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**MPC AND PEMUDAH IN TALKS WITH MALAYSIA SEMICONDUCTOR
INDUSTRY ASSOCIATION (MSIA) TO ESTABLISH #MyMudah Unit**

Petaling Jaya – PEMUDAH (The Special Taskforce to Facilitate Business) and its Secretariat, Malaysia Productivity Corporation (MPC), held a briefing session to members of the Malaysia Semiconductor Industry Association (MSIA) on the establishment of the #MyMudah Unit at MSIA.

The briefing session follows the decision at the Economic Action Council (EAC) Meeting chaired by the YAB Prime Minister on 24 November 2021, which has agreed to establish the #MyMudah Unit at business associations, ministries, government agencies, state governments, and local authorities. PEMUDAH and MPC are tasked to lead #MyMudah.

Dato' Dr. Ir. Andy Seo Kian Haw, PEMUDAH Co-Chair, in his opening remarks, said, "The Government through Economic Action Council (EAC) Meeting agreed on the #MyMUDAH initiative in July 2020 as a fast-forward solution to address the economic impact of COVID-19. It is a strategy to improve the regulatory ecosystem to mitigate against challenges faced by businesses due to COVID-19 and has since been adapted to help achieve national economic recovery in the endemic period."

"#MyMudah's role is strengthened through the proposed establishment of #MyMudah Unit at business associations to facilitate the ease of doing business nationwide. The semiconductor industry is crucial to Malaysia's economic growth, and MSIA is the first business association we meet on this initiative. I trust the establishment of #MyMudah Unit at business associations will facilitate business growth, productivity, and expansion, which will enable players to be more competitive in the higher value chain.", said Dato' Andy.

MPC, a statutory body under the Ministry of International Trade and Industry (MITI), is responsible for facilitating the establishment #MyMudah Unit. MPC Director General, Dato' Abdul Latif bin Haji Abu Seman, said in a statement, "As the Secretariat for PEMUDAH and #MyMudah, MPC is committed to assisting the establishment of #MyMudah Unit as mandated by the EAC Meeting toward building a productive and competitive Malaysia. The Unit aims to reduce the unnecessary regulatory burdens to shape a more conducive business environment. In 2021, we saw #MyMudah success stories, among others, in the construction, tourism, and agro-food sectors through several regulatory relaxations and experimentations, resulting in changes that have since benefited the industry in terms of increased productivity growth, cost savings, and minimal use of resources."

Dato' Latif added, "Through Whole-of-Government, public-private engagements and consultations, and analysis, #MyMudah uses an evidence-based approach to find the best collective solution, which will present a win-win situation for the involved parties."

#MyMudah foregrounds its implementation on close public-private partnership, aligning its strengthened role to the essence of the Twelfth Malaysia Plan, which re-elevates the private sector's role in driving the nation's economic recovery, growth, and sustainability. Quality business regulations are crucial in enabling the private sector to be more competitive. Thus, the role of #MyMudah to affect regulatory reform.

Dato' Seri Wong Siew Hai, MSIA President, commended the #MyMudah initiative, "Through #MyMudah, possible interventions and solutions to business regulatory challenges are benchmarked against the frontier countries or organisations where we can learn from the best practices. Interventions are escalated for experimentations to test the feasibility for mass implementation. Through the #MyMudah Unit, solutions to challenges are faster and more inclusive. MSIA welcomes the initiative. I encourage MSIA members to leverage this platform."

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.

About Malaysia Semiconductor Industry Association

Malaysia Semiconductor Industry Association (MSIA) is an industry association which cover individuals and companies incorporated in Malaysia who are involved directly or related to Semiconductor Industry (Electronics and Systems), Semiconductor Industry supply chain, institutions providing significant related services to semiconductor industry such as engineering, finance, legal and those societies, associations, chambers and government – linked agencies.

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