

## EXECUTIVE SUMMARY

<b>TITLE</b>	:	<b>CO-CREATION STRATEGY TO ENHANCE NATIONAL COMPETITIVENESS</b>
<b>DATE</b>	:	<b>OCTOBER – DECEMBER 2020</b>
<b>BUDGET/COST</b>	:	<b>DEVELOPMENT BUDGET – RM 294,000 (SPN)</b>
<b>OBJECTIVES</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>	:	<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>NATIONAL COMPETITIVENESS STRATEGY / PCD</b>
<b>COMMENTS/ SIGNATURE OF ACCOUNTANT</b>		
<b>COMMENTS/ SIGNATURE OF PCT MGR</b>		

**CO-CREATION STRATEGY TO ENHANCE NATIONAL  
COMPETITIVENESS  
OCTOBER – DECEMBER 2020**

**1.0 Purpose**

The purpose of this proposal paper is to inform and seek approval for allocation of RM294,000 from MPC's Board of Management (BOM) for National Competitiveness Strategy Unit to conduct national competitiveness initiatives and activities.

**2.0 Background**

Productivity is a game changer it has been found to be the main factor driving growth and income levels that closely linked to human welfare. Rising competitiveness means rising prosperity. It is believed that competitive economies are those that are most likely to be able to grow more sustainably and inclusively, meaning that everyone in society will benefit from the fruits of economic growth.

This initiative in line with Thrust 4 under Malaysia Productivity Blueprint (MPB) Forging a Robust Ecosystem with acceleration of efforts to enhance government holistic approach towards addressing regulatory and policy constraint that impacted to the competitiveness of the nation. Part of the activities are continuous review of prohibitive competitiveness related regulations and policies by establishing baseline, analysing current competitiveness performance and develop a strategy to enhance competitiveness of the nation. This initiative can contribute to business-friendly regulatory environment and accommodate technological and innovative disruptions.

The Special Task Force on Business Facilitation (PEMUDAH) has been mandated by the government to drive Malaysia's competitiveness and productivity based on competitiveness reports published by international rating agencies. These reports assist the government to improve Malaysia's competitiveness ranking through improvement at policy level and to formulate better policies through engagement with related ministries and agencies through innovative collaboration in terms of policy making and regulatory.

Malaysia was ranked at 27<sup>th</sup> position from 22<sup>nd</sup> position in 2019 in the World Competitiveness Yearbook (WCY) 2020, published by the Institute for Management Development (IMD). In Global Competitiveness Report (GCR) 2019, Malaysia was ranked at 27<sup>th</sup> position from 22<sup>nd</sup> position in 2018. This shows that and moving forward, there are need to accelerate efforts to enhance whole-of-government approach towards addressing regulatory constraints policies and where required need to re-design the structural frameworks. The new paradigm is to co-create policies that will enhance Malaysia's competitive ecosystem, by engendering even closer public-private partnerships and collaborations that focus on designing policies that answer the needs of Malaysian businesses.

This approach will ensure Malaysia's sustainable long-term economic growth. In the longer term, the implementation of policies that are relevant to the needs of businesses will enable to recalibrate competitiveness landscape and fortify the resilience of national economy

### **3.0 Objectives**

- i. To formulate better policies and create a robust ecosystem through engagement with related ministries and agencies in enhancing Malaysia's competitiveness performance towards high-income nation.
- ii. To have a platform for discussions on any issues, methodology and other competitiveness factors to get first-hand information from world's competitiveness experts on how Malaysia should move forward.
- iii. To improve Malaysia's competitiveness ranking through improvement at policy level.

### **4.0 Deliverables**

- i. To conduct series of engagement with key stakeholders in identifying areas that can improve national competitiveness through reviewing regulatory framework.
- ii. To identify specific sectors that have huge impact to national competitiveness.

- iii. To provide specific recommendations to regulators and policy makers on innovative mechanism that can alleviate national competitiveness
- iv. To establish technical working groups on specific sectors that have huge impact to national competitiveness

## 5.0 Expected outcomes

- i. Collaborative Innovation with ministries and agencies in terms of policy making and regulatory. This enable policy-makers to look beyond short-term and reactionary measures.
- ii. The networking and engagement with relevant parties and stakeholders 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).
- iii. Improvement on Malaysia's competitiveness ranking
- iv. To promote quality regulations and increase awareness on national competitiveness in line with Thrust 4 in MPB, forging robust ecosystem by reducing regulatory hurdles and cost of doing business for enterprises.

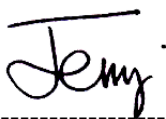
## 6.0 Cost

Total estimated cost for the overall projects is **RM 294,000** Details of the costing are as **Appendix**.

## 7.0 Recommendation & Conclusion

The approval of the Board of Management (BOM) are sought on the budget of RM294,000 for the implementation of this projects.

Prepared by:



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Manager

29 September 2020

Reviewed by:



**Muhamad Muzaffar A. Hamid**

Deputy Director

30 September 2020

## 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>