



PUBLIC SECTOR : HEART BEAT OF A NATION



Aspirations for Malaysian Public Sector:

That the Malaysian public sector continues to be a world-class public service, envied by many, meeting the rakyat's expectations and providing services efficiently and with integrity. We must put the rakyat's needs at hand, and must transform and equip ourselves with the necessary skills, knowledge and expertise to keep up with the changing times. If not, we will become irrelevant and not be in tune with the ever-increasing and changing expectations and demands of society, and the world at large. The public sector is the backbone of the country's development, and a strong and productive public service will be the main driving force in realising the national transformation agenda towards becoming a high-income, developed nation by 2020.

Tan Sri Dr. Ali bin Hamsa was appointed as the 13th Chief Secretary to the Government of Malaysia effective 24 June 2012. Tan Sri Dr. Ali was appointed as the Director-General of the Public Private Partnership Unit (UKAS), a central agency created to spearhead Public Private Partnership (PPP) initiatives, namely privatisation projects, Private Finance Initiatives (PFI), corridor development and facilitation funds in 2009. As the Chief Secretary to the Government, he is Chair of the Malaysian Integrity Institute (IIM), the co-Chair of the Special Taskforce to Facilitate Business (PEMUDAH) and Deputy Chairman of Johor Corporation (JCorp). Tan Sri Dr. Ali is also Member to the Board of Advisors of 1Malaysia Development Bhd. (1MDB), Board Member of Bintulu Port Holding (BPHB), Penang Port Commission (PPC) and Bumiputera Agenda Coordinating Unit (TERAJU).

"We cannot stay in the same niche forever. We need to adopt transformative continuity. We need to continue progress towards a better service and adapt to changes of time. Each public service I believe must have its own 'moving' forward'.





News Highlights:



- Going the Extra Mile: Search and Assist
- Facilitating Business for Enhanced Competitiveness



- We are no. 24 on WEF list
- Malaysia in the Global Competitiveness Report



- Launching of National Policy on Regulations
- National Policy on the Development and Implementation of Regulations
- Seminar on Enhancing Regulatory Quality
- Pilot Project on Regulatory Impact Analysis



• Calling All Journalists: Journalism Competition

GOING THE EXTRA MILE: SEARCH AND ASSIST



"Merakyatkan Perkhidmatan Awam"

As civil servants we have to hold on to the 5 principles embodied in the Rukun Negara, namely: Believe in God; Loyalty to King and country; Supremacy of the constitution; the rule of Law; good behaviour and morality. These should be our guiding principles as we go about our daily responsibilities, especially when serving the nation, which is our core calling as we work in the public service. Civil servants should understand that their involvement in the sector is not merely a job, but a calling and a vocation that they have chosen to give their utmost to.

"At this juncture, it is worth sharing some of the new approaches that have been adopted to transform the public service. I introduced concept of *Merakyatkan Perkhidmatan Awam*, (Citizenising the Public Service) when I took on this office in June 2012. This concept is anchored by six pillars, which are: Openness (Keterbukaan); Going to the ground and reaching the people (Turun Padang); Engagement (Musyawarah); Humanity and Spirituality (Insaniah); Public, Private and NGO Partnership and Sense of Belonging/Camaraderie (Kekitaan).

The renewed public sector now goes the extra mile to extend its services to the public in what I refer to as the "Search and Assist" approach, whereby we take extraordinary efforts and deliver levels of service that exceed the norm. The focus is on quality service to the people instead of personal glory and monetary rewards. I am certain there is merit in these new approaches for the private sector to draw from, as we are all interconnected".







Firoz Abdul Hamid interviewed Tan Sri Dr. Ali Hamsa on Ethics in Business: With Whom Does the Heartbeat of a Nation lie? The interview covered a wide range of topics ranging from Tan Sri Dr. Ali Hamsa perspectives on the Malaysian Public Service to Wealth Distribution and Business Ethics. Abstracts of the interview which focused on the Malaysia's Public Sector and the Chief Secretary's Aspirations as well as on PEMUDAH's initiatives in Facilitating Business are featured in this e-bulletin. For the full interview, please go to http://investvine.com/ethics.

FACILITATING BUSINESS FOR ENHANCED COMPETITIVENESS



"We must strive to have Quality Regulations; Regulations that have characteristics of good governance, and must fulfill adequacy and gatekeeping or quality control requirements."

PEMUDAH was established in 2007, and its main role is not to protect foreign investors and investment. Instead it aims at improving and enhancing the public delivery system, particularly, those that deal with the cost of doing business in Malaysia through public and private collaboration. This relation has enabled PEMUDAH to undertake improvements in many fronts, especially on enhancing transparency and streamlining processes and procedures. Among the initiatives implemented were the reviews of policies, which include the Foreign Investment; Committee Guidelines, Distributive Trade Guidelines and Competition Policy.

These are fundamental changes, which impacts the private sector and Malaysia globally. Even though PEMUDAH does not focus directly in protecting investors, it improves the investment climate and maintains investor confidence in Malaysia by tackling issues such as labour, talent and safety and security, which are the key issues to the business and investment environment. Acknowledging the importance of transparency in the public delivery system, a Circular on Online Public Consultation by Ministries and Agencies for All New Proposals or Amendments to Draft Laws was circulated to advocate online public consultation before any policy changes are adopted. This online public consultation forms part of the framework for good regulatory practices by ministries and agencies.

We're No. 24 on WEF list

GLOBAL SURVEY: Malaysia remains second most competitive Asean country

tion among 148 countries, ranked by the World Economic Forum in its recently released Global Competitiveness Report (GCR).

Last year, Malaysia was ranked 25th out of 144 countries.

The nation remains the second most competitive Asean country and has improved its position to seventh from 10th among 25 Asia-Pacific countries.

GCR categorised the 148 countries in three stages of development, namely factor-driven, efficiency-driven and innovationdriven, based on gross domestic product per capita.

Malaysia falls in the transition category, moving from an efficien-

cy-driven to innovation-driven economy.

The report noted that Malaysia held considerable advantage and was ranked 10th in its efficiency and competitiveness when it came to the marketing of its goods and services, said International Trade and Industry Minister Datuk Seri Mustapa Mohamed yesterday.

The report also held high regard for the country's sound financial system, which was ranked sixth,

ALAYSIA emerged the and its business-friendly institu-24th most competitive na- tional framework, which was ranked 29th.

> It has also been ranked 10th for the most conducive country to open a business in, while maintaining sixth position in the financial market development pillar, which has been one of the country's strongest areas with consis-

tent performance in the last few

The criteria that contributed the most to this decision were ease of access to loans (fifth) and venture capital availability (seventh).

While Malaysia moved up a notch this year, Mustapa said the government was aware that more needed to be done.

Measures, such as subsidy rationalisation, proposal to introduce the goods and services tax and improvement in the quality of education and training, were important to improve the nation's competitiveness, he said.

Mustapa said Malaysia Productivity Corporation would play a role in coordinating efforts to enhance the nation's competitiveness and would step up collaborations with the Special Task Force to Facilitate Business (Pemudah) and Performance Management and Delivery Unit (Pemandu).

It will also use the GCR and similar reports to focus on strategies and measures to improve Malaysia's competitiveness.

GCR uses 70 per cent perception data obtained through the Executive Opinion Survey from highlevel private sector executives and 30 per cent statistical data, comprising 114 criteria organised in 12 pillars of competitiveness.



Datuk Seri Mustapa Mohamed says the government is aware that more needs to be done

Malaysia duduki tempat ke-24 dalam GCR

idi mengkalkan kedudukan kenam dalam pembangunan pasaran kewangan yang menjadi at, bidang terkuat negara

Malaysia moves up global competitiveness rankings

PETALING JAYA: Malaysia gained one spot to rank 14th among 148 countries in the Global Competitiveness Report (GCR) assessors released yesterday by

us runked 15th

Industry tapa Mohamed

scores for market for), for its well-ancial market friendly (19th).

performance in the past few years. Among the criteria that contributed this pillar were ease of access to los (fifth) and venture capital availabili-(accessible).

chin pallar were ease of access to loans (fifth) and venture capital availability (seventh).

Under the institutions pillar, indicators that contributed to the improved taskings are strength of audit and reporting situadards (cyth) and ethical behavior of firms (shih).

However, the WEF cautioned that Malaysis must confront and deal with some of the more critical challenges to its compeditiveness including the government's budget deficit at a 45 set of gross domestic product in anot to groffly the consistently to wranking of female reports of the compeditiveness including the government's budget deficit at a 45 set of the compeditiveness including the consistently to wranking of female and sechnological readiness (soit).

The GCR comprises my criteria, which are organised into a pillars of compeditiveness including institutions, infrastructure, macroeconosemic environment, health and primary education, higher education and training, and goods market efficiency.

The report abor categoriest countries into three stages of development factor-driven, efficiency driven and innessention-driven based on gross in comprise in countries and the stage of the compeditive countries into three stages of development factor-driven, efficiency driven and innessention-driven based on gross in control production and compeditive of the compeditive countries into three stages of development factor-driven, efficiency driven and innessention-driven based on gross in countries in countries into three stages of development factor-driven efficiency driven and innessention-driven based on gross in countries in the countries of the compeditive driven and innessention-driven based on gross in a compression driven based on gross in a compeditive driven and innessention-driven based on gross in the countries of the countries

Malaysia ke-24 berdaya saing

KUALA KUMPUR 3 Sept. - Forum Ekonomi Dunia (WEF) menye-narakan Malaysia di tempat ke-24 paling berdaya saing da-ripada 148 buah negara yang di-

Senaraikan di seluruh dunia.

Senarai itu telah dikeluarkan baru-baru ini menerusi Laporan Persaingan Global (GCR)

Menteri Perdagangan Anta-rabangsa dan Industri, Datuk Sri Mustapa Mohamed dalam satu kenyataan di sini hari ini menyatakan, pada tahun lalu, Malaysia tersenarai di tangga ke-25 daripada 144 buah ne-

Jelas kenyataan itu, Malaysia kekal berada di tem-pat kedua paling ber-daya saing di kala-ngan tegara-negara ASEAN dan telah memperbaiki kedu-dukan tempat ketudukan tempat ketu-juh daripada 25 buah negara-negara Asia Pasifik paling berdaya

taan itu
GCR telah menggunakan kaedah 70
peratus data persepsi yang diperoleh
menerusi tinjauan
pendapat eksekutif
di peringkat tertinggi di kalangan sektor
swasta, manakala 30
peratus lagi diperoleh menerusi data

taan itu

Pasins paing oelasys
saing.

"Malaysia turut
tersenarai 10 negara
paling berdaya tahan
dalam ekonomi yang memperlihatkan kekuatan dalam inovasi dan rangka kerja institusi

"Sebanyak 114 kriteria dengan 12 tonggak daya
saing telah dinilai.
Tonggak-tonggak nilai itu

pasaran, pemodenan perniagaan dan inovasi. dan inovasi.

GCR telah mengkategorikan negara-negara yang dimilai berdasarkan tiga peringkat pembangunan iaitu dorongan faktor, dorongan kecekapan dan doro-ngan inovasi berdasarkan Kelua-ran Dalam Negara Kasar (KDNK)

per kapita.

adalah institusi, infrastruktur,

tihan, kecekapan pasaran bara-ngan, kecekapan pasaran buruh, pembangunan pasaran kewa-ngan, kesediaan teknologi, saiz



World Economic Forum's Assessment of Malaysia's Performance

Malaysia advances one position to 24th. Second among ASEAN countries and seventh in the Asia Pacific Region, Malaysia ranks no lower than 51st position in any of the 12 pillars of the Global Competitiveness Indes and features in the top of two of them; Financial Market Development, 6th and Goods Market Efficiency, 10th. Its most notable advantages are its efficient and competitive market for goods and services, its well-developed and sound financial market, and its business-friendly institutional framework.



Launching of National Policy on Regulations



Welcome Remarks by Datuk Rebecca Sta Maria

I would like to welcome all of you to this event. It is also an honour and privileged to have with us Tan Sri Dr. Ali Hamsa, the Chief Secretary to the Government of Malaysia to launch the National Policy on the Development and Implementation of Regulations. His presence here today, exemplifies the government's commitment and support in enhancing Good Regulatory Practice in Malaysia.

As a trading nation, Malaysia maintains a fairly open market and is well plugged into the global economy. Although, the performance of other economies do affect Malaysia's performance, public and private sector initiatives have lessened the impact and enabled Malaysia to maintain growth and resilience in the economy. Initiatives on GRP will contribute significantly to trade, investment and job creation to sustain economic growth. Malaysia is committed to safeguard economic and trade interests in all international trade engagements and agreements. These would create more opportunities for an open economy like Malaysia and enable Malaysian products to compete internationally.

The launch of the National Policy on the Development and Implementation of Regulations marks the way forward in the process towards full implementation by ministries and agencies. A Regulatory Impact Statement (RIS) Portal will also be launched and used as a repository and reference for all regulators and interested parties. We will also be witnessing the exchange of the Memorandum of Understanding between MPC and OECD to signify collaborative innovation on the implementation of GRP here in Malaysia.

I would therefore like to call upon everyone, to work together collectively to improve regulations for effective decision making, that will support Malaysia's continuous endeavor to advance its competitiveness, in the context of achieving a high income economy status by 2020. With this, I wish to extend my sincere appreciation to Tan Sri KSN for his presence and support.



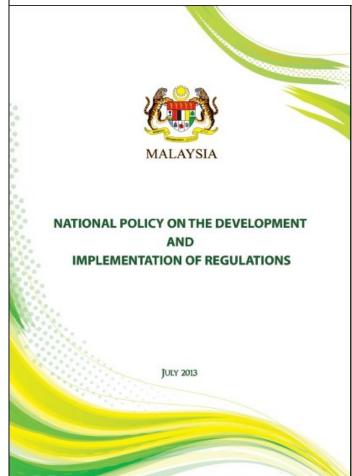
Speech by Tan Sri Dr. Ali Hamsa

National Policy to promote better regulations has been an important development for public governance as observed among the OECD countries over the past 30 years. As countries emerge from an economic crisis, they are under intense pressure to strengthen their regulatory systems. The crisis usually expose massive flaws in regulations as well as enforcement. Ineffective regulation will slow down the recovery process, inhibit growth and undermine efforts to address changes in business environment. To address these challenges, a regulatory framework that is more systematic must be introduced to reduce the regulatory burden on the economy and businesses. The effort to improve the quality of new regulations is one of the steps taken by the Malaysia Productivity Corporation in its new role and function on regulatory review as stipulated in the Tenth Malaysia Plan and Economic Transformation Programme.

Regulatory Impact Analysis (RIA) is one of the most important regulatory quality tools which examine the impact of proposed regulations. RIA will be applied in all ministries and agencies. The tool is to enable governments to make sound analysis, evidence-based decision making and ensure transparency in all new and amended regulations. The RIA process ensures the quality of new regulations while providing regulators with the right to implement measures to achieve legitimate policy objectives such as the protection of health, safety and Besides ensuring RIA implementation, the environment. 'Surat Pekeliling Am Dasar Negara bagi Pembangunan dan Pelaksanaan Peraturan' also incorporated the need for ministries and agencies to establish a five-year periodic review mechanism. This will be particularly introduced to all regulations in which the impact on business, investment and trade is deemed to be significant. These requirements are also applicable to State Government and local authorities for adoption in the near future.

It is my pleasure to launch the National Policy on the Development and Implementation of Regulations and the Regulatory Impact Statement (RIS) Portal.

National Policy on the Development and Implementation of Regulations



The National Policy on the Development and Implementation of Regulations (NPDIR) will address the gaps in the management system for regulations to put Malaysia in a position to meet international best practices in regulations of Good Regulatory Practice (GRP). This will help to enhance transparency and credibility of regulatory actions and create a climate of better quality of life and business environment. The Government recognizes that this policy will contribute towards building an economy that attracts industries and investments that value good regulatory environment, hence generating quality jobs and increasing national wealth.

The Policy has been developed through a consultative process coordinated by the Malaysia Productivity Corporation (MPC). Consultations were held with a wide range of stakeholders within the government that included representatives of regulations. Documents were made available for review on MPC website and all affected parties were invited to submit comments on the draft policy and Best Practice Regulation Handbook. The NPDIR launched by the Chief Secretary, comprises 3 main sections:

Section 1: Introduction

Section 2: National Regulatory Policy and Principles (Policy Objectives; Principles; Periodic Review; And Implementation)

Section 3: Regulatory Process Management Requirements
(Application; Requirements; Records and
Documentation; Communication and
Competency)

For more information, please log on to MPC's website at : www.mpc.gov.my



Tan Sri Dr. Ali Hamsa, Chief Secretary to the Government, Datuk Dr. Rebecca Sta Maria, Secretary General of the Ministry of International Trade and Industry, Dato' Mohd. Razali Hussain, Director General of the Malaysia Productivity Corporation at the launch of the National Policy on the Development and Implementation of Regulations (NPDIR) and Regulatory Impact Statement (RIS) at the Putrajaya International Convention Centre (PICC) on July 15, 2013.

Seminar on Enhancing Regulatory Quality



A seminar on Enhancing Regulatory Quality in conjunction with the Launching of the National Policy on the Development and Implementation of Regulations was organized with a panel of speakers; Mr. Faisal Naru, Senior Economic Adviser, OECD; Mr. Mohd. Ridhuan Ismail, Executive Director, SPAN; and Tuan Haji Ishak Abbas, FAMA. The seminar was moderated by Mr. Abdul Latif Abu Seman, Deputy Director General, MPC. Mr. Faisal Naru presented on "Enhancing Policy Making for Better Outcomes through Regulatory Impact Analysis (RIA).

2012



RECOMMENDATION OF THE COUNCIL ON REGULATORY POLICY AND GOVERNANCE





Good Regulatory Practices in Malaysia

- Advice in implementation
- Support in new pilot projects
- Expertise OECD, Peers, International Experts – in Malaysia
- Other resources such as publications, guidance, etc;
- Attend OECD Meetings and Conferences;
- Facilitate visit to OECD member countries.

Pilot Projects on Regulatory Impact Analysis



Mohd. Ridhuan Mr. Ismail. Regulatory Department, National Water Services Commission shared on towards an Effective and Efficient Regime".

Executive Sewerage (SPAN) "Journey

Tuan Haji Ishak Abbas, Senior Director, Regulatory Department, Federal Agricultural Marketing Authority (FAMA) presented the pilot project status on "Anti-Competitive Behaviour Wholesale Markets Resulting in Unfair Outcomes for Producer and Consumers".

SEWERAGE WORKS APPROVAL **TRANSFORMATION**

Journey Towards An Effective and Efficient Regulatory Regime

SPAN

Procedures - As We See It



Achievement-To-Date

	20	11	201	12	
Application	Total Application	Level of Service (%)	Total Application	Level of Service (%)	
Sewerage Planning	20,497	97	22,236	97	
Sewerage Design	13,328	99	11,796	98	
Intermediate Inspection	5,161	98	4,824	97	
Final Inspection	3,846	98	4,183	98	
TOTAL	42,832	98	43,139	98	
	1	2		1	

Procedures - As They See It



Aspiration: Sewerage works approval procedures which are transparent, uniform, practical and enforceable.

You Spoke : Complaints by industry players on sewerage works approval procedures are increasing (largely due to bureaucracy).

We Listen: To regulate efficiently and effectively does not require multi Layer of procedures.

Regulatory Impact Assessment

DOING THE RIGHT THINGS RIGHT



What is the best solution?





AL VA		····	
Know	Know	Continue	
Our	Our	Improve	
Customers	Work	Outcom	

THER	RESULT	S			Strategize the implementation exercise for the lowest
they wint the wint	Current	New Procedures For Low Risk	_		risk category to the highest risk Identify challenges related to the relevant infrastructure and works to establish suitable framework that reduces
Total nos of procedures	25	5	Action PI		regulatory intervention
Total nos of documentation	95	17	AC		checklist, technical specifications and guidance notes.
Ideal Processing Time (Days)	138	22			Regular consultation to engagement industry players feedback prior to implementation



Proposed solutions were made, consultations with interested stakeholders were held and cost and benefit analysis were carried out. Among the obstacles in implementation of RIA includes a broad national issue on the wholesale system; difficulty to establish baseline data and obsolete data to confirm the hypothesis and analysis. Among the action to be undertaken includes FAMA to start to establish database on wholesalers and retailers as well as market analysis in undertaking RIA.

Calling All Journalists: Closing Date 15/12/13



PEMUDAH Calling All Journalists To Demonstrate their Skills - showcase real-life experiences, real-life stories of ownself or the public experiencing the services related to ease of doing business in Malaysia.



Starting a Business
Dealing with Construction Permits
Getting Electricity
Registering Property
Getting Credit
Protecting Investors
Paying Taxes
Trading Across Borders
Enforcing Contracts
Resolving Insolvency

For more information, log on to: www.pemudah.gov.my

S JOUINALISING Competition

RM 10,000
PRIZE AWAITS YOU

recognising your excellence in journalism

Printed/Online Categories

1st PRIZE RM 10,000 2st PRIZE RM 5,000 3st PRIZE RM 3,000





Categories 1st PRIZE RMI 10.000 2st PRIZE RMI 5.000 3st PRIZE RMI 3.000

Broadcasting

Entry Form

Designation:	
Organisation:	

Name:

Contact No : Email : Article Titled :

Published Date: Press/Publication:

Broadcast Station

* Attach a copy of the original published article (s) (compulsory).

All entries must be sent to:

PEMUDAH Focus Group on Public Relations (FGPR), 6th Floor, Block A, PJ8, No. 23, Jalan Barat, Seksyen 8, 46050 Petaling Jaya, Selangor by 15 December 2013*

> For more enquiries, please visit PEMUDAH portal www.pemudah.gov.my or facebook.com/pemudahmalaysia Tel: 03 - 79600 173 ext 227 Fax: 03 - 79600 0211



www.pemudah.gov.my www.facebook.com/PemudahMalaysia www.youtube.com/user/MyPemudah