

**By : DATUK SERI SYED HAMID ALBAR**  
**Venue : WISMA PUTRA**  
**Date : 8 AUGUST 2005**  
**Title : REMARKS ON THE OCCASION OF THE ASEAN FLAG RAISING CEREMONY AND LAUNCHING OF THE 11TH ASEAN SUMMIT LOGO AND THEME**

Excellencies,

Distinguished Guests,

Ladies and Gentlemen, good morning to all.

1. We are gathered here this morning at the Ministry of Foreign Affairs for two purposes. The first, as you have seen, was to witness the flag raising of both the Malaysian Flag and the ASEAN Flag in a simple ceremony outside the building a while ago.

2. The flag raising ceremony is held, in conjunction with the 38th Anniversary of ASEAN which falls today, 8 August 2005. It is also a symbolic gesture on the part of Malaysia to reaffirm our commitment to the ideals and objectives of ASEAN, just as we assumed the Chairmanship of the 39th ASEAN Standing Committee (ASC) a few days ago in Vientiane, Laos, following the conclusion of the 38th ASEAN Ministerial Meeting / Post Ministerial Conferences/12th ASEAN Regional Forum.

3. The ASEAN Flag will be flown together with the Malaysian Flag at the Ministry of Foreign Affairs throughout our year-long Chairmanship. Malaysia views the flying of the ASEAN flag as symbolizing the honour bestowed on Malaysia as Chairman of the 39th ASC. It will also serve to remind us of the responsibilities of the Chair and the need to steer ASEAN in facing the challenges ahead.

4. Allow me to outline briefly the main priorities of Malaysia during our ASC Chairmanship. First of all, we believe that a key challenge ahead of us will be to pursue a people-oriented approach as we carry out our commitment to implement the programme, measures and activities under the Vientiane Action Programme (VAP) and the Plans of Action of the three pillars of the ASEAN Community namely, the ASEAN Security Community (ASC), the ASEAN Economic Community (AEC) and the ASEAN Socio-Cultural Community (ASCC).

5. In moving towards an ASEAN Community, Malaysia believes that a crucial step is the need to attain a certain level of awareness among the peoples of ASEAN. This is a major challenge that cuts across the board and efforts to realize this objective must be conscientiously carried out. The people of ASEAN, including Malaysians, must be encouraged to feel a sense of belonging to ASEAN and to do that, it is vital to inculcate the sense of "we feeling" among them.

6. In this regard, ASEAN Member Countries, this year, are making concerted efforts to mark the occasion of the 38th ASEAN Day on 8 August with the theme "ASEAN

Community Building for ASEAN People". On our part, the Honourable Prime Minister of Malaysia had delivered a televised speech to celebrate ASEAN Day. An ASEAN Day supplement is also published in the New Straits Times and Berita Harian today. It is our sincere hope that these two initiatives would contribute to the enlightening of ASEAN and the future direction of ASEAN as well as the benefits that Malaysia would derive from its membership.

Excellencies,

Ladies and Gentlemen,

7. This brings me to the second purpose we are here this morning. As the Chair of the 39th ASC, Malaysia will be hosting the 11th ASEAN Summit and Related Summits in Kuala Lumpur on 12-14 December 2005. I am happy to have you here to witness the launching of the logo and theme of the Summit.

8. The theme of the Summit is One Vision, One Identity, One Community. This theme is reflective of ASEAN moving forward to achieve a common goal of developing an ASEAN Community by the year 2020. ASEAN envisions Community where its members would co-exist peace, stability and prosperity, and their peoples would live in harmony, sharing one identity based on common principles and shared values.

9. In line with Malaysia being the venue of the 11th ASEAN Summit, we have also selected a logo which represents a national landmark that we hope is already globally recognized. Its twin structure with the wide base which tapers into needles at the pinnacle could be interpreted as ASEAN Member Countries moving forward in tandem to reach a common goal. The dimension also reflects ASEAN's progressive maturity and increasing integration. The bridge that connects the two towers signifies the efforts to narrow the development gap within ASEAN as well as to strengthen its relations with the Dialogue Partners and the world at large.

10. In this respect, the logo mirrors the goals and future direction of ASEAN as well as the course through which Malaysia wishes to steer ASEAN during its one year Chairmanship. It further reflects the unity of ASEAN Member Countries and their continuing efforts to advance the interest of ASEAN for the benefit of the region.

11. The ASEAN logo in between the pinnacles of the two towers represents ASEAN as the living force of the region, ASEAN that symbolises regional integration and ASEAN as the driving force in its relations with the Dialogue Partners. Lastly, the twin structure also denotes the number eleven which corresponds to the 11th ASEAN Summit.

12. In this regard, I would like to express my appreciation to ORACOM Sdn. Bhd., Carlson Sdn. Bhd., UiTM and LimKokWing University, for their efforts and enthusiasm in submitting to us some really outstanding proposals. I wish to congratulate the

LimKokWing University for submitting the winning logo as well as participating in the launching of the logo presentation. Equally important, I also wish to thank Filem Negara for the short multimedia trailer for the logo and theme, and expressing our profound gratitude to Dewan Bandaraya KL Music Band for the ASEAN Day Celebration.

Excellencies,

Ladies and Gentlemen,

13. We are pleased to present to you today the logo and the theme of the 11th ASEAN Summit. I am confident that the ASEAN Summit which will be held at the Kuala Lumpur Convention Centre this December, will enable us to live up to the theme of One Vision, One Identity, One Community.

Thank you.