

O P P O R T U N I T Y

MALAYSIA



2018



Malaysia and Singapore Neighbours & Partners in Growth

A SPECIAL PUBLICATION BY THE HIGH COMMISSION OF MALAYSIA, SINGAPORE

OPPORTUNITY MALAYSIA 2018



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Malaysian High Commission in Singapore
Department of Information, Malaysia
Singapore Ministry of Foreign Affairs
Singapore Ministry of Communication & Information
ASEAN Secretariat



Engaging at All Levels



Nomita Dhar
Publisher & Editor-in-Chief

Welcome to the 2018 edition of Opportunity Malaysia. We, for many years in collaboration and support from High Commission of Malaysia, have been putting together this annual publication.

Malaysia and Singapore being close neighbours are engaged on multiple levels. Each day people from the two countries work or move across the borders, to visit relatives, make a living, savour their favourite delights etc. To ensure the smoothness of our ties, the two countries must cooperate and engage at so many different levels and many government agencies collaborate and communicate with each other on a daily basis to this end. This is in tandem with ongoing engagements at the highest level. This year too, the leaders of our two countries, both the Prime Minister of Singapore, Lee Hsien Loong, and Prime Minister

Mahathir Mohamad exchanged visits.

The Malaysian Prime Minister Mahathir Mohamad made an Official Visit to Singapore from 12 to 13 November to Singapore - his first since he assumed office, following the elections early this year. This visit was a milestone visit, indeed. At the time Prime Minister Mahathir called on Singaporean President, Halimah Yacob and Prime Minister Lee Hsien Loong; he was also hosted to lunch by Prime Minister Lee and Emeritus Senior Minister Goh Chok Tong. In the course of his visit Prime Minister Mahathir was also conferred an Honorary Doctorate of Laws by his alma mater, the National University of Singapore. An orchid, the Dendrobium Mahathir Siti Hasmah, was named after Prime Minister Mahathir and his wife, Siti Hasmah. It is our pleasure to present to you a detailed coverage of the visit. During his visit the Prime Minister also met with the members of Malaysian diaspora in Singapore; we have a report by the President of Malaysian Association in Singapore (MASIS) on that.

People-to-people exchanges always make the soft core of exchanges between different countries; this year's CausewayExchange gave a taste of a unique cultural festival which touched the hearts and sensibilities of many with its rare fusion of art and healing; we bring you the story on this excellent initiative.

The new High Commissioner of Malaysia to Singapore, Dato' Zainol Rahim Zainuddin presented his credentials in November; we welcome him and wish him a successful and fruitful tenure in Singapore.

Malaysia continues to be among the favourite places for Singaporeans to visit. In 2019 Singaporeans must make more time to visit many of Malaysia's captivating destinations. The year 2019 has been declared as "Visit Melaka Year" and more Singaporeans can enjoy special deals associated with this, and plan a trip or two at least, in the coming year. In 2018, the Malaysian state of Sarawak launched the "Sarawak - More to Discover" campaign, on the sidelines of ITB Asia, with direct flights too. This is another of Malaysia's promising tourism products that Singaporeans must make part of the to-do list for 2019.

Wishing all our readers a prosperous 2019 and hoping the ties between our two nations prosper and bringing more opportunities to the people on both sides.

Happy Reading!

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PRINTING
Stamford Press Pte Ltd

MCI (P) 051/07/2018

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Message
from the
**HIGH
COMMISSION
of MALAYSIA,
SINGAPORE**

Malaysia and Singapore: Fruitful Ties for Brighter Prospects

Malaysia and Singapore are bounded by ties of kinship and shared history. Its ties are almost inseparable. As Prime Minister of Malaysia Tun Dr. Mahathir Mohamad puts it during his recent official visit to Singapore in November 2018, “we (Malaysia and Singapore) are like twins in a way, except perhaps the elder twin is a little bit bigger than the younger twin and a bit older.....It is not often that we see countries which come together and are separated, and still work together and help each other.”

Relations between Malaysia and Singapore are extensive and cut across a broad spectrum of areas in practically every aspect of bilateral relations. People-to-people and business-to-business ties continue to be robust almost on a daily basis. Continuous exchange of visits at all levels between Malaysia and Singapore, contribute and instill confidence that both countries are committed to work closely for a more mutually beneficial and profitable partnership. The High Commission of Malaysia shall work closely with all the relevant stakeholders in Singapore at enhancing these bilateral relations.

Bilateral trade between Malaysia - Singapore remains strong, with Malaysia and Singapore continue to be each other's second-largest trading partners. For 2017, total bilateral trade increased by 15.4 % to S\$108.2 billion (RM336.9 billion) from S\$93.7 billion (RM312.5 billion) in 2016. At the same time, Singapore is Malaysia's third largest foreign investor after Hong Kong and China, with an investment totalling S\$2.0 billion (RM6.1 billion). Singapore also remains as Malaysia's top tourism generating market, contributing more than 50% of total tourist arrivals to Malaysia for the past five years. There is great prospect to further strengthen these areas of cooperation between both sides as well business collaboration in the areas of advanced manufacturing, services sector, e-commerce, aerospace industry and eco-tourism.

For several years now, Opportunity Malaysia has been instrumental in promoting these bilateral ties between Malaysia and Singapore. The High Commission of Malaysia is happy to collaborate with Opportunity Malaysia to further promote Malaysia as the obvious destination to do business.

Presentation of Credentials by **DATO' ZAINOL RAHIM BIN ZAINUDDIN** the New High Commissioner of Malaysia to Singapore

9 November 2018



HE Dato' Zainol Rahim Zainuddin presented his credentials to the President of the Republic of Singapore, HE Halimah Jacob, at the Istana on 9th November 2018. He started his service as Administrative and Diplomatic Officer at the Ministry of Foreign Affairs in 1989. He was the Ambassador of Malaysia to Saudi Arabia since 2015 prior to his appointment as High Commissioner of Malaysia to the Republic of Singapore.

He previously served as Second Secretary at the Embassy of Malaysia in Moscow, the Russian Federation from 1993 until 1996, First Secretary at the Embassy of Malaysia in Tashkent, Republic of Uzbekistan from 1996 until 1999 and Assistant Secretary (Policy Planning), Ministry of Foreign Affairs from 1999 until 2001.

Dato' Zainol Rahim had also served as Deputy Permanent Representative of Malaysia to the United Nations in Geneva, Switzerland from 2001 until 2004, Counsellor at the High Commission of Malaysia in New Delhi, India from 2004 until 2006 and Deputy Permanent Representative of Malaysia to the United Nations in New York, United States of America from 2006 until 2009. He was later appointed as the High Commissioner of Malaysia to the Republic of Kenya from 2009 until 2011 and the Director General of the Department of Policy Planning and Coordination from 2011 until 2015.



Dr Mahathir's Return to Singapore

Dr Mahathir Mohamad retired in 2003 after 22 years of being in power as Prime Minister of Malaysia. Then in May this year he led the Pakatan Harapan coalition to a stunning general election victory and was sworn in as the world's oldest elected leader. His visit to Singapore marked an incredible milestone in his life and career, his country's history and an exciting new era in bilateral ties between Malaysia and Singapore

Malaysian Prime Minister Tun Dr Mahathir Mohamad, visited Singapore on an Official Visit from 12 to 13 November 2018. He was hosted to a Welcome Ceremony by Prime Minister Lee Hsien Loong (pictured above) at the Istana.

After the Welcome Ceremony, Prime Minister Mahathir called on President Halimah Yacob. They both affirmed the deep historical and people-to-people ties which form the foundation of Singapore-Malaysia bilateral relations, and welcomed continued mutually-beneficial cooperation between both countries.

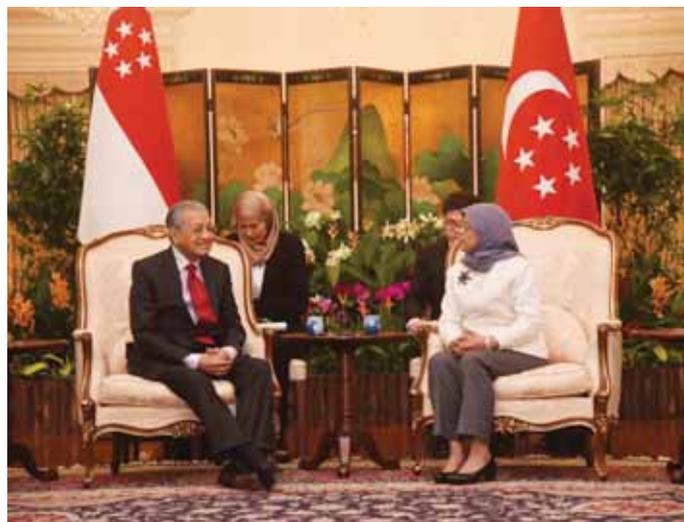


Prime Minister Dr Mahathir with Singapore President Halimah Yacob

During his visit Tun Dr Mahathir Mohamad said Malaysia and Singapore have a role to play in the Southeast Asian region together and both can be very effective in helping the whole region grow. The Prime Minister also noted that contributions of ASEAN and how the formation of the 10-country grouping has played a very important role in the development of the region

Prime Minister Mahathir then had a meeting with Prime Minister Lee Hsien Loong. Prime Minister Lee and Mrs Lee Hsien Loong also hosted an official lunch for Prime Minister Mahathir and his spouse, Tun Dr Siti Hasmah Mohd Ali. Both prime ministers then held a wide-ranging discussion on bilateral and regional issues of mutual concern.

Prime Minister Lee emphasised Singapore's intention to continue constructive, forward-looking relations with Malaysia. According to a statement released by the Singapore Ministry of Foreign Affairs, Prime Minister Lee reiterated Singapore's commitment to building on strong existing cooperation and finding new areas where both sides can collaborate for the benefit



of the people of Singapore and Malaysia. Prime Minister Lee expressed appreciation to Prime Minister Mahathir for Malaysia's support for Singapore's ASEAN Chairmanship and both Leaders agreed to work together to continue strengthening ASEAN.

Prime Minister Mahathir and Tun Dr Siti Hasmah also attended an orchid-

naming ceremony at the Istana where an orchid, *Dendrobium Mahathir Siti Hasmah*, was jointly named after them.

On the 13th of November 2018, Emeritus Senior Minister (ESM) Goh Chok Tong hosted lunch for Prime Minister Mahathir. On that day Prime Minister Mahathir's alma mater, the National University of Singapore, also conferred

on him an Honorary Doctorate of Laws. Finally, Prime Minister Mahathir attended the 33rd ASEAN Summit and Related Meetings from 13 to 15 November. *Opportunity Malaysia* presents in the following pages highlights of this historic visit of his return to Singapore for the first time after his election victory in May this year.

Prime Ministers Highlight Importance of **Bilateral Ties**



Malaysia Prime Minister Dr Mahathir Mohamad (seated left) during his first Official Visit to Singapore with Prime Minister Lee Hsien Loong

In his first official visit to Singapore since becoming Malaysia's prime minister again, Dr Mahathir Mohamad said, "Malaysia and Singapore are like twins except perhaps the elder twin is a little bit bigger than the younger twin, and a bit older." He was speaking at the official lunch hosted in his honour and that of his wife Dr Siti Hasmah Mohd Ali by Prime Minister Lee Hsien Loong at the Istana on 11th November 2018. He also said, "It is not often that we see countries which come together and are separated, and still work together and help each other." He said both also have a role to play in the region and, together, can be effective in helping it grow.

Special Bond

PM Lee said both sides are each other's closest neighbour and "We are bound by geography and history, our economies are extensively intertwined because we are each

other's second largest trading partners, and Singapore is Malaysia's second largest foreign investor. He also added that this "relationship is further strengthened by bonds of kinship, friendship and memories. We all have friends and relatives who live, study or work across the Causeway, and we feel at home when we visit each other."

He pointed out that some of Singapore's Cabinet members were born and raised in Malaysia while several Malaysian ministers were born here, or grew up or studied here. "And when we are overseas, we can pick each other out by how similarly we speak, dress and behave. The connection is instant,"

PM Lee also noted that Dr Mahathir

Istana Programme

Prime Minister Tun Dr Mahathir Mohamad was accorded an official welcome by his Singapore counterpart Lee Hsien Loong upon on his arrival at Istana for a two-day Official Visit. He later joined nine other heads of government for the 33rd ASEAN Summit.

The Malaysian PM arrived at the Istana at 11.05am and inspected the guard of honour at the Istana's Ceremonial Plaza.

This was followed by a courtesy call on Singapore President Halimah Yacob before a scheduled meeting with PM Lee.



Mahathir and his wife Tun Dr Siti Hasmah Mohamad Ali met in Singapore, studying at the King Edward VII College of Medicine, now part of the National University of Singapore. That was where they started their courtship, which led to a happy marriage of more than 60 years.

"Singapore and Malaysia will always have a unique place for each other in our hearts," he said, adding that he looked forward to working with Dr Mahathir and his government to strengthen the "special bond" between the two countries.

According to the Singapore Ministry of Foreign Affairs (MFA) statement the two leaders had a wide-ranging discussion on bilateral



(Top & above): Official lunch reception at the Istana where both leaders spoke on strengthening bilateral ties

and regional issues of mutual concern.

Dr Mahathir also highlighted the importance of continuing good bilateral relations. He said as would be the case between any two countries, there will be some differences and competition, "But the competition is always healthy - it helps us to make every effort to win, and this really helps us to grow even faster."

However, he also pointed out that Malaysia and Singapore are mutually dependent and that, "Singapore has no hinterland and must use Malaysia as a hinterland. On the other hand, for a very long time, Malaysia had to depend on Singapore for its exports and imports because Singapore has developed into a

great port that is comparable to the greatest in the world."

He hoped that, "This visit will cement the strong relations between our two countries and grow the relations, so each one of us can benefit from having two neighbours which are not at odds with each other - at times competing with each other - but most of the time working with each other."

Dr Mahathir also highlighted the importance of continuing good bilateral relations.

He said as would be the case between any two countries, there will be some differences and competition, "But the competition is always healthy - it helps us to make every effort to win, and this really helps us to grow even faster"



(Above row first & second photos): On 12th November 2018 Dr Mahathir Mohamad addressed the Malaysian diaspora in Singapore at a high tea event at Shangri-La Hotel. Photos courtesy of www.facebook.com/TunDrMahathir

The TUN Experience

by Shawn Lourdasamy
President, Malaysian Association in Singapore (MASIS)

On the 12th November 2018, I was honoured to be among the Malaysian community here in Singapore attending a high tea with YAB Tun Dr. Mahathir Mohamad, the Prime Minister of Malaysia. Among the various talented Malaysians, hailing from cities and *kampungs* of Malaysia, we came together to listen, exchange dialogue and for many, to get a chance selfie with the man himself.

I was given the honour of sitting at the same table as Tun, representing the Malaysian Diaspora in Singapore as the President of the Malaysian Association in Singapore. As Tun entered you could feel his strong presence in the room. Seeing him up close and personal for the first time, he comes across as a very approachable individual.

The event kicked off with the singing of the National Anthem "Negaraku" which was proudly sung by all the Malaysians in attendance. This was followed by High Tea. While sitting at

the table the discussion was light; we were more focused on what was served and tried to guess the content of the kuehs. Tun Siti also has a good sense of humor and cracked some jokes as well.

Soon after, we were treated to Tun's trademark wit, and humility as he talked about the challenges and visions of *Malaysia Baru*, and expressed his hope that those Malaysians who have ventured out of Malaysia to seek a variety of experiences and adventures, will feel confident and proud to come home and serve the country in a capacity that is comfortable for them. There was a Q & A session opened to the floor, which Tun gladly answered and cracked more jokes.

Honorary Membership

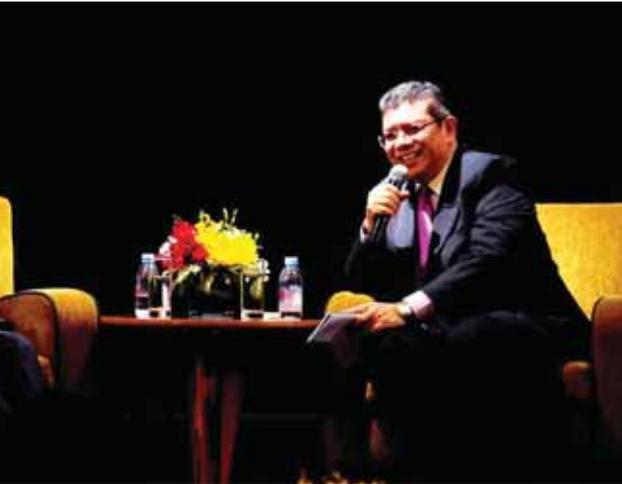
We at MASIS conferred upon Tun an Honorary Membership to mark his inaugural visit to Singapore following his election as Prime Minister to Malaysia on the 9th of May 2018. It was an honour to



(Above):
Dr Mahathir - man of the people held in high regard and affection

(Right):
On 12th November 2018 Emeritus Senior Minister Goh Chok Tong hosted a lunch for Dr Mahathir





Dr Mahathir being presented his honorary membership by MASIS President Mr Shawn Lourdasamy (far left) with Malaysian Foreign Minister looking on. Photo courtesy of Atiq Idris.

“Soon after, we were treated to Tun’s trademark wit, and humility as he talked about the challenges and visions of *Malaysia Baru*, and expressed his hope that those Malaysians who have ventured out of Malaysia to seek a variety of experiences and adventures, will feel confident and proud to come home and serve the country in a capacity that is comfortable for them”



present a “limited edition” one of its kind, metal membership card to him, thus bringing MASIS to the fore and recognizing how far MASIS had come since being founded in 2014. I had my three solid minutes of a one-on-one talk with Tun where I expressed my honour of just being on stage with him. He asked me a

little about MASIS which I gave him the background. Tun thanked me for the work I have done as President of MASIS and wished me luck in continued success of MASIS. I in turn wished him all the luck in the world in trying to fix Malaysia.

For more information on MASIS visit: www.masis.org.sg



On 12th November 2018 Dr Mahathir and his wife attended an orchid naming ceremony on the Istana grounds. The orchid was named after after Dr Mahathir and his wife, Tun Dr Siti Hasmah Mohamad Ali. It was named *Dendrobium Mahathir Siti Hasmah*. It is a cross between *Dendrobium Kiyoshu Blue* and *Dendrobium Pink Lips*.

At the 33rd ASEAN Summit



The ASEAN 33rd Summit that took place between 13th to 15th November 2018 included direct meetings with leaders from around the world and related sessions that included ASEAN summits with China, South Korea, Russia, Japan and the USA as well as informal gatherings such as the ASEAN-India meetup over breakfast.



Photo credits:

Malaysian High Commission in Singapore
Department of Information, Malaysia
Singapore Ministry of Foreign Affairs
Singapore Ministry of Communication & Information
ASEAN Secretariat

BILATERAL TIES





Prime Minister of Malaysia YAB Tun Dr Mahathir Mohamad (Medicine '53) was conferred an NUS Honorary Doctor of Laws, and his spouse, Tun Dr Siti Hasmah Haji Mohd Ali (Medicine '55) was also conferred the NUS Distinguished Alumni Service Award during the special conferment ceremony

"Tun Dr Mahathir, Malaysia's longest-serving Prime Minister and the world's most senior elected statesman, returned to helm his country's government earlier this year in a stunning demonstration of his abiding love for Malaysia, and his desire to enhance growth and prosperity for his countrymen...

NUS salutes his visionary excellence and exceptional leadership of one of Southeast Asia's most vibrant countries"

- Extract from the citation for Tun Dr Mahathir as Public Orator, Dean Designate of the Yong Loo Lin School of Medicine (NUS Medicine) Professor Chong Yap Seng.

Special Conferment Ceremony

Prime Minister Tun Dr Mahathir Mohamad (left) receiving an Honorary of Doctor of Laws from Singapore President, also Chancellor of National University of Singapore (NUS) Halimah Yacob when he visited the NUS during his official visit to Singapore 12th to 13th November 2018





ESTABLISHING MAYBANK SINGAPORE LIMITED IS A SIGNIFICANT MILESTONE TO ENHANCE THE BANK'S FOOTPRINT IN A KEY MARKET



Dr John Lee, Country CEO and CEO of Maybank Singapore

NOVEMBER 5, 2018 dawned bright for Maybank Group as Maybank Singapore Limited (MSL) has started its first day of operations to serve Community Financial Services customers in the city-state.

Maybank has transferred its Community Financial Services business which includes the Retail (personal banking, privilege wealth, and premier wealth), Private Wealth, Retail SME (RSME) Banking and Commercial Banking business to MSL.

There is no change as customers of MSL will be in a position to capitalise on the same quality of products and services and enjoy access to banking services at 27 service locations, including 20 branches in Singapore, as well as over 3,800 ATMs across the entire Maybank Group network. MSL operates as a subsidiary of the Maybank Group with Asian Currency Unit capabilities in Singapore.

Datuk Abdul Farid Alias, Maybank Group President & CEO, elaborates on

As Southeast Asian region's fourth largest bank by assets with a footprint across all 10 ASEAN countries, Maybank has helped facilitate Singapore-Malaysia cross border banking, and also financing intra-ASEAN trade flows. Singapore is one of Maybank's three most important home markets and is valued as such; this is the impetus for the bank to commit to the Singapore market in the long term

the importance of the Singapore market in its operations and the significance of this much-awaited development, "Singapore is the largest overseas operations of the Maybank Group. Maybank Group has injected capital into Maybank Singapore Limited so that deposits are ring-fenced in the country, creating an additional level of trust and assurance for our CFS customers. This move not only fulfils regulatory requirements, but also symbolises our long-term commitment to the Singapore market as we further deepen our 58 years of business operations."

Maybank's Singapore Branch continues to operate its corporate and institutional business through its Global Banking business for corporate customers.

ASEAN Presence

As Southeast Asian region's fourth largest bank by assets with a footprint across all 10 ASEAN countries, Maybank has helped facilitate Singapore-Malaysia cross border banking, and also financing intra-ASEAN trade flows. Singapore is one of Maybank's three most important home markets and is valued as such; this is the impetus for the bank to commit to the Singapore market in the long term.

Inclusive of Maybank, Maybank Kim Eng, Etiqa and Maybank Asset Management, there are about 2,500 staff in the city-state. Maybank had assets worth approximately S\$65.8 billion in Singapore as at end of last year, and Maybank is moving on to next level of its customer-friendly agenda.

Dr John Lee, Country CEO and CEO of Maybank Singapore, shared, "In the long run, Maybank is able to better leverage Singapore's position as a financial centre to optimise regional business opportunities, and thus strengthen our long-term growth in the region."

Reaching out to Malaysians in Singapore and Singaporeans in Malaysia, Maybank offers financial services for customers' cross border needs. It provides banking solutions supported by 20 branches in Singapore and close to 400 branches in Malaysia. These



"MSspace at Maybank", a retail banking concept store, is the first branch across the Maybank network to combine a café with banking services.

facilities allow one to readily transfer funds overseas over the counter from Singapore to Malaysia, Brunei and the Philippines instantly. It provides same-day online banking transfers between Singapore and Maybank Malaysia accounts, as well as instant transfers to the Philippines.

New Concept - MSspace at Maybank

To address evolving customer needs, Maybank has rolled out initiatives specially focused on pursuing a younger clientele and serving new wealth clients.

A new concept branch MSspace at Maybank, set up at Orchard Shopping Centre, focuses on experimenting with new ideas, including new ways of engaging customers and facilitating transactions, according to Dr. Lee. The spanking new branch is in fact an attractive combo of a café with modern

banking services and is expected to attract high-net-worth individuals and millennials who frequent this area.

Open seven days a week, the branch is an excellent platform for Maybank to offer innovative services, and more importantly, MSspace at Maybank gives customers a place to make discoveries about their financial needs. This branch is also a learning space where the bank teams up with knowledge experts to organise thematic workshops and events for existing and new customers. It also provides Maybank Private and Maybank Premier customers easy access to meet their relationship managers.

With accessible banking locations and personalised services, Maybank Singapore Limited is well-positioned to provide financial solutions that will deliver more value to customers.

An Award Winning Bank

Maybank is the fourth largest bank by assets in Southeast Asia; it was No. 108 in **The Banker's 2017 Top 1000 World Banks Ranking**; it was awarded the 'Brand of the Year' ranking for four consecutive years by **World Branding Awards**; it was the first company to exceed RM100 billion market capitalisation on Bursa Malaysia; Maybank was named the 'Best Digital Bank and Best Mobile App in Malaysia' by **World Finance Digital Banking Awards 2017**.

ASEAN BUSINESS & INVESTMENT Summit: The Fight Against Protectionism

EXCERPTS OF THE KEYNOTE ADDRESS BY TUN DR MAHATHIR BIN MOHAMAD PRIME MINISTER OF MALAYSIA
AT THE ASEAN BUSINESS AND INVESTMENT SUMMIT (ABIS) 2018
13th November 2018



Having had the opportunity to see the growth of Asean from the very beginning in 1967 with its five founding members and participated actively during my first 22-year term as PM of Malaysia, it is clear that the grouping has succeeded far and beyond its original objectives. Not many other regional groupings have succeeded.

ASEAN has made the integration of countries with different levels of economic development, political systems, ethnicities and cultural backgrounds - an achievement worthy to be told and shared. These remarkable achievements in economic integration and cooperation registered over the past years were not achieved merely by chance but through design, through sheer hard work, commitment and above all, dedication. In many ways these are reflections of the values and determination shared across Asean nations by its leaders and people.

AEC is a Journey

To appreciate the strides made by this regional grouping, one has to explore ASEAN's economic journey from the modest goals of a preferential trade agreement (PTA) in the 1970s through the establishment of the ASEAN Free Trade Area (AFTA) in 1992. This was followed by the 2015 ASEAN Economic Community (AEC) Blueprint and the 2025 AEC Blueprint. ASEAN leaders have always recognised that collectively ASEAN can do more for the region's economic success than as individual states. After more than 50 years, I still hold the same belief that ASEAN needs the collective strength of the AEC probably more now than ever before.

One key question underpinning regional economic integration is whether ASEAN's past experience and achievements are enough to sustain the attractiveness and competitiveness of the regional grouping. Rapid technological advancement places tremendous pressure on the way we do

business. Governments must work more closely with the private sector to alleviate some of the difficulties that they face. A balanced and progressive approach is needed, taking into account national priorities as well. In doing so, I am not advocating Government adopting inward economic policies but rather to work together in facilitating businesses.

ASEAN cannot be reactive. It has to be proactive when it comes to setting regional integration of economic policies that will bring benefit to all 10 nations. We are fully aware of the different levels of economic developments within the region and perhaps the time has come for us to relook at the lowest common denominator approach to integration. Rather than doing the barest minimum, we could allow flexibility in adopting certain policies so that countries that are ready to move fast will be allowed to do so first but to always be mindful of the constraints of the others.

“ASEAN cannot be reactive. It has to be proactive when it comes to setting regional integration of economic policies that will bring benefit to all 10 nations. We are fully aware of the different levels of economic developments within the region and perhaps the time has come for us to relook at the lowest common denominator approach to integration”



22 to 26%. In Malaysia's case, our trade with ASEAN is around 27%. Trade intensity in other regional groupings is much higher, and in the case of EU, it is around 60 to 70%.

ASEAN's own agenda must aim to boost intra-regional trade from the current level that has been stagnant at around 25%, to over 30%. This is far below what the EU and NAFTA has achieved, which is 63% and 50% intra trade respectively. Achieving over 30% intra-

trade in ASEAN is seemingly an ambitious target but still all in ASEAN must pursue and embrace this. Raising intra-regional trade does not mean ASEAN is inward-looking but rather opening up opportunities for SMEs as well as exploring new possibilities. The target can be realised as we can see that intra-regional investments are growing. From 5% some 20 years ago, intra-regional investment is now close to 20%. This shows great promise and it must be capitalised to benefit ASEAN SMEs.

Investors look to several factors in deciding where to invest. Market size, political stability, trade facilitative and progressive regulatory framework, sound infrastructure and supply of talented human capital, are among some of these factors. Accordingly, ASEAN needs to focus on creating an ASEAN-wide entrepreneurial community by strengthening human resources capacity in the region. By equipping our people with strong

Trade and Investment

We need foreign direct investments to create quality jobs in the region. While we encourage foreign direct investments, we should not allow ourselves to be mainly the consumers of foreign goods and expertise. We should develop our own capacities to produce goods and services for ourselves and for export. We should follow on the footsteps of the successful Asian countries. We need to improve our infrastructures and strengthen economic connectivity and make full use of the 640 million people of ASEAN as a domestic market. Though we may be poor, but numbers count in the strength of markets.

Regional integration must be accorded priority to grow intra-regional trade and create opportunities for the many SMEs in the region to grow their businesses and be part of the regional and global value chains. Intra-regional trade intensity has to be raised. Since the formation of AFTA, intra-regional trade has hovered around

knowledge of information technology and artificial intelligence, we do not need to look beyond ASEAN for our pool of skilled manpower.

The trade tension between the two world powers is bound to create a “domino” effect that will affect trade reactions and will be a reason for other developed countries to adopt protective measures against developing countries including the ASEAN countries. This includes the imposition of technical barriers to trade (TBTs) such as quotas, embargoes, sanctions, levies and other restrictions to regulate markets, consumer protection, and preservation of natural resources as well as discrimination against imports in order to protect big domestic industries.

The rise of trade protectionism, resurgent nationalistic movements and inward-looking policies also seems to be slowly taking place within ASEAN itself. However, this is not the time to close our doors by invoking trade protectionism measures but instead we should be actively engaged in finding amicable solutions and resolving trade issues through multilateral dialogues such as between ASEAN countries. It is now that we must continue to expand our intra-trade and deepen the economic integration within ASEAN.

As for Malaysia, we will continue to actively express our concerns over rising trade tensions and risks of escalating protectionism at the various WTO bodies as it may impact all of us in the medium to long term. The Malaysian Government is ready to take the leading role through our active participation in the negotiations at the WTO level to ensure that the WTO remains a rules-based, open, and non-discriminatory platform for meaningful progress towards the development agenda of the developing countries and Least Developed Countries (LDCs). For Malaysia, free trade must also mean fair trade, taking into account the economic levels of all trading partners. This is to ensure that trade relationships would

not descend into new forms of colonialism, and to prevent trade being used as weapons to dominate. As far as Malaysia is concerned, we would be happy to be involved in a trade pact that provides benefits to the developing countries, especially in integrating companies from developing countries and LDCs into the global supply chain.

Moving Forward

The world is currently in the midst of technological transformation that will fundamentally change the way we live and work. It is difficult to predict precisely how this transformation will impact different industries and countries. However, we know that this transformation is unlike anything we have seen before due to the sheer pace and depth of these changes. Many see these changes as an ushering of new era of growth, change and opportunity. The ramifications for manufacturing firms is forcing nations and governments to re-evaluate how the manufacturing industry operates and contributes to economic growth. Nations are now increasing their focus on developing advanced manufacturing capabilities by investing in high-tech infrastructure and quality education. These are done by facilitating the transformation of the manufacturing industry and its firms, advancing to the next technology frontier and raising their economic wellbeing.

Today, the fourth industrial revolution is the new buzzword. In reflection, the last three started with the advent of steam and waterpower that enabled mechanisation of production processes, followed by the electric power and mass manufacturing techniques. In the third, it was Information technology and automation. Now, the widely taunted fourth industrial revolution is clamouring on a range of new technologies where there is no clear distinction between physical, digital and biological spaces. The fourth industrial revolution transforms how products are designed, fabricated, used and operated

as well as how they are maintained and serviced.

It will also transform the operations, processes, supply chain management, and energy footprint of factories. It is imperative that ASEAN is not left behind in this Industry 4.0 wave and must strive to move along and keep pace with these latest developments. Malaysia has recently launched our National Policy on Industry 4.0 and will be more than happy to share it with our fellow ASEAN member countries.

ASEAN economies must be able to participate in these megatrends if their futures are to be assured. Threats to the value of their labour, skills sets, FDI, income and wealth distribution and ultimately governance systems are even now growing, and likely to become more critical in the future. The ability of ASEAN economies to participate in the 4th Industrial Revolution depends critically on their capacity to innovate in the future. For Malaysia, I am pleased to state that we just launched the National Policy on Industry 4.0 on 31st October 2018 that will drive the way forward for Malaysia's manufacturing industry.

Besides Industry 4.0, we must also keep abreast with the other emerging global trends. Financial technology or Fintech is beginning to gain stronghold in our region with investments rising about 33% from 2015 to USD252 million in 2016, as reported by Ernst & Young. The rapid adoption of technology, high levels of mobile usage and rising rates of internet penetration, coupled with increasingly urban, literate young population, as well as SMEs under-served by traditional banking systems, have created a demand for Fintech solutions. Governments should be more receptive by embracing change and working out regulatory mechanisms to include these new trends into the current financial environment. Along with this, the need for financial sector integration that can facilitate SMEs in their regional pursuit of doing business

should not be forgotten.

Despite new frontier challenges that we are facing, we must also be alert and firm with fundamentals such as good governance and the fight against corruption, without which, the cost of doing business in our region will escalate and will undermine our economies regardless of all the latest megatrends that we successfully embrace.

Private Sector Recommendations

The businesses are our main stakeholders and we need to continue improving the environment for the businesses to prosper. I am glad to see that ASEAN now is actively engaging the private sector. I understand that the ASEAN Business Advisory Council (ASEAN-BAC) has submitted many recommendations on areas where they want the governments to move fast and expand cooperation to leverage on the huge opportunities available in the region. One of which is to tackle several of the long standing issues that have stalled deeper integration efforts until now, including poor implementation of liberalisation commitments.

I note that ASEAN-BAC has been pushing for trade facilitation and opportunities offered by low hanging fruits such as speeding up cross-border shipments and reducing bureaucratic processes in order to boost trade volume and lower the costs of doing business. I also commend the proposed collaboration between ASEAN-BAC and Economic Research Institute for ASEAN and East Asia (ERIA) to formulate national level priorities for the reduction of non-tariff measures to support 10% reduction in trade costs by 2020. These are indeed initiatives which need to be accelerated in order to see higher rate of growth within ASEAN in the next few years. Malaysia is undertaking structural reforms to ensure we remain competitive. Among the measures to be undertaken includes the formation of a Committee jointly-chaired by both

the Ministers of Finance and International Trade and Industry to improve regulatory framework on trade facilitation and taxation.

Regional integration should not be viewed as an end in itself but rather a means to respond to the aspirations of people in the region for a better quality of life, addressing poverty and bring about improved wellbeing for the people in the region. Regional integration must promote economic transformation, industrialisation and diversification of economy in the region. Besides reducing barriers for trade, investments and services, we also need to pay closer attention to improving regional connectivity i.e. air and sea transport, e-commerce, telecommunication (for example ASEAN roaming services for mobile users), and financial integration.

FTAs and RCEP

As ASEAN works to make it easier, faster and cheaper to do business in the region, ASEAN needs to continue to expand its market by engaging in FTAs with its key Dialogue Partners. As such, on the external front, we must work to ensure ASEAN+1 FTAs and the Regional Comprehensive Economic Partnership (RCEP)

Agreement that consists of 16 countries bring additional benefits to ASEAN as well as its partners. An integrated FTA of 16 countries, when realised, will be a huge market in its own, representing half of the global population and over 40% of global trade.



(From left to right): Dr Robert Yap, Executive Chairman of YCH Group and ASEAN Business Advisory Council Chair, Prime Minister Dr Mahathir Mohamad and Mr Douglas Foo, President of the Singapore Manufacturing Federation

“The South East Asian region may claim to be the fastest growing economies in the world. The completion of RCEP negotiations would validate ASEAN’s role in the economic integration of this region as well as global trade and investments. Both the AEC and RCEP can work in tandem to provide a good template for the rest of the world on moving forward towards inclusive and dynamic integration among countries of widely varying levels of development but with common aspirations for robust development and deeper economic engagement with one another and the rest of the world”

The South East Asian region may claim to be the fastest growing economies in the world. The completion of RCEP negotiations would validate ASEAN’s role in the economic integration of this region as well as global trade and investments. Both the AEC and RCEP can work in tandem to provide a good template for the rest of the world on moving forward towards inclusive and dynamic integra-

tion among countries of widely varying levels of development but with common aspirations for robust development and deeper economic engagement with one another and the rest of the world. ASEAN Dialogue Partners should complement ASEAN and acknowledge that some

ASEAN countries would require assistance and flexibility in meeting the higher market aspirations of the developed economies. What we require is fair and mutually beneficial trade and investment cooperation rather than the dominance by anyone.

Some 65% of ASEAN’s trade is with RCEP countries. We must therefore leverage on the existing high level of trade linkages. We must not just accept trade and investment measures that may be unfair to ASEAN nations, and ASEAN economic integration. RCEP must facilitate not only the interest of big firms but also the SMEs in the region. RCEP must see an enhanced role for SMEs to leverage and

move towards becoming middle-sized and large-sized companies.

ASEAN is a region full of opportunities, blessed geographically with natural resources and endowed with hardworking and resilient people. Let us leverage on our strengths and work towards the global challenges not as ten individual countries, but as one regional power that is ASEAN.



CausewayEXchange Singapore 2018 Arts and Healing Festival

Audiences in Singapore got a taste of a unique cultural festival which touched their hearts and sensibilities with its rare fusion of art and healing

Held in Singapore over three weekends from 14 to 30 September the main aim of this excellent initiative is to explore the expanded role that arts can play in society and how crossborder exchanges and the sharing of differing experiences between artists and practitioners in the field of creative arts and arts in therapy can enrich their own individual practice and resulting from this; further audiences in Singapore got a taste of a unique cultural festival which touched their hearts and sensibilities with its rare fusion of art and healing

build closer cultural ties and deeper understanding between peoples from different communities and cultures.

The proceedings kicked off with the Creative Arts and Healing Segment on the first weekend at Ng Teng Fong Hospital. Day 1 saw the two closed-door range of activities organised with patients residing at Jurong Community Hospital. From the LASALLE College of the Arts the Master of Art Therapy students conducted craft activities at the patients' bedsides inside the hospital wards. A stand-up comedy show by Malaysian comedian Muntoh (Monti) Fong was conducted in both

Cantonese and English.

The second day of the event focused on the growing field of the Creative Arts Therapy (Art Therapy, Music Therapy, Dance/Movement Therapy and Drama Therapy) in the medical/health industry; panelists discussed the pragmatics and benefits of these practices as well as the effects in using the arts for emotional and psychological healing. The conference brought nurses, doctors, artists and therapists together to share their experiences and viewpoints on the healing benefits and potential of the Creative Arts.



Scenes from... (top left) the Malaysian Film Festival, (opposite page & top right) theatre for children with special sensitivities. (Above left): Welcome to the panel discussion at the Healing Through Arts Forum and (above right): bedside activity for the Art in Therapy programme

The last day featured an interactive and sensory theatre performance, staged by students from Republic Polytechnic's School of Technology for the Arts for children with special needs. This performance was devised by Samantha Bounaparte, a theatre practitioner and lecturer at RP.

The second weekend featured the Poetry Slam. This year Singapore defeated the Malaysian team in an amazing comeback. Another programme was Same Same But Different, bringing Singapore and Malaysians writers together. Kopi Shop talk saw industry leaders from

Singapore and Malaysia sharing experiences and inputs on those who were keen on travelling their productions as well as collaboration.

The final week of the festival featured the Malaysian film festival were curated by veteran Hassan Muthalib from the industry.

CausewayExchange is supported by the High Commission of Malaysia in Singapore and the Singapore International Foundation with the support of its sponsors and venue partners.

For more information please visit www.causewayexchange.com



GEX Slam - a bilateral poetry slam between Singapore and Malaysia

Education in Singapore



Since August 2015, all four schools Kindergarten, Elementary, Middle and High School, are located on the same stunning new campus with state-of-the-art facilities

Overseas Family School (OFS) welcomes you to join its exciting and vibrant community. In addition to providing a well-rounded education for each of its students, OFS prides itself as a very family oriented school, which greatly values its bonds with parents and students.



Admissions are open all year round to accommodate families who are on the move. We have an excellent Study Preparation Program (SPP) designed for non-native learners. The students are immersed in English on a daily basis to develop their skills in listening, speaking, reading and writing in all subject areas, to help them integrate into mainstream classes.

We offer Mother Tongue classes in 14 different languages, from at least Pre-K2 to Grade 5. Mother Tongue classes are integrated into the curriculum and do not involve an extra fee. We see the Mother Tongue as an important vehicle for the child's intellectual development. These lessons occur 4 periods a week and are conducted in correlation to the National curriculum of the country and in this way, children can maintain their language as well as their roots.

With nearly 70 nationalities, all students are taught to be internationally minded lifelong learners and as a family we work tirelessly towards maintaining a happy, safe and effective school for overseas families living in Singapore.

ACADEMIC

- OFS maintains the highest academic standards
- Rigorous implementation of International Early Years Curriculum (IEYC), International Primary Curriculum (IPC), International Baccalaureate (IB) and International General Certificate of Secondary Education (IGCSE) Curricula

DIVERSITY

- Around 2600 students from nearly 70 countries - no dominant culture
- Student-life is a rich cultural experience, unique among international schools in Singapore

LANGUAGE ACQUISITION

- OFS offers a very wide range of languages to learn, from Pre-Kindergarten through to IB Diploma in Grade 12
- The OFS Study Preparation Program (SPP) allows rapid acquisition of English for students who need to learn or improve their English
- SPP is an intensive, highly successful and widely acclaimed program, and does not incur an extra fee

MOTHER TONGUE SUPPORT

- OFS offers Mother Tongue classes in 14 different languages from Pre-K2 through to Grade 5, for 4 periods per week
- Mother Tongue classes are integrated into the curriculum, and do not incur an extra fee
- The Mother Tongue languages that are offered are Danish, Dutch, Finnish, French, German, Hebrew, Italian, Japanese, Korean, Mandarin, Norwegian, Russian, Spanish and Swedish

SPORTS & ECAs

- OFS promotes a huge array of sporting interests for all ages
- Our prime focus is to promote full involvement - all students, all ages
- There is a huge range of ECA clubs and activities at all levels

ENRICHMENT PROGRAM

- Besides sports and ECAs, there is a separate Enrichment Program with a greater focus on individual teaching and coaching
- Classes include a wide range of skills from Mother Tongue to sports to music

CAMPUS

- All four OFS schools, Kindergarten, Elementary, Middle and High School, are located on the same campus
- Since August 2015, all four schools operate from a stunning new campus with state-of-the-art facilities



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Overseas Family School



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2019 Visit Melaka Year

Melaka targets 20 million tourist arrivals for "Visit Melaka Year" next year



(Above): Cc. Adly bin Zahari

(Left): Melaka River Cruise a great way to see the sights of Melaka

(Below): Jonker Street famous for its antique stores and now a bustling open air food and shopping bazaar on weekend nights

According to the Chief Minister of Melaka, Adly Zahari, the State government is empowering the tourism sector to remain one of the major contributors to the state economy. This comes in the wake of plans to promote the UNESCO World Heritage site in the run up to Visit Melaka year in 2019 with the theme "The Gateway to Historic Malaysia."

Visitors can expect a full year programme with a line-up of many interesting activities and big festivals including cultural festivals, musical performance, plenty of interesting promotions and more. In an interview with *Bernama* news agency earlier this year, the Chief Minister said, "Melaka City will be be tapped to the fullest to realise this objective."

More will be done to effectively tap into new sectors as well as current favourites such as Jonker Walk which was "just passed off as a lane". Jonker Walk starts from across Melaka River near the Stadthuys. The road is filled



with historical houses along its left and right sides dating back to the 17th century. It also has shops selling antiques, textiles, foods, handicrafts and souvenirs, which can be developed further as a tourist attraction. "We also see potential in rural tourism, we can bring around tourists to experience villages life around the state and also promote medical tourism.

With increased tourism potential, more job opportunities and businesses will be created and this will spur the state economy," Adly added. Melaka is targeting 20 million tourist arrivals for "Visit Melaka Year" next year and registered 16.75 million tourists last year and attracted about RM20 billion in foreign investment over the last five years.

See You in Sarawak

More to Discover

Following its revitalised brand and marketing launch at Singapore's ITB Asia 2018, Sarawak Tourism Board's promise to bring the full story of *all* the attractions of the Land of the Hornbills



“Singapore can look forward to new packages that will provide competitively priced offerings and we will also look forward to exploring how we can partner Singapore as our twin city.” The State Government will be setting up an office in Singapore in 2019

Sarawak Tourism Board (STB) made a splash at this year's ITB Asia 2018 in Singapore when it launched its new 'Visit Sarawak Campaign' logo and plans to reinvigorate the promotion of the East Malaysia state that has it all - culture, adventure, nature, food, and festivals (CANFF) - something that would rival many popular destinations in the world.

The Sarawak delegation was headed by Assistant Minister of Tourism, Arts and Culture, Datuk Lee Kim Shin and STB's Chief Executive Officer, Sharzede Datu Haji Salleh Askor,

The Board could not have picked a better time and place for the launch of its new logo for the first time at ITB which is Asia's leading travel trade show that attracted this year almost 1,000 exhibitors and more than 11,000 delegates who came from over 110 countries that covered all segments of MICE, Corporate and Leisure travel.

During the launch, the campaign's colourful logo, tagline of “More to Discover” as well as the campaign promotional video was shown along with a live-action plus multi-media

presentation that wowed the audience. Assistant Minister Lee said in the first seven months of 2018 Sarawak had already achieved a 16.5 per cent increase in tourist arrivals and the number of visitors from Singapore is rising as there are an increased number of flights from Singapore via AirAsia, Malaysia Airlines and Scoot, resulting in more than 600 seats available daily from Singapore to Kuching.

In press interviews at ITB Asia Assistant Minister Lee also shared how the three-day, two-night Kuching getaway packages - that feature Central Sarawak, are getting more popular with Singaporeans. Central Sarawak stretches from Sibul to Kapit and Bintulu and north-eastward along the coast to Bintulu and Miri and features several great river journeys and national parks.

Key attractions in this region include the Sibul Heritage Centre, the Niah National Park, the Tua Pek Kong Temples and Fort Sylvia.

The *DayakDaily* reported that Minister Lee will intensify efforts to increase arrivals from Singapore and that, “Singapore can look forward to new packages that will provide competitively priced offerings and we will also look forward to exploring how we can partner Singapore as our twin city.” The State Government will be setting up an office in Singapore in 2019.

Tourists spent a total of RM8.59 billion in Sarawak that form 7.9 per cent of its GDP. In 2017, 2.38 million visitors from ASEAN countries arrived in Sarawak while 2.6 million came from other international markets such as the UK, Germany, the Benelux countries, China and Australia.

For more information on Sarawak attractions visit <https://sarawaktourism.com>

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