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## **FOR IMMEDIATE RELEASE**

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### **PEMUDAH strengthens its role to boost productivity and economic recovery**

Petaling Jaya – PEMUDAH (The Special Taskforce to Facilitate Business) reinforces its role as the public-private sector's collaborative platform to improve the ease of doing business in Malaysia. The membership in PEMUDAH has gone through a refreshing change recently with the appointments of new PEMUDAH members from the Government and industry.

Three Secretary Generals have been appointed to PEMUDAH namely Dato' Sri Haji Mohammad bin Mentek, Ministry of Communications and Multimedia; Datuk Wira Dr. Noor Zari bin Hamat, Ministry of Tourism, Arts and Culture, and Dato' Haslina binti Abdul Hamid, Ministry of Agriculture and Food Industry.

From the private sector, six new members of PEMUDAH are Datuk Dr. Syed Hussain Syed Husman, President, Malaysian Employers Federation (MEF); Tan Sri Sufri Haji Mohd Zin, President, Master Builders Association Malaysia (MBAM); Professor Emerita Tan Sri Dato' Seri Dr. Sharifah Hapsah binti Syed Hasan Shahabudin, President, National Council of Women's Organisation (NCWO); Naguib Mohd Nor, President, Malaysia Aerospace Industry Association (MAIA); Chris Daniel Wong, President, Malaysia Digital Chamber of Commerce (MDCC); and Ding Hong Sing, President, SME Association.

PEMUDAH is co-chaired by YB Dato' Sri Mustapa Mohamed, Minister in the Prime Minister's Department (Economy), Tan Sri Dato' Seri Mohd Zuki bin Ali, Chief Secretary to the Government and captain of industry, Dato' Dr. Ir. Andy Seo Kian Haw.

YB Dato' Sri Mustapa Mohamed was confident that the inclusion of the new members with their extensive expertise, experience, and knowledge would strengthen PEMUDAH's function in building a more conducive business environment and efficient regulatory delivery. PEMUDAH's reinforced role is aligned with 12<sup>th</sup> Malaysia Plan

which is to elevate further the role of the private sector as the main driver for productivity, competitiveness and economic growth as well as key strategic partner to the Government. The Chief Secretary to the Government, Tan Sri Dato' Seri Mohd Zuki bin Ali, echoed the same sentiment that the appointments of the new members were an apt move to solidify PEMUDAH as a public-private partnership platform that works together on regulatory reforms to enhance ease of doing business.

Dato' Dr. Ir. Andy Seo Kian Haw, PEMUDAH Co-Chair, during the meeting said, "2022 will be a busy and important year for PEMUDAH. We are steadfast in delivering the mandate to enable a better business ecosystem to propel economic growth. It is a crucial year as the focus is on business recovery and economic revival."

"I trust with the appointment of the new members, PEMUDAH will be able to deliver more. The new appointments are aligned with both the 12<sup>th</sup> Malaysia Plan and Budget 2022 and focus, among others, on the aerospace industry, women's participation in the economy, MSME's stronger involvement, digitalisation, and future workforce. The industry welcomes the new appointments as well-represented."

Dato' Abdul Latif bin Haji Abu Seman, Director General of Malaysia Productivity Corporation (MPC) said, "As PEMUDAH's Secretariat, MPC is dedicated to facilitating its initiatives. In 2022, MPC expects more efforts will be made to design and implement solutions and interventions to improve the ease of doing business and boost productivity growth. MPC's signature programme, Malaysia Mudah or #MyMudah, which collects and analyses issues from the industry to facilitate solutions, will be established at the ministries, government agencies and business association. As #MyMudah is taking a greater role, PEMUDAH, being the platform to solve the industry's issues, can expect bigger responsibilities."

End.

**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.*

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