

EXECUTIVE SUMMARY

TITLE	:	CO-CREATION STRATEGY TO ENHANCE NATIONAL COMPETITIVENESS
DATE	:	OCTOBER – DECEMBER 2020
BUDGET/COST	:	DEVELOPMENT BUDGET – RM 294,000 (SPN)
OBJECTIVES	:	<ol style="list-style-type: none"> 1. To formulate better policies and create a robust business ecosystem through engagement with related ministries and agencies in enhancing Malaysia's competitiveness performance towards high-income nation. 2. To have a platform for discussions on any issues, methodology and other competitiveness factors to get first-hand information from competitiveness experts on how Malaysia should move forward. 3. To improve Malaysia's competitiveness ranking through improvement at policy level.
EXPECTED OUTCOME	:	<ol style="list-style-type: none"> 1. Co-creation strategy with ministries and agencies in terms of policy making and regulatory. This enable policy-makers to look beyond short-term and reactionary measures. 2. The networking and engagement would enable for open discussions, exchange experiences and improve further understanding on the competitiveness new focus specifically for WCY and GCR towards Fourth Industrial Revolution (IR4.0). 3. Improvement on Malaysia's competitiveness ranking 4. To promote quality regulations and increase awareness on national competitiveness
DEPARTMENT	:	NATIONAL COMPETITIVENESS STRATEGY / PCD
COMMENTS/ SIGNATURE OF ACCOUNTANT		
COMMENTS/ SIGNATURE OF PCT MGR		

APPENDIX

No.	Item	Details	Total Cost (RM)
1	Engagement Programs/Workshop	(RM 300 x 50 pax) x 5 programs	RM 75,000
2	Subscription Fees	IMD WCY Online	RM 7,000
3	Consultant / Associate / Facilitator Professional Fees	RM 2,000 (perday) x 5 Programs	RM 10,000
	Deep Dive WCY 2020 indicators – Consultant/Expert Professional Fees	RM6000 x 8 Indicators	RM 48,000
4	Webinar (40)	Payment to: Moderator – RM400 x 40 – RM 16,000 Panellist – RM500 x 40 – RM 20,000 Rapporteur – RM750 x 40 – RM 30,000	RM 66,000
5	Minute Writer	RM 1,000 x 10 Programs	RM 10,000
6	Publication/e-publication - Competitiveness Newsletter	Writing & Editing – RM 5,000 x 1 publication Design – RM 5,000	RM 10,000
7	Communication Plan (Productivity Channel/Go Digital)	Content – RM 500 x 30 videos Trainer – RM 2,000 x 4days	RM 23,000
8	Technical Working Group (Pemudah)	Consultant / Associate / Facilitator Professional Fees - RM 2,000 x 5 programs – RM 10,000 Minute Writer – RM 1,000 x 5 programs – RM 5,000 Engagement Programs/Workshop - (RM 300 x 20 pax) x 5 programs – RM 30,000	RM 45,000
TOTAL			RM 294,000