainkan peranan yang penting.

Pembangunan yang lebih pesat dan berkesan hanya dapat diwujudkan jika syarikat-syarikat tempatan meningkatkan prestasi dan daya saing mereka. Saya harap penyampaian sijil ISO 9002 akan menjadi satu insentif kepada jaya sarana dan juga syarikat-syarikat lain untuk menjadi lebih inovatif dan efisien.

Ladies and gentlemen,

Let me begin by thanking Dato' Jaffar Indot and the board members of Jaya Sarana Engineering Sdn Bhd for their kind invitation for me to officiate at the launch of Jaya Sarana's new corporate logo and the presentation of its sirim 9002 certificate.

There is no doubt in my mind that we are entering a new century full of promises and challenges. These are indeed exciting times for the world economy, and Malaysia will have to rise to the task of competing in a globalised world where economic borders are fast disappearing. The first two decades of this century will be crucial for Malaysia. Our efforts and determination in this period will determine whether we can meet the central objective of vision 2020 - that is to create a comprehensively developed nation - developed politically, economically, culturally and spiritually.

Our success can only come from hard work and determination. The more we apply ourselves at whatever we do - whether it is in government, in companies or in the class rooms - we must strive for excellence. For Malaysians to stand up and be counted in the globalised world, we must utilise our skills and occupy our time productively. There will be no room for passengers in our drive for further prosperity and development. Everyone will have to contribute to our collective success.

This culture of hard work underpins our on-going process of capacity building. We must expend no effort in creating more efficient companies, better qualified workers, more innovative researchers and a more responsive administration as we prepare the country for a quantum leap into a knowledge-based economy, we must identify key areas in which each individual or corporation can play their part. The successful management of the k-economies of this new era cannot merely be the sole purview of the government. Rather, it needs to be the shared responsibility between the government and the private sector.

The private sector has a large and significant role to play in the process of capacity building - whether it is through improvements in management techniques, human resource development or cutting-edge research. Such developments must be stepped up rapidly if we are to have internationally competitive firms. If Malaysian companies can succeed on a global level, then it will be to the benefit of the whole Malaysian economy.

Malaysian companies can survive and succeed in the fiercely competitive world market if they are proactive, forward looking, efficient, dynamic and innovative. The private sector must look beyond our shores for business opportunities and strategic partnerships. Firms in Malaysia will have to assess their value-added in the supply chain and decide whether they can remain competitive.

I hope that it was these considerations that resulted in Jaya Sarana's decision to adopt a new logo which symbolises a fresh image of a company determined to move with the rapidly changing world of business.

I am, therefore happy to congratulate Jaya Sarana Engineering Sdn Bhd on their adoption of the new corporate logo. I hope the new corporate identity reflects the continued dynamism and progress of the company.

Ladies and gentlemen,

Last year Malaysia emerged from our worst economic recession that debilitated many of our companies. The sharp contractions of 1998, especially in the third and fourth quarters when our GDP in real terms shrank by 10.9% and 10.3% respectively, resulted in bankruptcies, foreclosures, abandoned projects and stalled plans.

Although the Malaysian economy rebounded aggressively last year posting a recovery of 5.4%, many of our companies are still undergoing painful restructuring exercises. While we have reason to be thankful for our rapid recovery without requiring the assistance of institutions such as the I.M.F., we must also learn from the crisis.

Private sector restructuring must create leaner firms with emphasis on value-added and not just asset accumulation, In fact, the entire Malaysian economy must heed the lessons of the crisis. We cannot afford to return to complacency and once again undertake reckless investments and borrowings. For our development to be sustainable, we must be more vigilant and diligent in our economic and corporate decision-making.

I am, however, optimistic that our companies have learnt the bitter lessons of the crisis. I am also sure that the private sector is aware of the changing nature of business in the new economy. The mantra for management in Malaysia should now be "productivity, efficiency and value-added" and not "build, borrow, build".

Indeed, if the private sector is to play a meaningful role in propelling the country forward, companies must constantly set standards of achievements to measure their progress. One such benchmark is the award of the sirim iso 9002 certification. The attainment of the ISO 9002 signifies a level of productivity and efficiency that is in line with Malaysia's objective of capacity building and increased competitiveness.

Jaya Sarana's registration of their ISO 9002 certification is a testament to their hard work and strategic planning which has ensured the continued success of the company. Allow me to congratulate them on their success.

For companies like Jaya Sarana, there are no guarantees that they will remain at the forefront of their industry. The only way for companies to improve on their success is through a constant process of evaluating their own performance benchmarked against their competitors. Companies must strive to stay ahead of competition by serving their clients well. Only companies that are prepared to be responsive and receptive to change will succeed.

Jaya Sarana's emphasis on work quality and sound management, as reflected by its ISO 9002 certification, is an example of how to be competitive.

Such initiatives are to be commended and I hope that companies like Jaya Sarana will continue their initiatives to synergies their operations and to explore opportunities abroad.

Ladies and gentlemen,

Once again, I extend my congratulations to the board, management and staff of Jaya Sarana Engineering Sdn Bhd on its adoption of the new corporate logo and its achievement in the registration of the ISO 9002 certification. I wish you every success and hope you will have a productive year ahead.

Thank you.