



Asian Strategy & Leadership Institute

Dedicated To Creating A Better Society

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FOR IMMEDIATE RELEASE

PRESS RELEASE – KUALA LUMPUR INTERNATIONAL AUTOMOTIVE CONFERENCE 2018, ‘Beyond Mobility, Moving Sustainably’

Kuala Lumpur, 21 November 2018 – The Asian Strategy & Leadership Institute (ASLI) and the Malaysian Automotive Association (MAA) co-organized the Kuala Lumpur International Automotive Conference at the Malaysian International Trade & Exhibition Centre (MITEC), Kuala Lumpur.

As Malaysia enters the 4th Industrial Revolution, it has become more pertinent than ever to incorporate technological revolutions into the automotive industry. At the same time, it is vital that the industry addresses the sustainability of its current and future practices. The Kuala Lumpur International Automotive Conference provided an encouraging space for local automotive stakeholders and industry experts to exchange ideas and foster collaboration. The theme, *‘Beyond Mobility: Moving Sustainably’*, references the synergic benefits promised by improved digital connectivity, in increasing efficiency and improving sustainability.

Welcome remarks were delivered by Tan Sri Ramon Navaratnam, Board Director of ASLI; and Datuk Aishah Ahmad, President of MAA. In line with the theme of *‘Beyond Mobility: Moving Sustainably’* Tan Sri Ramon expressed optimism at the idea of Malaysian automotive industries developing advanced mobility technologies to tap into the wider ASEAN market. However, he also reminded that improving public transportation should be the government’s main priority and expressed hope that Malaysia’s joint venture with Indonesia will make our domestic automotive industry more robust. In the meantime, Tan Sri Ramon said that we should look to Thailand with the vision of forming a federation of ASEAN automotive institutes. He also opined that the government should let the private sector lead the way forward and embrace its role as regulator instead.

Datuk Aishah announced that, as we enter the 4th Industrial Revolution, continuing advancements in motoring technology requires assimilation of artificial intelligence, connectivity and renewable energy into the automotive industry to stay efficient. Going forward, she stressed

that the views of thought leaders must be seriously considered by industry players to better anticipate market challenges and growth opportunities.

We were also incredibly honored to have the presence of **YB Dr Ong Kian Ming**, Deputy Minister of International Trade and Industry. He started his speech by stating the importance of the Malaysian automotive industry towards the national economy, which is 4% of the total GDP. YB Dr Ong explained that under his government, the revised National Automotive Policy (NAP) – which will be released early next year, will incorporate increased digitization in the manufacturing and sales aspects of the automotive industry. Among other things, the third national car project will be outlined in the NAP. There is no allocation for this project in the 2019 National Budget, so one of the main considerations would be financial stability of the company that would be taking up the tender. At the same time, he reminded us that environmental concerns cannot be ignored, so growth needs to be in line with the United Nation's seventh Sustainable Development Growth Goal. He added that Prime Minister Tun Dr Mahathir envisions our 3rd national car to utilize advanced technologies in order to gain global market share. He also pointed toward an increased focus on exports using the ASEAN Free Trade agreement to penetrate a higher percentage of the ASEAN market. To conform to higher euro emission standards, Dr Ong said that his government has approached notable Japanese automakers for advice.

The speeches were followed by full-day panel sessions that revolve around topics related to the event's theme. Resourceful automotive players from all parts of the supply chain and thought leaders from leading Malaysian think tanks took the opportunity to analyze and explore feasible ways to successfully harness the potential of technological advancements. Towards the end of each panel session, the audience were also given a fair opportunity to participate in robust discussions.

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Links to News Reports

The Star

- <https://www.thestar.com.my/business/business-news/2018/11/22/proton-to-complete-plant-expansion-next-year/>
- <https://www.thestar.com.my/business/business-news/2018/11/21/govt-receives-over-20-proposals-for-third-national-car/>
- <https://www.thestar.com.my/business/business-news/2018/11/22/government-aims-to-unveil-revised-nap-by-first-quarter/>

Bernama

- <http://www.bernama.com/en/news.php?id=1667080>
- <http://www.bernama.com/bm/news.php?id=1667235>

PaulTan

- <https://paultan.org/2018/11/21/rujukan-semula-nap-akan-ambil-kira-lebih-tentang-kenderaan-cekap-tenaga-dan-pengeluar-komponen/>

FreeMalaysiaToday

- <https://www.freemalaysiatoday.com/category/nation/2018/11/21/look-to-niche-market-to-succeed-makers-of-3rd-national-car-urged/>

The Malaysian Reserve

- <https://themalaysianreserve.com/2018/11/22/govt-to-unveil-revised-nap-in-1q19/>

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- <https://www.thesundaily.my/business/electric-vehicles-new-tech-focus-of-nap-2019-AI138839>

The Edge Markets

- <http://www.theedgemarkets.com/article/good-ecosystem-crucial-complement-electric-car-initiative-maa>

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- <https://www.nst.com.my/news/nation/2018/11/433601/courteous-disciplined-drivers-could-be-rewarded-next-year>

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- <https://www.carlist.my/news/kliac-2018-digital-advancement-significantly-transform-automotive-retailing/53560/>

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- <https://www.newsarawaktribune.com.my/news/govt-to-announce-revised-nap-in-q1-next-year/>

MalayMail

- <https://www.malaymail.com/s/1695714/proton-to-assemble-x70-locally-after-completion-of-plant-expansion>

Utusan

- <http://www.utusan.com.my/bisnes/ekonomi/ekosistem-kereta-elektrik-penting-1.791742>

Malaysia Gazette

- <http://malaysiagazette.com/blog/2018/11/21/kajian-nap-diumum-suku-pertama-tahun-depan/>

nna asia

- <https://www.nna.jp/news/show/1839629>

OhMedia

- <https://www.ohmedia.my/2018/11/pemasangan-model-proton-x70-akan.html>

ABOUT ASLI

ASLI is an independent private think tank committed to promote dialogue, understanding and better relations amongst government, business and civil society in ASEAN as well as the wider Asia-Pacific region through conferences, policy roundtables and strategic forums. With over 20 years of experience, ASLI provides strategic analysis and advice on critical issues and brings people together to exchange views and develop options. Our programmes have been attended by Heads of States / Governments, CEO's, Ambassadors and emerging young leaders. ASLI is also the secretariat for several bilateral Business Councils. ASLI's Centre for Public Policy Studies (CPPS) engages in public policy analysis, policy advocacy and roundtables. We rank as the leading think tank in Malaysia, and ranked as No. 4 in Southeast Asia-Pacific in a Global Study on Think Tanks.

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