



ASEAN BUSINESS ADVISORY COUNCIL MALAYSIA

NEWSLETTER | NOVEMBER 2021

(1) ASEAN Business Awards (ABA) 2021, 30 November


**ASEAN
Business Awards
ABA 2021**

Congratulations!
TO THE
MALAYSIAN WINNERS AT
ABA 2021

Priority Integration Sector:
Veritas Design Group

SME (CSR):
In-source Options Sdn Bhd
Brickfields Asia College Sdn Bhd

Women Entrepreneur:
Natural Wellness Industries Sdn Bhd

Skills Development:
Gott Sdn Bhd

Brunei Special Award:
Malaysia TRIZ Innovation Association

**Inclusive Business
(nominated by ACCMSME):**
PLSB (Masala Wheels)

Seven (7) Malaysian enterprises and entrepreneurs under six (6) categories were honored at the ABA 2021



[Click HERE for the ABA 2021 Winners](#)

Organiser: ASEAN Business Advisory Council (ASEAN-BAC) Brunei

The annual ASEAN Business Awards (ABA) 2021 was held on 30 November 2021 to recognise outstanding ASEAN companies contributing to the region's economic growth and prosperity.

ABA 2021, hosted by the Brunei Chairmanship, was held under the theme “Recover, Stronger, Together, Sama-Sama” as an acknowledgement of the struggles that businesses face amid the COVID-19 pandemic. The awards also aim to help elevate the presence and credibility of these ASEAN companies within the region and the larger global business community.

In his opening remarks, ABA 2021 Chair Mr Haji Musa Haji Adnin shared the objectives of ABA 2021 and thanked the ASEAN Member States, ASEAN-BAC Council Members, Brunei's ABA team and the Brunei government for the strong support given to ensure the event's success despite challenges faced due to the pandemic.

His Royal Highness Prince Haji Al-Muhtadee Billah, Crown Prince and Senior Minister at the Prime Minister's Office of Brunei Darussalam in his keynote speech congratulated the winners and said that ABA was a testament to the private sector's effort and commitment--through ASEAN-BAC--to support the region's efforts and succeed in the ASEAN Economic Community.

ASEAN-BAC 2021 Chair Rozaimeryanty Abd Rahman, for her part, rendered her vote of thanks to those who made ABA 2021 possible and those who trusted ASEAN-BAC Brunei's Chairmanship with their generous support.

Click the links below for Media Coverage:

- Borneo Bulletin - Click [HERE](#)
- Malaysiakini - Click [HERE](#)
- The Star - Click [HERE](#)
- The Star (2) - Click [HERE](#)

[Click HERE to watch ABA 2021 on Youtube](#)

(2) ASEAN Business Advisory Council (ASEAN-BAC) Malaysia Concluding Meeting (2021/05), 24 November



Convener: ASEAN-BAC Malaysia

The ASEAN Business Advisory Council (ASEAN-BAC) Malaysia held its concluding meeting for the year on 24 November 2021 chaired by ASEAN-BAC Malaysia Chairman Tan Sri Dato' Dr Munir Majid.

The meeting was attended by fellow Council Members Tan Sri Yong Poh Kon and Mr Raja Singham, ASEAN-BAC Healthcare Working Group (HWG) 2021 Chair Dr Swee Kheng Khor, ASEAN-BAC Malaysia Consulting Director Ms Jukhee Hong, and the ASEAN-BAC Malaysia secretariat team.

The meeting discussed activities organised and attended by ASEAN-BAC Malaysia in 2021, updates from ASEAN-BAC HWG Chair Dr Khor, updates on the ASEAN Business Awards (ABA) 2021 on 30 November 2021, as well as proposals for activities and priorities in 2022.

(3) Partners in Recovery: Malaysia and the New Southern Policy Plus, 24 November



Organiser: Institute of Strategic and International Studies (ISIS) Malaysia

Venue (hybrid): DoubleTree by Hilton Hotel, Kuala Lumpur

ASEAN Business Advisory Council (ASEAN-BAC) Malaysia Chairman Tan Sri Dato' Dr Munir Majid was invited to deliver a keynote address at the Institute of Strategic and International Studies (ISIS) Malaysia's "Partners in Recovery: Malaysia and the New Southern Policy Plus" event on 24 November 2021.

Tan Sri Munir touched on three (3) fundamental pillars based on the New Southern Policy (NSP): people, peace, and prosperity, as well as the NSP's seven (7) major fields of strategic cooperation which include training personnel in health and medical care, and enhanced cooperation in public health and economic policies.

Tan Sri Munir also mentioned the Malaysian government's large budget allocation aimed at helping the country stay on a safe and sustainable path as it transitions from pandemic to endemic. He further stated that the success of the partnership between Malaysia and South Korea can be attributed to four (4) foundational factors, namely:

- Relative stability on the Korean Peninsula
- The Malaysian Look East Policy by Tun Dr Mahathir that aims to replicate other countries' triumphs through engagement and exchanges with Japan and Korea
- The Korean Wave (Hallyu) that strengthened the people-to-people connection between South Korea and the rest of the world, including Malaysia
- NSP's consistent and earnest engagement in Southeast Asia

(4) [Penang Session] ASEAN Business Advisory Council (ASEAN-BAC) Malaysia Consultation Meeting with the State Government and Agencies, 8 November



Convener: ASEAN-BAC Malaysia

ASEAN Business Advisory Council (ASEAN-BAC) Malaysia held a consultation meeting with the Penang state government and agencies on 8 November 2021 to discuss the state's efforts in attracting foreign direct investment, how it sees itself within the context of the larger ASEAN region, and its vision for the future of Penang. The session was chaired by ASEAN-BAC Malaysia Chairman Tan Sri Dr Munir Majid, who noted that while Penang is projected to grow at an average rate of 5.4% from 2021 to 2025 under the 12th Malaysia Plan, the real challenge was in ensuring that such growth is achieved in line with Penang's Vision 2030 for a green and smart state.

He also urged the state to tap into opportunities in the larger ASEAN, Regional

Comprehensive Economic Partnership (RCEP), and Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) markets.

ASEAN-BAC Malaysia Council Member Tan Sri Yong Poh Kon expects this uptrend to continue, “Penang has always been at the forefront in manufacturing especially in the E&E sector with a well-established ecosystem which includes the Penang Skills Development Centre (PSDC), Collaborative Research in Engineering, Science and Technology (CREST), and a supportive state government and state agencies. The state is expected to be one of the first to show quick growth in manufacturing with the opening up of the economy, extending later to the services and hospitality sectors which will need a greater level of support and attention to recover.”

Fellow ASEAN-BAC Malaysia Council Member Mr Raja Singham concurred, “Penang recorded RM1.1 billion in authorized manufacturing investments for 40 projects in the first quarter of 2021 alone and the state’s manufacturing sector will continue to be a leader in attracting strong foreign direct investments. The 12th Malaysia Plan will also assist in the state’s efforts to upgrade its economic and industrial structure and overcome the challenges brought by the pandemic.”

[Click HERE for Media Release](#)
