

**TEKS UCAPAN Y.B. DATUK SERI DR. MAXIMUS JOHNTY ONGKILI  
MENTERI SAINS, TEKNOLOGI DAN INOVASI  
SEMPENA  
MAJLIS ULANGTAHUN KE SEPULUH PENUBUHAN SYARIKAT CSL  
MANUFACTURING (M) SDN BHD  
DI WISMA CSL, 10 JALAN JURUNILAI U1/20, SHAH ALAM  
PADA 5 FEBRUARI 2010**

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**YBHG DATO' ERIC CHUAH,**  
PENGERUSI KUMPULAN SYARIKAT-SYARIKAT CSL

**YG BERUSAHA IR. MEGAT RADZMAN**  
TIMBALAN PENGERUSI KUMPULAN SYARIKAT-SYARIKAT CSL

**DATUK-DATUK, TUAN-TUAN, PUAN-PUAN, PARA TETAMU DARI LUAR NEGARA,  
WAKIL-WAKIL DARI MEDIA DAN HADIRIN YANG SAYA HORMATI SEKALIAN,**

SALAM 1MALAYSIA DAN SELAMAT SEJAHTERA KEPADA SEMUA

1. TERLEBIH DAHULU, SAYA INGIN MERAKAMKAN TERIMA KASIH KEPADA CSL KERANA MENJEMPUT SAYA SEMPENA MAJLIS ULANGTAHUN KE SEPULUH SYARIKAT CSL, DAN SETERUSNYA MELANCARKAN PRODUK TERBARU CSL.
2. MEMANDANGKAN RAMAI TETAMU DARI LUAR NEGARA DI MAJLIS INI, IZINKAN SAYA MENERUSKAN UCAPAN DALAM BAHASA INGGERIS.

LADIES AND GENTLEMEN

3. I WISH TO THANK CSL FOR INVITING ME TO THIS AUSPICIOUS OCASSION IN CONJUNCTION WITH THE 10<sup>TH</sup> ANNIVERSARY OF THE FOUNDING OF CSL MANUFACTURING (M) SDN BHD.

4. TEN YEARS IS A SHORT PERIOD OF TIME. WE HAVE SEEN HOW 2000 CAME AND THE 'NOUGHTIES' I.E. THE YEARS 2000 TO 2009 WERE OVER IN A BLINK, SO TO SPEAK. IN BUSINESS, TEN YEARS IS NOT A SHORT PERIOD. A COMPANY SUCH AS CSL WHICH IS INVOLVED IN THE MANUFACTURE OF FAST MOVING ELECTRONIC CONSUMER GOODS WOULD HAVE GONE THROUGH MANY CYCLES OF PRODUCT DEVELOPMENT.

5. THE LEARNING CURVE IS STEEP, LESSONS WOULD HAVE BEEN LEARNT AND NEW TECHNOLOGY ACQUIRED. THERE IS THE PROCESS OF 'UNLEARNING' TOO.

6. CSL HAS CARVED A NICHE FOR ITSELF IN THE COMPETITIVE ELECTRONICS CONSUMER GOODS MARKET. TAKE FOR EXAMPLE ITS MOBILE PHONES. IN A MARKET THAT IS DOMINATED BY BRANDS FROM GLOBAL MANUFACTURERS, IT IS DIFFICULT TO DIFFERENTIATE ONE PRODUCT FROM ANOTHER.

7. THE CONSUMER HAS THE FINAL SAY IN THE SELECTION OF THE PRODUCT. HOWEVER, THE MANUFACTURER CAN INFLUENCE THAT PURCHASING DECISION.

8. HOW IS THAT POSSIBLE? IT IS BY MAKING PRODUCTS THAT ARE VALUE-FOR-MONEY. MOBILE TV, DUAL SIM CARD SLOTS, FM RADIO ARE JUST A FEW OF THE FEATURES THAT COME TO MIND. WHEN THESE FEATURES ARE BUNDLED IN A PACKAGE AT AN AFFORDABLE PRICE, THE SALES DEAL IS ALMOST A FOREGONE CONCLUSION. THIS HAS BEEN THE STRATEGY AND PRACTICE IN CSL.

9. OF COURSE, THE CUSTOMER EXPERIENCE DOES NOT JUST END THERE. A RESPONSIVE CUSTOMER SUPPORT IS ALSO SOMETHING THAT A CUSTOMER LOOKS FORWARD TOO.

LADIES AND GENTLEMEN

10. THE GOVERNMENT HAS MADE CONTINUOUS POLICY IMPROVEMENTS AND INITIATIVES TO STRENGTHEN THE VARIOUS SECTORS IN THE LIGHT OF GREATER COMPETITIVENESS AND INTEGRATION OF THE WORLD ECONOMY. THE MINISTRY OF SCIENCE, TECHNOLOGY & INNOVATION (MOSTI), WITH STRONG SUPPORT FROM ITS AGENCIES, IS LEADING THE TASK OF HARNESSING SCIENCE, TECHNOLOGY AND INNOVATION AS THE KEY DRIVER IN RAISING THE NATIONAL CAPACITY TO ACQUIRE AND UTILISE E-KNOWLEDGE AND FOSTER INNOVATION.

11. TODAY THE GOVERNMENT IS PUSHING INNOVATION AS THE KEY DRIVER OF THE ECONOMY. AN INNOVATION-DRIVEN ECONOMY WILL ENABLE THE NATION TO FURTHER DEVELOP ITS SCIENCE AND TECHNOLOGY SECTOR, MAKING IT A FORCE TO BE RECKONED WITH GLOBALLY.

12. IN LINE WITH OUR NATIONAL INNOVATION AGENDA, MALAYSIA INNOVATIVE 2010 (MI2010) HAS BEEN LAUNCHED AS OUR COMMITMENT TO STRIVE TO INCULCATE THE INNOVATIVE CULTURE AMONG ALL STRATA OF THE SOCIETY AS WELL AS THE INDUSTRY. SOME 200 PROGRAMMES HAVE BEEN PLANNED BY 15 MINISTRIES, VARIOUS AGENCIES, NGOS AND THE PRIVATE SECTOR, OVER THE NEXT 12 MONTHS.

13. INNOVATION IS A KEY IMPERATIVE FOR THE FUTURE PROSPERITY OF MALAYSIA. IN ORDER TO FACE THE CHALLENGES OF THE FUTURE AMID GLOBAL COMPETITION, WE HAVE NO CHOICE BUT TO EMBRACE INNOVATION IN ALL SECTORS OF THE ECONOMY ESPECIALLY WHERE HIGH

VALUE-ADDED BUSINESS SUCH AS ICT AND BIOTECHNOLOGY CAN FLOURISH AND GROW. WHILE WE CONTINUE TO PURSUE TECHNOLOGY-DRIVEN INITIATIVES, IT IS STRONGLY FELT THAT MARKET DRIVEN INNOVATION CAN HELP US ACHIEVE GREATER SUCCESS IN A SHORTER PERIOD OF TIME.

LADIES AND GENTLEMEN

14. WITHOUT DOUBT, THE ADVENT IN TECHNOLOGY HAS PROPELLED THE MOBILE PHONE INDUSTRY, INCLUDING IN MALAYSIA. WITH THE INTEGRATION OF TECHNOLOGY, INNOVATION AND CREATIVITY, BOUNTIFUL NEW BUSINESS OPPORTUNITIES ARE CREATED IN THIS FIELD.

15. IN FACT, THE GROWTH AND DEVELOPMENT IN THE TELECOMMUNICATION INDUSTRY CAN BE SEEN BY THE INCREASE IN PATENT APPLICATIONS FILED WITH THE MALAYSIAN INTELLECTUAL PROPERTY OFFICE (MYIPO). SINCE 2000, A TOTAL OF 3,115 PATENT APPLICATIONS WERE FILED BY MALAYSIAN AND FOREIGN COMPANIES IN MALAYSIA, OUT OF WHICH 1,065 PATENTS HAVE BEEN GRANTED. THE INCREASE IN PATENT APPLICATIONS WAS MORE OBVIOUS WITHIN THE LAST FIVE YEARS WITH PATENT APPLICATIONS MADE BY BIG TELECOMMUNICATION COMPANIES SUCH AS SAMSUNG, NOKIA AND SONY.

16. THIS IS WHAT MOSTI HAS BEEN PURSUING, WHICH IS FOR THE PEOPLE TO EMBRACE THE INNOVATION AND CREATIVITY WITHIN THEM. THROUGH INNOVATION AND CREATIVITY, MALAYSIANS CAN HELP PUT THE COUNTRY ON THE GLOBAL PEDESTAL AND AT THE SAME TIME MAKE MALAYSIA A CENTRE FOR INNOVATION AND CREATIVITY.

17. TODAY MALAYSIA HAS OVER 16 MILLION INTERNET USERS OR AN INTERNET PENETRATION RATE OF 63.8%. THE STATISTICS SHOWS THAT DESPITE THE CURRENT 24% HOUSEHOLD BROADBAND PENETRATION RATE,

THERE ARE ACTUALLY MORE AND MORE PEOPLE IN THE COUNTRY ADOPTING THE USE OF BROADBAND SO MUCH SO THAT IT IS PERCEIVED MORE AS A NECESSITY THAN A LUXURY.

18. IT IS THUS CRUCIAL THAT THE GOVERNMENT AND THE INDUSTRY WORK TOGETHER TO INCREASE HOUSEHOLD BROADBAND UPTAKE TO 50% BY 2010 AS LAID OUT IN THE NATIONAL BROADBAND PLAN, BY FOCUSING ON THE PROLIFERATION OF BROADBAND FOR THE GENERAL POPULATION (BBGP).

19. THE TARGET FOR HOUSEHOLD BROADBAND PENETRATION RATE PRESENTS ANOTHER AVENUE FOR INNOVATION AND CREATIVITY TO PLAY A CRUCIAL ROLE. WITH THE FAST-ADVANCING MOBILE PHONE TECHNOLOGIES, I BELIEVE THAT INNOVATIVE MOBILE TELECOMMUNICATION WILL ASSIST US TO ACHIEVE THE TARGET. THIS IS ESPECIALLY SO AS MORE AND MORE PEOPLE ARE USING MOBILE INTERNET TO ACCESS THEIR EMAILS, CONDUCT BANKING TRANSACTIONS AND ALSO INTERACT THROUGH SOCIAL NETWORKING WEBSITES SUCH AS FACEBOOK, WHILE ON THE MOVE.

20. I WOULD LIKE TO CONGRATULATE CSL FOR PROMOTING INNOVATION IN THEIR PRODUCTS AND MAKING IT A CULTURE IN THEIR ORGANISATION. SHORTLY, WE WILL BE SEEING CSL'S INNOVATIVE G5 PHONE, DEVELOPED WITH THE GAMERS' IN MIND.

21. WE SAW THE INTRODUCTION OF THE 3G NETWORK RECENTLY AND SOON AFTER, THE 4G NETWORK CAME INTO THE PICTURE. NOW WE ALREADY HAVE THE 5G TECHNOLOGY ON OUR SHORES AND ALL THIS IS DUE TO INNOVATION, CREATIVITY, COUPLED WITH THE INTEGRATION IN TECHNOLOGY. IF WE CONTINUOUSLY PURSUE THIS CULTURE OF INNOVATION AND CREATIVITY, WE CAN INTRODUCE BREAKTHROUGH INVENTIONS AND CREATIONS, WHICH CAN EVENTUALLY LEAD TO COMMERCIALISATION AND GLOBAL MARKETING.

LADIES AND GENTLEMEN

22. THERE IS A HUGE POTENTIAL FOR THE CREATIVE INDUSTRY AND IN MALAYSIA'S ABILITY TO MAKE GREATER IMPACT GLOBALLY. TO FURTHER ACCELERATE MARKET DRIVEN INNOVATION, WE HAVE TO DO MORE TO POSITION MALAYSIA AS A PREFERRED HUB FOR HIGH-VALUE CREATIVE MULTIMEDIA ACTIVITIES SO THAT WE ARE ABLE TO ATTRACT MORE FOREIGN AND DOMESTIC DIRECT INVESTMENTS. WE ARE A COUNTRY WITH A RELATIVELY SMALL MARKET BASE. IT IS THEREFORE IMPERATIVE THAT EXPORTS BE GIVEN IMPORTANCE TO SUPPLEMENT THE DOMESTIC MARKET.

23. TO THE EMPLOYEES OF CSL, I URGE YOU TO CONTINUE TO STRIVE FOR THE BEST. I BELIEVE THAT, WITH COMMITMENT AND DETERMINATION FROM EVERYONE, MALAYSIA WILL BE ABLE TO ACHIEVE ITS VISION 2020 STATUS AND EMERGE AS A NATION OF INNOVATORS AND CREATORS OF WORLD CLASS TECHNOLOGIES, PRODUCTS AND SERVICES.

24. ON THAT NOTE, I WISH CSL SUCCESS IN ITS ENDEAVOURS AND A HAPPY TENTH ANNIVERSARY. THANK YOU AND GOD BLESS.