

21/10/2014 - CAPAM Media Forum 2014 Opening Speech

Assalamualaikum Warahmatullahi Wabarakatuh,
Good morning and Salam 1Malaysia.

Yang Berbahagia
Tan Sri Mohamad Zabidi bin Zainal
Director-General Public Services Department

Yang Berbahagia
Datuk Wira Omar Bin Kaseh
Director-General
Malaysia Modernisation and Planning Unit

Mr. Paul Zahra
8th President of CAPAM

Ms. Gay Hamilton
Executive Director / Chief Executive Officer of CAPAM

Honourable Guests from Commonwealth Member Countries

Honourable President and Vice Chancellors of Public and Private Universities

Heads of Department and Services of Malaysia

Members of the media

Ladies and Gentlemen

Participants of CAPAM Biennial Conference 2014

1. A warm welcome to all delegates and participants from the Commonwealth countries to the CAPAM Media Forum.
2. Malaysia is indeed honoured to host this CAPAM Media Forum, which is being held in conjunction with the CAPAM 2014 Biennial Conference. CAPAM is celebrating its 20th anniversary this year.
3. As a founding member of CAPAM, Malaysia has had a long and fruitful relationship with Commonwealth countries. Malaysia's ties with African nations in the Commonwealth took a major step forward in the 1990s when it forged smart partnerships with African nations under the aegis of the Langkawi International Dialogue (LID) and the Southern African International Dialogue.
4. The Smart Partnership Dialogue proved to be a mutually beneficial exercise, not only in boosting trade and investment, but in sharing of experiences in areas such as good governance, youth and women's development.
5. Likewise, we hope that this inaugural media forum would benefit CAPAM and Commonwealth countries, especially media professionals, students and lecturers and those involved in mass communication. More importantly, the public service should also join hands with the media

fraternity in exploring contemporary and future issues in the print, electronic and new media industry.

6. The aim is to exchange ideas and information on the state-of-the-art research in media and communications so that the public service can interact with the stakeholders and the people, quickly and effectively.

Ladies and Gentlemen,

7. In the context of the Commonwealth, both the traditional media and the new media have played a crucial role in promoting economic development, good governance and civil societies. Indeed, when we talk about the new media, it is inevitably linked to the young people of the world.
8. The biggest users of new devices – youths -- have revolutionised communication through social media networking sites such as Facebook, Instagram, Twitter, WhatsApp and WeChat, just to name a few. As pointed out by the Honourable Deputy Prime Minister of Malaysia, during his Keynote Address at the Opening Ceremony of the CAPAM 2014 Biennial Conference two days ago, millions of people are in constant daily conversation through this new revolution, and the public service must not hold back by refusing to join this revolution. Change is inevitable, and we have to transform in order to remain relevant in today's world.

9. This being the case, it is only right that the Commonwealth Media Forum also looks to engaging youths, particularly the Gen. Y, on the Commonwealth and its activities. Indeed, the theme for the forum is aptly entitled “Engaging the Commonwealth.”
10. Now more than ever, the dynamics in the global arena and the advent of social media makes it incumbent on governments to do nothing less than their best in discharging their duties in public administration.
11. To this end, CAPAM has proven to be an invaluable linkage that binds the Commonwealth together, particularly the young people. This is because young people form the majority of the public service. As such, the Forum is intended to generate interest among youths to better understand the Commonwealth and CAPAM.
12. Today’s youth, who inevitably are tomorrow’s leaders, can share best practices and enhance their networking in the Commonwealth and beyond. There is no denying that fresh ideas could be sparked by involving youths in the media forum not only today, but also in all Commonwealth and CAPAM activities in the future.
13. It is our fervent hope that the CAPAM Media Forum will enrich participants’ knowledge on the relevance of the Commonwealth in the twenty-first century, and the role of the media in highlighting the roadmap to enhancing cooperation among Commonwealth countries.

14. Together, we can do much more to promote CAPAM and the Commonwealth. And the media can certainly help us to spread the word further and faster. Let us join hands for the success of this noble endeavour.

15. With that, I now officially open the CAPAM Media Forum.

Thank You.

Wabillahitaufiq Walhidayah Wassalamualaikum Warahmatullahi
Wabarakatuh.