

For Immediate Release

Malaysian International Services Summit: *“Harnessing Services For Economic Growth”*

Kuala Lumpur – 12th January, 2010 : Key representatives from the Malaysian Services sector and Business Leaders today gathered to gain new insights and play a proactive role in the Malaysian Government's initiative to liberalise the services sectors at a one-day Services Summit titled : '***The Malaysian International Services Summit: Harnessing Services For Economic Growth***'.

Organised by the Malaysian International Chamber of Commerce and Industry (MICCI), and the Coalition of Service Industries Malaysia (CSIM), the inaugural Services Summit which saw leading Malaysian and International speakers share latest trends affecting the Services Sector was supported by the Ministry of International Trade and Industry (MITI) and the Malaysian Industrial Development Authority (MIDA).

In his opening remarks, Charles Ireland, President of (MICCI) said: “I must express our appreciation for the support and encouragement received from both MITI and MIDA in formulating this summit. The presence here today of YB Deputy MITI Minister underlines the significance attached by the Ministry and its agencies in facilitating the development of Services as a more substantial contributor to the new economy.

The services sector is expected to have a significant impact on the growth of Malaysia's economy as it is targeted to contribute 70 percent of the gross domestic product (GDP) by 2020. Recognising the central role that services play in Malaysian economic growth and development, this inaugural Services Summit raises the political and public profile of services by bringing together key policy makers, thinkers, and stakeholders and facilitating a series of informed discussion and consultations on the way forward for Malaysian business to embrace liberalization”.

He added: “The intangible nature of Services does not mean it springs automatically into existence and requires no Research and Development. Just as Research and Development is a vital component of manufacturing improvement, similarly, the Services Sector must not simply accept minimal levels of systems and processes. New technologies and new systems must be developed in Services and MICCI and CSIM would like to see Malaysia taking an active role in the areas of Services Research and Development”.

Yasmin Mahmood, Convener, Coalition of Services Industries Malaysia (CSIM) said: “ To-date Malaysia has benefited from liberalisation measures it has undertaken in the past. Its liberal and open market policies in the manufacturing sector have contributed to Malaysia being one of the most attractive destination for FDIs in the region.

Clearly liberalization of the services sector will pose challenges for the various services sectors in Malaysia, and such challenges will dictate the need for the market players to evaluate their strengths and weaknesses, and to strategize for the longer term. Such strategies must include building up capacity to venture beyond the domestic market, in particular, enhancing the capacity of human resources, and incorporating the latest operational tools such as those made possible by Information and Communication Technology (ICT)”.

She further added: “A successful regional liberalisation example is the case of Taiwan. Taiwan's manufacturing industry has become increasingly knowledge-based. In the past nine years, Taiwan's service sector has continued to outpace the rest of the economy in terms of growth rates. Professional information, telecommunications, and networking services have expanded most rapidly, and electronic commerce has become a service trend. These are all signs proving that a knowledge-based economy has taken root in Taiwan, especially due to rapid electronic evolution, digitalization, and networking.

With the greater role of the services sector, Malaysia will successfully move into the third stage of economic development. In the third stage, economic growth is no longer led by the manufacturing sector alone. Instead, economic growth is powered by both the manufacturing and services sectors. We at MICCI firmly believe that both the public and private sectors have important roles to assume in developing and enhancing such synergies”.

Stewart Forbes, Executive Director, MICCI said: “The Services Summit is an opportunity for Malaysian business to make its voice heard. The goal of the summit is to develop a clear, shared message to drive the Malaysian liberalisation efforts forward. To this end, MICCI and tCSIM invite the services industry players in Malaysia to undertake a proactive role rather than a reactive one and take advantage of the system”.

Officiated by YB Dato' Sri Mustapa Mohamed, MITI Minister, the inaugural Services Summit received exceptional response from the Services Sector and business community and was attended by 300 participants consisting of CEO's, COO's CIO's and key representatives from the services sector.

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Malaysian International Chamber of Commerce and Industry (MICCI)

The Malaysian International Chamber of Commerce & Industry (MICCI) is represented on more than 70 private and public sector committees and consultative panels both at Federal and State levels. MICCI provides 1,000 International and Malaysian members with a comprehensive range of services including lobbying, advocacy, networking and advice in areas such as legislative issues to facilitate and promote free trade; identify and promote positive change in business relevant laws such as the Employment Act and Labour Laws, and to provide input for laws and regulations such as the Fair Trade Practices Policy (FTPP), the Personal Data Protection Bill and the Distributive Trade Guidelines. With its members' active involvement, the Chamber continues the record of success that has lead it to become the longest serving 'Voice of Business' and Chamber of Commerce in Malaysia.

The Coalition of Service Industries Malaysia (CSIM)

The Coalition of Service Industries Malaysia (CSIM) was launched by the Malaysian International Chamber of Commerce and Industry (MICCI) on June 7, 2007. The core aim of Coalition of Service Industries, Malaysia (CSIM) is to seek to form a private sector platform for services and pursue the growth targets for services and liberalisation under the Third Industrial Master Plan (IMP3). The coalition achieves this by assisting the private sector in developing strategies for growth and global competitiveness. It provides the liaison services from the private sector to the government to promote trade, development, competition, investment, human resources, and capacity building as well as enhance the international competitiveness of Malaysian services industries.

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