



MALAYSIA PRODUCTIVITY CORPORATION (MPC)

Peti Surat 64, Jalan Sultan, 46904 Petaling Jaya Selangor, Malaysia

Tel: 03-7955 7266, 7955 7050, 79557085

Lorong Produktiviti Off Jalan Sultan, 46200 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

<http://www.mpc.gov.my>

FOR IMMEDIATE RELEASE

**Dato' Sri Mustapa Mohamed will officiate PEMUDAH 15th Anniversary Forum
on 7 February 2022**

4 February 2022, Petaling Jaya – PEMUDAH or The Special Taskforce to Facilitate Business will celebrate its 15th anniversary of establishment on 7 February 2022. Dato' Sri Mustapa bin Mohamed, Minister in the Prime Minister's Department (Economy), who is also the Co-Chair of PEMUDAH, is expected to officiate PEMUDAH Forum in conjunction with the celebration.

The forum themed "Past lessons, future excellence, and productivity breakthrough" aptly captures PEMUDAH's 15-year journey. PEMUDAH started on 7 February 2007 as a public-private partnership body to enhance the business regulatory ecosystem by reducing unnecessary regulatory burdens on businesses. Since then, PEMUDAH has strengthened its function to improve ease of doing business, boost productivity growth, and enhance Malaysia's global competitiveness.

PEMUDAH 15th Anniversary Forum will feature Tan Sri Dato' Seri Mohd Zuki bin Ali, Chief Secretary to the Government, to deliver his welcoming remarks. Dato' Dr. Ir. Andy Seo Kian Haw, PEMUDAH Co-Chair from the industry, will deliver the keynote address on "15 years journey: Success story of PEMUDAH".

The forum panellists are Dato' Chua Tia Guan, a member of PEMUDAH, Smita Kuriakose, Senior Economist in the Finance, Competitiveness and Innovation Global Practice, World Bank Group and Marianna Karttunen, Policy Analyst, Regulatory Policy Division, Organisation for Economic Co-operation and Development (OECD). Sayed Munawar Sayed Mustar will moderate the Forum, which will deliberate on the theme.

Economic Planning Unit (EPU) and Malaysia Productivity Corporation (MPC), the Secretariat for PEMUDAH, organises the Forum to highlight PEMUDAH's contribution to the country. MPC Director General, Dato' Abdul Latif bin Haji Abu Seman, said in a statement, "Many may not be aware of PEMUDAH's contribution to the country. For

example, in getting the passport done within one day, many do not know that PEMUDAH facilitated the effort to ensure our passports can be ready fast. The Forum hopes to highlight PEMUDAH's contribution, and in doing so, we hope the business community and general public know that there is a platform where they can share their challenges in complying with business regulations".

Registration for attendance to PEMUDAH 15th Anniversary Forum can be made at <https://bit.ly/PEMUDAHForum>. For more information, visit www.eventmpc.com.

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For Media Enquiries:

Huda Atiqah Samsir

013-726 1950 / atiqah@mpc.gov.my



About Malaysia Productivity Corporation (MPC)

Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.