



UNIT PENGURUSAN PRESTASI DAN PELAKSANAAN
Performance Management and Delivery Unit (PEMANDU)
JABATAN PERDANA MENTERI
Prime Minister's Department
ARAS 3, BLOK TIMUR
Level 3, East Block
PUSAT PENTADBIRAN KERAJAAN PERSEKUTUAN
Federal Government Administrative Centre
62502 PUTRAJAYA

PEMANDU
UNIT PENGURUSAN PRESTASI DAN PELAKSANAAN

Telefon : 03-8872 7271
Faks : 03-8872 7290

JPM.PEMANDU 2200/10/2012 (1)
26 September 2012

IMPORTANT

-As per distribution list-

YBhg Tan Sri/Datuk Seri/Datuk/Datin/Sir/Madam

INVITATION FOR DISCUSSION ON PRIVATE-PUBLIC COLLABORATION IN INDUSTRIAL DESIGN

In July 2010, the Government of Malaysia through Performance Management and Delivery Unit (PEMANDU) organised the National Key Economic Area (NKEA) labs which were attended by key representatives from private and public sectors. All output and recommendations of the labs were later captured in the Economic Transformation Programme (ETP) Roadmap. In view of the constantly evolving technological megatrends and progress made on the ground, both Ministers of MITI and MOSTI who co-chair the E&E Steering Committee, have agreed to review the existing strategy of the NKEA. This is done to keep up the pressure in the pipeline of projects and ensure high investments.

In May 2012, MITI and MOSTI management teams agreed to conduct an E&E 2.0 lab to review the existing E&E NKEA strategies. Among some of the main themes of the lab were, "identifying megatrends", "implementing cluster development plans of IMP2 & IMP3" and "maximising SME participation".

To accelerate the E&E industry growth towards the ETP and Vision 2020 targets, lab members from both E&E 1.0 Lab (July 2010) and E&E 2.0 (May 2012) have identified several initiatives related to industry enablers and availability of shared facilities to be made available to assist the private sector, this topic specifically refers to the setting up of an Industrial Design Shared Service Facilities in Malaysia:

- To enable our local industry to move higher up the value chain, from OEM to ODM and OBM
- To reduce the entry barrier for SMEs and SMIs in areas of Industrial Design
- To enhance the service and facilities available to SMEs and SMIs to complement them with consultancy services and access to facilities along the Industrial Design ecosystems.
- To provide training programs in the areas of Industrial Design

We will be conducting a two (2) hour post lab implementation syndication meeting with the industry players, association heads and NGOs on the alignment of the industry requirements with the government's effort to setup a shared service facilities cluster – Industrial Design Centre of Excellence.



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Details of the meeting would be as below:

Date : 1st October 2012 (Monday)

Time : 10.00-11.30am

**Venue : SIRIM Advance Automation and RFID Center, Bilik Inovasi,
Lot PT 5285, Off Lebuhraya Puchong-Sg. Besi, 57000 Bukit Jalil, Kuala Lumpur
(Address listed in Appendix I)**

With respect to the above, PEMANDU is seeking the participation of yourself and representation from your respective industry or association and also a representative from the Industrial Design or Creative Department of your organization.

We hope you could kindly RSVP with us no later than the **28th of September 2012 (Thursday)** to Ms. Shakinah Sapian at shakinah@pemandu.gov.my and Mr. Cher Dong Theng dtcher@sirim.my.

Thank you for your cooperation and support in ensuring the success of this programme.

Regards,

CHRIS TAN

Director of Electrical and Electronics / Innovation
Performance Management and Delivery Unit (PEMANDU)

cc:

1. Minister of MITI
2. Minister of MOSTI
3. KSU MITI
4. KSU MOSTI
5. DG SIRIM
6. DG MIMOS
7. CEO SME Corp
8. CEO MATRADE
9. CEO MIDA



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Distribution lists:

Mr. Lim Kok Boon

President
Malaysian Plastics Manufacturers Association

Mr. Tan Poh Seng

President
Federation of Malaysian Foundry & Engineering Industries Associations (FOMFEIA)

Engr Fu Wing Hoong

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The Electrical and Electronics Association of Malaysia (TEEAM)

Mr. Callum Chen

Malaysian Plastic Design Centre (MPDC)

Mr. Tony Ting

Footwear Association

Mr. Christopher Yong

Royal Selangor

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Mr. Kal Joffres

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Mr. Dixon Chew

Industrial Design Division
Pensonic

Dr. Kang

Industrial Design Division
Pensonic

Tan Sri Datuk Sri Yong Poh Kon

Federal of Manufacturing Malaysia

Mr. C.T. Ong

Small and Medium Industry Association

Mr. Michael Kang

Small and Medium Industry Association



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Datuk Badlisham Ghazali
MDeC

Ms. Ng Wan Peng
MDeC

En. Wan Azli Wan Ismail
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En. Mohd Khairul Adib Bin Abd Rahman
MOSTI

Dr. Zainal Abidin bin Mohd Yusof
SIRIM

Dr. Mohamad Jamil bin Sulaiman
SIRIM

Dr. Wan Abdul Rahman Jauhari bin Wan Harun
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Pn. Futom
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Mr. Pang Ah Tong
MIDA

Dato' Hafsah Hashim
SME Corp

Dato' Abd Majid Kutiran
MITI

Mr. Tan Beng Teong
SHRDC

Ir. WM Cheang
Manufacturing Division, NCIA

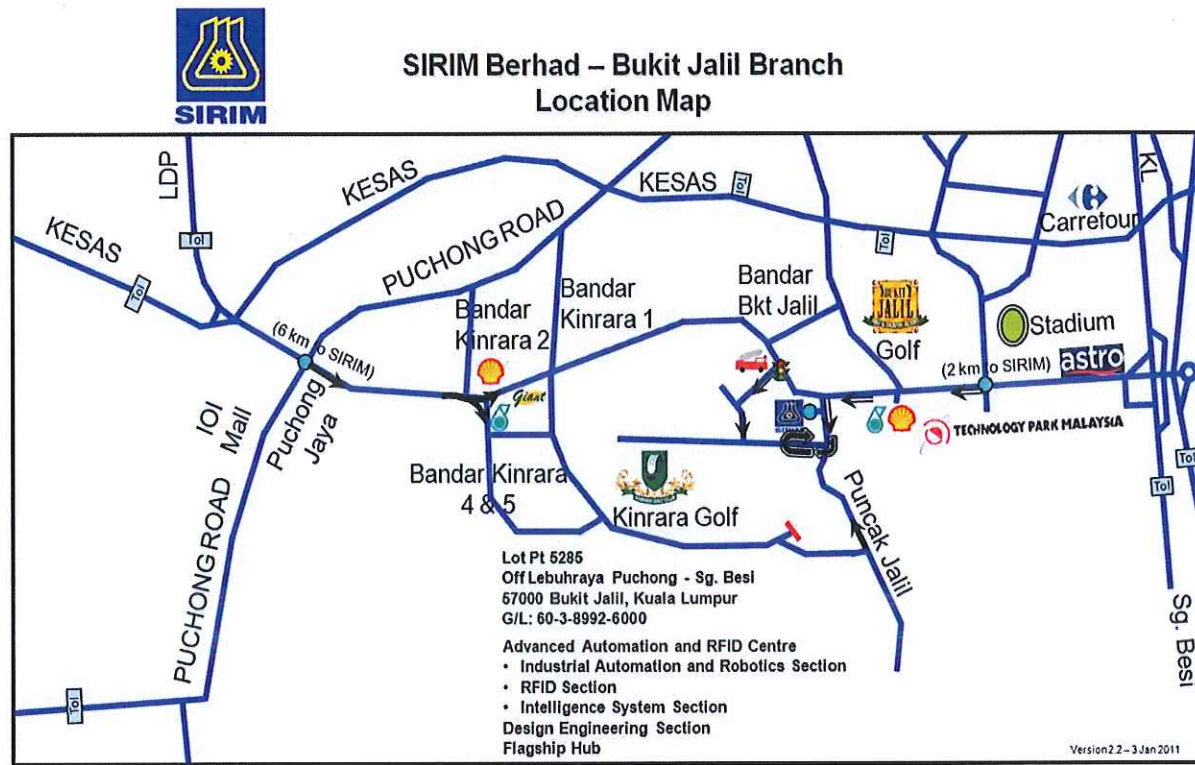


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APPENDIX I – LOCATION MAP & ADDRESS



SIRIM Advance Automation and RFID Center
Bilik Inovasi, Lot PT 5285
Off lebuhraya Puchong-Sg. Besi
57000 Bukit Jalil, Kuala Lumpur



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APPENDIX II – AGENDA OF MEETING

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Meeting Agenda

1. Opening Remarks by Chair Person (SIRIM)
2. Presentation by member of IDCoe on setting up of Industrial Design Shared Facilities
3. Open discussion with industry, association and NGO leads
4. Conclusion by Chair Person (SIRIM)
5. Meeting Ends