

## EXECUTIVE SUMMARY

<b>TITLE</b>	<b>:</b>	<b>CO-CREATION STRATEGY TO ENHANCE NATIONAL COMPETITIVENESS</b>
<b>DATE</b>	<b>:</b>	<b>OCTOBER – DECEMBER 2020</b>
<b>BUDGET/COST</b>	<b>:</b>	<b>DEVELOPMENT BUDGET – RM 294,000 (SPN)</b>
<b>OBJECTIVES</b>	<b>:</b>	<ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>3. To improve Malaysia's competitiveness ranking through improvement at policy level.</li> </ol>
<b>EXPECTED OUTCOME</b>	<b>:</b>	<ol style="list-style-type: none"> <li>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.</li> <li>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).</li> <li>3. Improvement on Malaysia's competitiveness ranking</li> <li>4. To promote quality regulations and increase awareness on national competitiveness</li> </ol>
<b>DEPARTMENT</b>	<b>:</b>	<b>NATIONAL COMPETITIVENESS STRATEGY / PCD</b>
<b>COMMENTS/ SIGNATURE OF ACCOUNTANT</b>		
<b>COMMENTS/ SIGNATURE OF PCT MGR</b>		

## 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)	<b>Consultant / Associate / Facilitator Professional Fees</b> - RM 2,000 x 5 programs – RM 10,000 <b>Minute Writer</b> - RM 1,000 x 5 programs – RM 5,000 <b>Engagement Programs/Workshop</b> - (RM 300 x 20 pax) x 5 programs – RM 30,000	RM 45,000
<b>TOTAL</b>			<b>RM 294,000</b>