

16/08/2016 - Welcoming Remarks International Conference On Blue Ocean Strategy

Bismillahirrahmannirrahim,
Assalamualaikum warahmatullahi wabarakatuh,

Good Morning and Salam 1Malaysia.

The Honourable Dato' Sri Mohd. Najib Tun Abdul Razak,
Prime Minister of Malaysia & Yang Amat Berbahagia Datin Sri Rosmah Mansor;

Your Majesties, Excellencies, Heads of State and Government;

The Honourable Dato' Seri Dr. Ahmad Zahid Hamidi,
Deputy Prime Minister of Malaysia & Yang Amat Berbahagia Datin Seri Hamidah Khamis

Honourable Vice President, Deputy Prime Ministers and Ministers;

Chief of Secretaries and Heads of Civil Service

Distinguished Guests, Ladies and Gentlemen.

OPENING REMARKS

1. First and foremost, allow me to bid our friends from abroad, a warm **Welcome** or "**Selamat Datang**" to Malaysia. We are indeed proud to organise the inaugural **International Conference on Blue Ocean Strategy 2016** and honoured that all of you are here with us this morning. I am very happy to note that this conference is attended by 4,200 participants comprising national leaders from ASEAN, the Commonwealth member countries, members of the Organisation of Islamic Cooperation (OIC) as well as fellow Malaysians. Thank you for being here.

2. This conference provides an excellent platform for speakers and participants to exchange ideas and the latest initiatives of governments around the globe, particularly on Blue Ocean Strategy for national development. Subsequently, Malaysia aims to showcase the many initiatives that we have achieved under our National Transformation Agenda, through the National Blue Ocean Strategy.

3. The theme “**Transforming Nations Through Creativity and Innovation**” was chosen as a result of the challenges faced by governments around the world to meet the expectations of the people. More than ever, Governments must now listen to the people, humanise public services and intensify the use of innovative platforms to deliver public services. The need to transform and build service excellence using **creativity and innovation is imperative to achieve strong economic growth and enhance public well-being**. I believe Blue Ocean Strategy is the way forward for us to accomplish this.

MALAYSIA’S TRANSFORMATION JOURNEY

Your Majesties, Excellencies, Distinguish Guests, Ladies and Gentlemen,

4. We began our Blue Ocean journey in 2009, which was the **brainchild of our Prime Minister**, the Honourable Dato’ Sri Mohd. Najib Tun Abdul Razak. What began with a few selected initiatives involving a small number of government ministries and agencies has now evolved to more than 90 initiatives which significantly touches the lives of many Malaysians. This will be demonstrated to you in the next few days during the course of the conference and site visits.

5. I must take this opportunity to put on record that **our Prime Minister has been the driving force** behind the success of the National Blue Ocean Strategy since its inception. He has made the National Blue Ocean Strategy or NBOS a key priority in our quest towards achieving a high income developed nation by 2020. For the information of all delegates, the Honourable Prime Minister chairs the NBOS Summit meetings with the presence of key Ministers and public

officials at least 3 times a year. These meetings are held to ensure smooth implementation and timely intervention of any impending challenges that may arise. **We thank you Sir**, for your unwavering support and commitment to walk this journey with us.

6. Needless to say, NBOS has fostered closer collaboration and coordination between Government agencies and enhanced the participation of various stakeholders, including the private sector and NGOs. The success would not have been achieved if not for the **commitment of all parties** to implement the NBOS initiatives and most importantly, in gaining the citizen's support. **My sincere appreciation** goes out to all of you who have in one way or another, contributed to the success of NBOS in Malaysia.

CLOSING REMARKS

Your Majesties, Excellencies, Distinguish Guests, Ladies and Gentlemen,

7. You will be presented with various papers from distinguished panelists and guest speakers on topics covering **transformation for national development, cultivating creativity and innovation through collaborative networks**, and **inclusive participation**. I am confident that the presentations will provide the impetus for active discourse and knowledge exchanges. I also hope the many institutions and agencies here today will be able to provide each other further insight towards **exemplary work practices in formulating and implementing Blue Ocean Strategy**.

8. In the midst of your active intellectual discourse at this conference, I must urge all of you to also take in the sights, sounds and food that Malaysia has to offer during your stay here. Please enjoy the diversity and colours that this beautiful country has to offer.

9. Before I end, I would like to thank the Honourable Prime Minister of Malaysia and Yang Amat Berbahagia Datin Sri, for gracing us with your presence this morning. I also wish to extend my heartiest gratitude to Your Majesties, Excellencies, Heads of State and Government, Deputy

Prime Ministers, Ministers, Chief Secretaries and Heads of Civil Service for attending this inaugural event and I wish you all a fruitful and enjoyable conference. Thank you.

Wabillahi taufik walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.

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