

## **14/04/2016 - Prize Giving Ceremony Of MyHSR Corporate Logo Design Competition**

Bismillahirrahmanirahim.

Assalamualaikum warahmatullahi wabarakatuh, Good evening and Salam 1Malaysia.

Yang Berbahagia Tan Sri Dr. Mohd Irwan Serigar bin Abdullah,  
Secretary General of Treasury;

Yang Berbahagia Datuk Seri Dr. Rahamat Bivi binti Yusoff,  
Director General of Economic Planning Unit;

Yang Berusaha Encik Mohd Nur Ismal bin Mohamed Kamal,  
Chief Executive Officer, MyHSR Corporation Sdn. Bhd.;

Board Members of MyHSR Corporation,

Distinguished Guests, Ladies and Gentlemen.

### **Introduction to MyHSR Corporation**

1. First of all, on behalf of MyHSR Corporation, I would like to welcome everyone to the Prize Giving Ceremony of the Corporate Logo Competition for MyHSR Corp. We have chosen to welcome you today, at the very heart of the Government - the Prime Minister's Office, in an effort to **deeply align ourselves with the Government's efforts to optimise spending.**

2. By now, I am sure that many, if not all of you, have heard of the KL – Singapore High Speed Rail project. It is a **highly anticipated, high-profile project which has been described as a 'game-changer'** by both Prime Ministers of Malaysia and Singapore. More important than it being an infrastructure project connecting these two major cities, it is expected to **catalyse socio-economic development** along the High Speed Rail corridor in the southern States.

3. In addition to this, the project is also expected to boost Klang Valley as one of the **most vibrant areas for economic growth**. To achieve this goal, the Government of Malaysia has established MyHSR Corp. as the Special Purpose Vehicle **to ensure the successful delivery** of the project.

4. Discussions on this project have been very encouraging between the Government of Malaysia and Singapore. As the Honourable Prime Minister had announced last Tuesday, the memorandum of understanding (MoU) between both Governments for the High Speed Rail link project will be **signed by the middle of this year**.

5. Once completed, commuters on the High Speed Rail are expected to complete their journey between **KL and Singapore in 90 minutes**. Currently, it takes up to seven hours by train and about four hours by express bus to travel between the two cities.

### **Background of Corporate Logo Competition**

Ladies and gentlemen,

6. Back in October last year, when MyHSR Corp. was still new and very much in its infancy, we wanted to look for a logo that best represents the company. More importantly, we wanted to do it in a **manner that involves therakyat**, as it is a project of great national interest and one which benefits are aimed only at the improvement of the quality of life for the *rakyat*.

7. It is because of this very reason, which we have decided to organise the Corporate Logo Competition from the **15th of October to the 4th of November 2015**. The competition, which was open to all Malaysians aged 18 years old and above, received over **2,800 submissions in total**. From these 2,800 submissions, we have narrowed it down to a shortlist of the Top 20 designs, before selecting the best 3 designs.

8. I would like to take this opportunity to **congratulate the winners and those who were shortlisted in the Top 20**, and also sincerely extend **my appreciation to everyone who**

**submitted their designs**. Even though the project is one for the *rakyat*, like anything in a democracy, it is not possible to achieve it without the support from the people.

9. Which is why it is extremely encouraging to see the number of participants in this Competition, and hope that we can continue to enjoy the *rakyat's* support as we march on this journey to **improve the livelihood and well-being** of the people.

10. I am sure that most of you are at the edge of your seats, eagerly waiting to see the faces behind the Best 3 designs. Before I end, allow me to express my appreciation and congratulations to our Board of Directors, CEO – Encik Mohd Nur Ismal bin Mohamed Kamal, the Management team and also to everyone involved in this event.

Thank you.

*Wabillahi taufik walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.*

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