

# Govt seeks public feedback

## Chance for Malaysians to suggest ways to improve in six key areas

**PETALING JAYA:** If you want to have a say on how to transform Malaysia, head to the Sunway Pyramid Convention Centre here tomorrow.

An "open house" is being held to gather public feedback and perception on the six National Key Results Areas (NKRAs) – education, low-income households, basic rural infrastructure, urban public transport, corruption and crime.

It is a chance for Malaysians to question the Government on what has not worked and provide suggestions on how to improve

Government delivery and performance.

The public will be able to view action or implementation plans and programmes for each of the NKRAs, which were earlier devised by eight "live" laboratories set up from the best talents in the civil service.

The Performance Management and Delivery Unit (Pemandu), which conducted the labs, will be the host for this Open Day.

"The public can provide feedback to the Government for a better understanding of the Government Transformation Programme (GTP), through a series of presentations on the

specific NKRAs," said Minister in the Prime Minister's Department Datuk Seri Idris Jala.

The NKRAs and the Key Performance Indicators, launched in July by Prime Minister Datuk Seri Najib Tun Razak, are part of the GTP to ensure that the nation achieved Vision 2020.

"After gathering the feedback, we will shift into action and implementation early next year. The 1Malaysia Transformation Roadmap will also be published next year, followed by subsequent annual GTP reports to update the rakyat on what the Government has deliv-

ered," said Idris, who is also Pemandu CEO.

Minister in the Prime Minister's Department Tan Sri Koh Tsu Koon said the Government would be transparent and there would be no "hiding".

"It will take time for things to change but we have to start now," said Koh, who is Pemandu chairman.

There will be a closed-door session today for invited guests, mainly civil servants.

Tomorrow's open event, at the Sunway Pyramid Convention Centre, Grand Pyramid Hall, Level CP3, is from 9am to 5pm.

## Ong: Branding the way to go for SMEs

By MAZWIN NIK ANIS  
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**PUTRAJAYA:** Small and medium enterprises (SMEs) should build strong brands to sustain their competitive advantage, Transport Minister Datuk Seri Ong Tee Keat said.

He said brands were the "currency" of today's business environment but it was still very much under-utilised by the local business community.

"Today's consumers are spoilt for choice and the challenge for SMEs is to create, build and retain customer preference. SMEs must strategise to convince consumers that their products and services are superior to others," he said at the SMI Association of Malaysia annual dinner and SME Recognition Award 2009 presentation last night.

Ong, who is the association's patron, said that although many Malaysian companies have developed world-class brands, their quality of service still needed to be improved.

The success or failure of any brand, he said, depended on consumer satisfaction.

Ong said that through the "Talk 2 Tee Keat" initiative, he had the opportunity to listen to issues faced by the business community and receive constructive suggestions on how to move the nation forward both economically and as a community of entrepreneurs.

Describing the feedback as eye-opening and constructive, the minister said he hoped to assist the business community in resolving their grievances.

Ong added that views and suggestions on what the Government could do to help in the

»SMEs must strategise to convince consumers that their products and services are superior to others«

DATUK SERI ONG TEE KEAT

development of SME would be "communicated" to the Cabinet.

A total of 84 SME corporations and four entrepreneurs were honoured for their outstanding achievements and contributions.

Founder president of Limkokwing University of Creative Technology Tan Sri Dr Lim Kok Wing, founder and group managing director of Kumpulan Karangkrak Datuk Hussamuddin Yaacob and founder and chief executive officer of Lotus Corporation Berhad, Datuk R. Doraisingam Pillai, were the recipients of the SME Platinum Award.

President and group chief executive of the Petra Group Datuk Vinod B. Sekhar received the SME Overseas Platinum Award.

Star Publications (M) Berhad was among the recipients of the Sahabat SME Award.



**Special honour:** Ong (right) presenting the Sahabat SME Award to Star Publications' executive director Ng Beng Lye at the SMI Association of Malaysia's annual dinner at the Putrajaya International Convention Centre last night.



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