ASEAN Perspective on Public Sector Reform: The Malaysian Experience



New Era for Public Sector Reform in ASEAN Community 17 – 18 January 2013 | Bangkok, Thailand



















- At a glance: Malaysia Competitiveness
- The beginnings and development of early reform efforts
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At a glance: Malaysian **Competitiveness**



Global Competitiveness Index (WEF)



World Competitiveness Yearbook (IMD)



Doing Business (World Bank)



Global Innovation Index (INSEAD)

Malaysia berdaya saing di peringkat global

am Global Competitiveness Report 2012-2013, Malaysia kekal di tem-pat kedua di kalangan negara Asean mengatasi beberapa negara lain ke-

rangkumi 111 kriteria dalam 12 ter



konomi (ETP) yang diperkenalkan deh kerajaan membuahkan hasil,"

SIHAR HARIAH, OC SEPT 2012

MONDAY, SEPTEMBER 10, 2012

Malaysia kedua paling berdaya saing ASEAN

» Pengiktirafan WEF meletakkan kita tempat kelapan atasi China, India

When numbers do not tell whole story

THE pressures are on again. the polls but to look at yet another checklist of our strengths and weaknesses in the eyes of the interna-

Our international standing has been an ever important benchmark from the mass production assembly knowledge and high-income neigh-

The World Economic Forum coverage on these international (WEF) rankings 2012-2013. which came out of Zurich

We still have a good sto-ry, or Vision, to tell the world and a good read on many of the 12 pillars that WEF uses as its checklist. We continue to be finanlead in investor protec

last week, have been very

is ranked 1st, pay and productivity (3ed), government services for imess to loans (8th), financing

through local equity market (9th) and business impact of rules on FDIs, and efficiency of legal frame-work in challenging regulations

tives in the not too recent past and our par excellence blueprint in the various sectors have enabled us to

The Special Task Force to Facil- novation-driven develop formance (Pernadah) and Per-gory, along with the likes of Brazil, cry Unit (Pernandu) are two impor-tants Initializes shat has credited for the improvement in the

Heatmaps are out. No, they are not bers as the score shows only a to find out when the nation goes to marginal difference from last year. have also slipped in the WEF rank-

> Only three months ago, Malaysia competitive country in the world by yet another Switzerland-based outfit, the Institute of Management De

Take for instance, the

pillar, one of the 12 mea-

were ranked at the 51st po

40th spot in 2010, and this has not also found it hard to reconcile with

And because we have taken the

other economies in this stage of in-

+ Turn to Bt. Col.1

by the policymakers, now the transition towards in-

nister Datuk Seri Musapa Mohamed In a statement. Luxmbourg: the UAE and New Zealand overtook Malaysia this time round although the UAE and New Zealand overtook Malaysia this time round although the Compared to the previous report. Compared to the previous report. Malaysia has also been upgraded ment as its GDP per capita has increased to USS9,700 (RM30,167). In WEF's assessment, the most notable advantages are found in WEF's assessment the most notable advantages are found in market for goods and services and its remarkably supportive financial is remarkably supportive financial visual control of the compared to th

06 SEPT 2012

Malaysia ranks 25th in global competitiveness

B16 | BUSINESS TIMES

PETALING JAYA: Malaysia slipped by four notches to the 25th position in Report 2012-2013. Competitiveness Report 2012-2013. The report, which was released by The report, which was released by Competitive WEF). however, marked Malaysia as being within the top 20 per cent bandwidth of the 144 competitions. per cent bandwidth of the 144 com-petitive countries in the world.
It also upgraded Malaysia's stage of development as transition to-wards innovation-driven from effi-ciency-driven previously.
"This means that Malaysia has to

"This means that Malaysia has to be increasingly focused on techno-logy and innovation to further en-hance its competitiveness," said In-ternational Trade and Industry Mi-nister Datuk Seri Mustapa Mohamed in a statement.

efficiency enhancers.

The WEF described Malaysia's low level of technological readiness as surprising, given its achievements in other areas of innovation and business sophistication and the business sophistication and the use of ICT.

"Lack of progress in this area will significantly undermine Malaysia's efforts to become a knowledge-

significantly undermine Malaysia's efforts to become a knowledge efforts to become a knowledge of the decade." It warned.

Meanwhile, Malaysia Productivity of the control of the control of the control of the control of the significant of the control of the cont

vided.

She said a discrepancy was, for instance, seen in the comparative readings in education enrolment between Malaysia and Singapore. This could be due to the different definitions used by international or-

definitions used by international organisations, me of the partner insti-tutes of WEF.

Commenting on the latest ranking, Mustapa said the government or a support of the property of the pro

my.
The top 10 countries are Switzer-land, Singapore, Finland, Sweden, Netherlands, Germany, the US, the UK, Hong Kong and Japan. One-third of the top 30 countries experienced a slip in their overall competitiveness performance.





人均收入提升



组(NEF)2012至2013年全球竞争 力搜数报告指述。在14个受研包

Malaysian Competitiveness

Global Competitiveness Report (WEF)

	GCI			
Country/Economy	Rank/144	Score (1-7)	Rank among GCI 2011–2012 sample	GCI 2011-2012 rank
Switzerland	1	5.72	1	1
Singapore	2	5.67	2	2
Finland	3	5.55	3	4
Sweden	4	5.53	4	3
Netherlands	5	5.50	5	7
Germany	6	5.48	6	6
United States	7	5.47	7	5
United Kingdom	8	5.45	8	10
Hong Kong SAR	9	5.41	9	11
Japan	10	5.40	10	9
Oatar	11	5.38	11	14
Denmark	12	5.29	12	8
Talwan, China	13	5.28	13	13
Canada	14	5.27	14	12
Norway	15	5.27	15	16
Austria	16	5.22	16	19
Belgium	17	5.21	17	15
Saudi Arabia	18	5.19	18	17
Korea, Rep.	19	5.12	19	24
Australia	20	5.12	20	20
France	21	5.11	21	18
Luxembourg	22	5.09	22	23
New Zealand	23	5.09	23	25
United Arab Emirates	24	5.07	24	27
Malaysia	25	5.06	25	21
srael	26	5.02	20	u
Ireland	27	4.91	27	29
Brunei Darussalam	28	4.87	28	28
China	29	4.83	29	26

The World Competitiveness Yearbook (IMD)

THE WORLD COMPETITIVENESS SCOREBOARD 2012

COUNTRIES	2	012	2011		
COUNTRIES	RANK	VALUE	RANK	VALUE	
Hong Kong	1	100.00	1	100.00	
USA	2	97.76	1	100.00	
Switzerland	3	96.68	5	92.59	
Singapore	4	95.92	3	98.56	
Sweden	5	91.39	4	94.06	
Canada	6	90.29	7	90.78	
Taiwan	7	89.96	6	92.01	
Norway	8	89.67	13	86.31	
Germany	9	89.26	10	87.82	
Qatar	10	88.48	8	90.22	
Netherlands	11	87.16	14	85.71	
Luxembourg	12	86.05	11	86.48	
Denmark	13	84.88	12	86.42	
Malaysia	14	84.22	16	84.12	
Australia	15	83.19	9	89.26	
UAE	16	82.49	28	73.19	
Finland	17	82.47	15	84.38	
United Kingdom	18	80.14	20	80.28	
Israel	19	78.57	17	81.63	
Ireland	20	78.47	24	77.10	
Austria	21	77.67	18	81.62	
Korea	22	76.75	22	78.50	
China Mainland	23	75.77	19	81.10	

Malaysia in World Bank Doing Business 2013

Table 1: Top 20 Countries of the World Bank Doing Business 2013

Economy	Ease of Doing Business (Rank)				
Economy	2013	2012	2011		
Singapore	1	1	1		
Hong Kong SAR, China	2	2	2		
New Zealand	3	3	3		
United States	4	4	4		
Denmark	5	5	5		
Norway	6	6	7		
United Kingdom	7	7	6		
Korea, Republic	8	8	15		
Georgia	9	16	17		
Australia	10	15	11		
Finland	11	11	14		
Malaysia	12	18	23		
Sweden	13	14	9		
Iceland	14	9	13		
Ireland	15	10	8		
Taiwan, China	16	25	24		
Canada	17	13	12		
Thailand	18	17	16		
Mauritius	19	23	21		
Germany	20	19	19		

Table 2: Malaysia's Performance In the 10 Areas of Doing Business 2013

<u>Indicator</u>	Rank 2013	Rank 2012 (Published)	Rank 2012 (Revised)*
OVERALL	12	18	14
Starting a Business	54	50	42
Dealing with Construction Permits	96	113	116
Getting Electricity	28	59	27
Registering Property	33	59	62
Getting Credit	1	1	1
Protecting Investors	4	4	4
Paying Taxes	15	41	25
Trading Across Borders	11	29	12
Enforcing Contracts	33	31	31
Resolving Insolvency	49	47	48

^{*} Note: All Doing Business 2012 rankings have been recalculated to reflect changes to the methodology and revisions of data due to new information.

Malaysia in Global Innovation Index 2012

Table 1: Global Innovation Index rankings

Country/Economy	Score (0-100)	Rank	Income	Rank	Region	Rank
Switzerland	68.2	1	НІ	1	EUR	1
Sweden	64.8	2	HI	2	EUR	2
Singapore	63.5	3	HI	3	SEA0	1
Finland	61.8	4	HI	4	EUR	3
United Kingdom	61.2	5	HI	5	EUR	4
Netherlands	60.5	6	HI	6	EUR	5
Denmark	59.9	7	HI	7	EUR	6
Hong Kong (China)	58.7	8	HI	8	SEA0	2
Ireland	58.7	9	HI	9	EUR	7
United States of America	57.7	10	HI	10	NAC	1

Hungary	46.5	31	HI	30	EUR	21
Malaysia	45.9	32	UM	2	SEAO	7
Qatar	45.5	33	HI	31	NAWA	3
China	45.4	34	UM	3	SEAO	8
Portugal	45.3	35	HI	32	EUR	22
Italy	44.5	36	HI	33	EUR	23
United Arab Emirates	44.4	37	HI	34	NAWA	4

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The Beginnings and Development of Early Reform Efforts

1st Phase (70-80's) 2nd Phase (90's)

3rd Phase (2k's)

4th Phase (2008 >)

Productivity

Inisiatif:

- Excellent Working Culture
- Desk File and Operation Procedure Manual
- Clock Time System
- Name Tag
- Ethics and Values
- Makro office automation

Quality

Inisiatif:

- Total Quality Management
- Phone Services
- Counter Services
- Client Charter

Techology and Automation

Inisiatif:

- Electronic Govt
- MS ISO 9000
- CRM
- ICT Strategic Plan
- ICT Securities
- Integrated Software
- National Integriti Plan
- Mikro Office Automation

Transformation

Inisiatif:

- Image and Branding
- No Wrong Door Policy
- nBOS
- BPR
- Statewide Approach
- Strategic
 Collaboration
- Organization Strategic Management
- Risk Management
- Star Rating Assessment
- Outcome Based
 Achievement

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Malaysia Transformation Agenda

VISION





NATIONAL MISSION

PEOPLE FIRST, PERFORMANCE NOW



Government Transformation Program PCI – Productivity, Creativity, Innovation

CTI – Fast Accurate Integrity (Cepat Tepat Integriti)

Value for Money



New Economic Model



MALAYSIA

10th MALAYSIA PLAN

Digital strategy for Malaysia – leveraging existing initiatives & creating new opportunities in the digital economy

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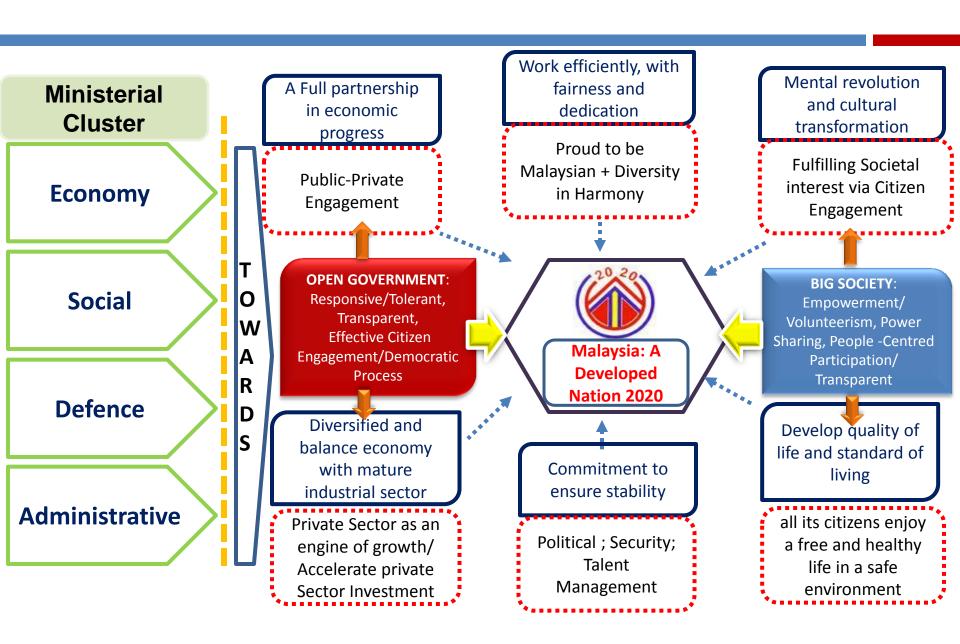
RESPONDING TO THE NEW GLOBAL SCENARIO: THE MALAYSIAN CONTEXT



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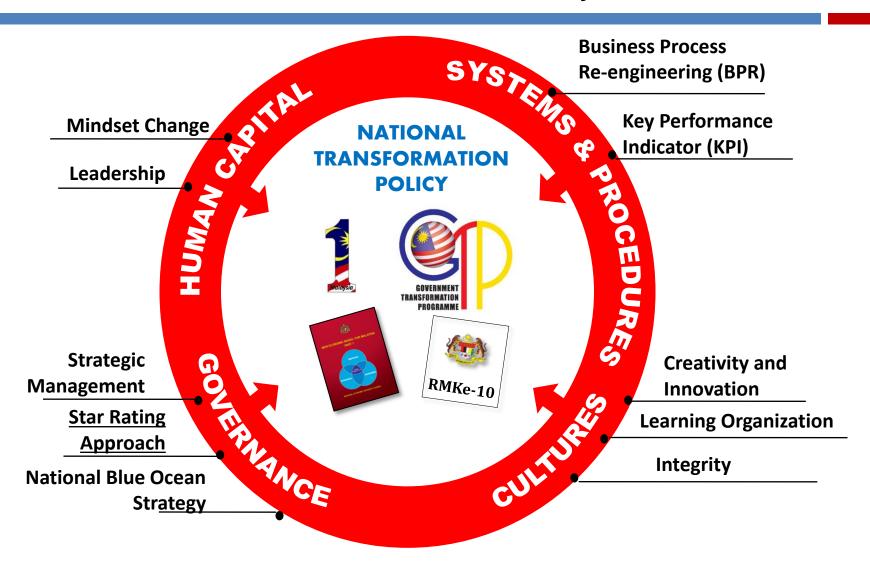
How Public Sector lead the transformation?



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Focus of Public Sector Transformation in Malaysia



BEFORE:

Business Registration within 11 days

BEFORE:

Business Registration (sole proprietors and partnership) from 269,866 in 2008



BUSINESS REGISTRATION

New Business Registration	1 hour
Business Details Change Registration	1 hour
Renewal Business	15
Registration	mins
Terminating Business	15
Registration	mins

AFTER:

Business Registration (sole proprietors and partnership) has increased to **312,581** (16% of increment) a year after

BPR FOR LICENSE ISSUANCE PROCESS OF FRONTLINE AGENCIES

BEFORE **AFTER** Temporary Residents 30 days 10 minutes License Renewal (LPS) **Premise License** 21 days 1 day **Issuance for Non-Risky Businesses Starting A Business** 11 days 3 days **Process** SHORTEN THE PERIOD TAKEN IN PROCESSING AND ISSUING LICENSES TO FACILITATE THE CUSTOMERS

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SIGNATURE PROJECT



1Malaysia One Call Centre (1MOCC)



Urban Transformation Centre (UTC)



Rural Transformation Centre (RTC)

PDRM & ATM STRATEGIC COLLABORATION





Training (sharing of training facility)



Intelligence information-sharing

Reduced Crime Rate Joint patrol in high crime rate areas



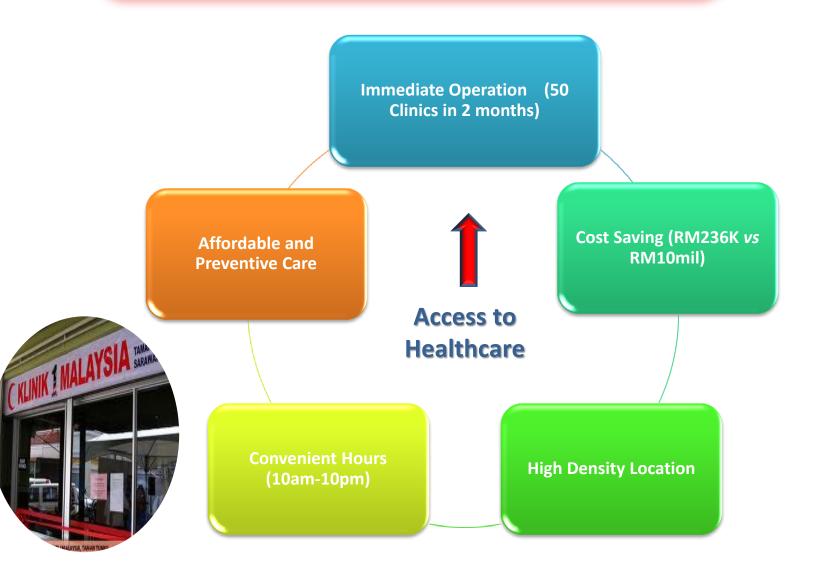
personnel retrained as policemen



Border patrol (military replaces PGA officers)



1Malaysia Clinic



MULTIMEDIA SUPER CORRIDOR (MSC)

To cultivate a knowledge-rich society in Malaysia and take the country into the Information Age

7 MSC Flagships



E-Government



Smart School

Tele-Health



Technopreneur Development



My Kad

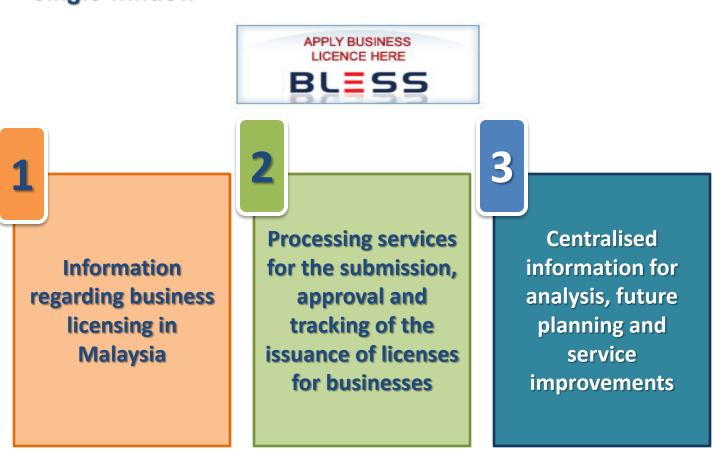


Research & Development Clusters



Business Licensing Electronic Support System

An online one-stop service centre or single window



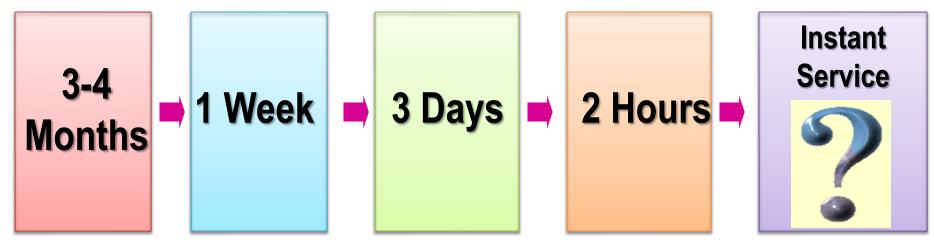
Passport Issuance

IMMIGRATION DEPARTMENT OF MALAYSIA QUALITY SERVICES WITH INTEGRITY





Quantum Leaps in passport issuance through breakthrough ICT Strategy



MyGov PORTAL

- To facilitate the general public in accessing information Average daily visit is **18511** visits

Online Services





my Services online services





myNews latest information





myForms downloadable form



myBayar payment online

1277 online forms

Real-time news

2995 downloadable forms

MGOWARMMENT la Government's Official Portal

E-FILING

Facilitate tax payers to accelerate the process of the payment of income tax via an integrated online system

Year	Online tax payers	(%)	Tax Revenue	(%)
2008	1,193,945	-	90.65b	-
2009	1,552,128	30.0	88.40b	-2.48
2010	1,975,040	27.2	86.50b	-2.15
2011	2,356,121	19.3	109.61b	26.72
2012	2,859,437	21.3	124.69b	13.76

Just 4 user friendly steps

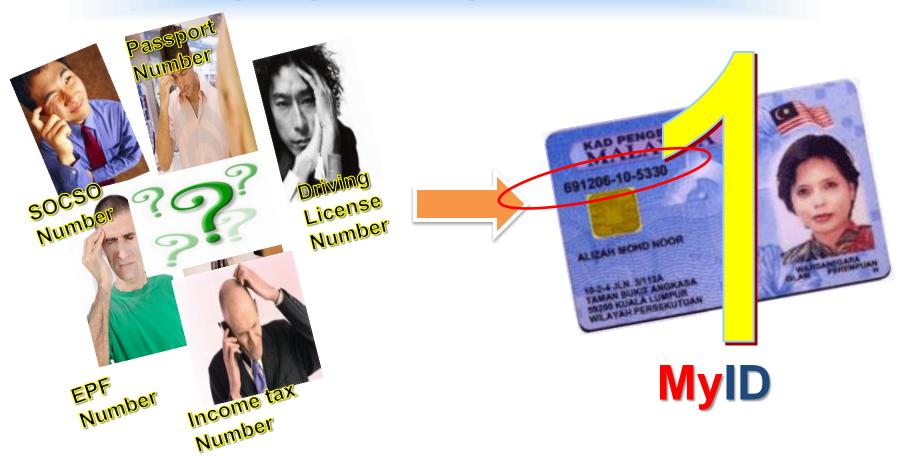






A Single Identity Number

Identification number will be used as an unique reference number in every single transaction dealing with government agencies.





THANK YOU "TOGETHER WE TRANSFORM"



Malaysian Administrative Modernization and Management Planning Unit

Prime Minister Department www.mampu.gov.my