



INTERNATIONAL CONFERENCE ON BLUE OCEAN STRATEGY

TRANSFORMING NATIONS THROUGH CREATIVITY AND INNOVATION

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PROGRAMME BOOK

In conjunction with International
Week on Blue Ocean Strategy



NBOS
STRATEGI LAUTAN BIRU KEBANGSAAN

NBOS

STRATEGI LAUTAN BIRU KEBANGSAAN

DAY 2016

NBOS Open Day will be held at the Putrajaya International Convention Centre on 14- 20 August 2016 in conjunction with the National Blue Ocean Strategy (NBOS) International Week 2016. There will be an exhibition of NBOS initiatives in which Ministries, Government Agencies and private companies will showcase their high impact projects that are rapidly executed with a low cost approach as compared to conventional methods.

The NBOS Open Day will also feature Malaysia's unique culture with arts performances as part of the attractions. Please feel free to explore the various interesting cultural performances put together specially for visitors and delegates, alternating with pocket talks that shall enable the sharing of information on NBOS initiatives and current issues.



SUNDAY, 14 AUGUST 2016

TIME	PROGRAMME
0930 - 1000	
1000 - 1030	FIT Malaysia
	NBOS Day (Majlis Pelancaran oleh YBhg. Tan Sri Ali Hamsa, Ketua Setiausaha Negara (KSN)
1030 - 1035	Arrival of YBhg. Tan Sri Ali Hamsa, Ketua Setiausaha Negara (KSN)
1045 - 1100	Walkabout
1100 - 1130	1SERVE
1135 - 1205	TBC
1210 - 1240	"Entertainment 1. Tasha Mansahar 2. One Nation Emcee"
1300 - 1400	LUNCH HOUR
1330 - 1400	PREPARATION
1400 - 1415	Cak Lempong
1420 - 1450	Housewives Enhancement And Reactive Talent (HEARTS)
1455 - 1525	BNM Talk
1530 - 1600	Charity Auction- Aizat Amdan
1600 - 1630	"Entertainment 1. Aizat Amdan 2. Ippo Hafiz"
1710 - 1740	TBC
1710 - 1740	TBC
1740 - 1800	CLOSING

MONDAY, 15 AUGUST 2016

TIME	PROGRAMME
0930 - 1000	
1000 - 1030	TBC
1035 - 1105	Zapin
1110 - 1125	Program Remaja Kafe TEEN
1130 - 1215	Transformasi PLPP Sebagai Pusat Kecemerlangan OKU
1130 - 1215	"Entertainment 1. Siti Nordiana 2. Ronnie Hussin"
1220 - 1250	LUNCH HOUR
1300 - 1400	PREPARATION
1400 - 1430	"Entertainment 1. Dramaband 2. Khai Bahar"
1435 - 1500	Charity Auction- Siti Nordiana
1505 - 1535	Freestyle Bar Performance
1540 - 1610	WHEE Project (Sharing Session)
1615 - 1645	TBC
1650 - 1720	TBC
1725 - 1755	TBC
1740 - 1800	CLOSING

TUESDAY 16 AUGUST 2016

TIME	PROGRAMME
0930 - 1000	PREPARATION
1000 - 1030	
1035 - 1105	1SERVE
1110 - 1140	Musykil Muslimah - Ustzh
1145 - 1215	FREE TIME
1220 - 1300	Entertainment 1. Dayang Nurfaizah 2. Caliph Buskers
1300 - 1330	LUNCH HOUR
1330 - 1400	PREPARATION
1400 - 1415	Tarian Asli Mahmeri
1420 - 1450	Entertainment 1. Aliff Satar 2. Sandra
1455 - 1525	Persembahan Pasukan STORM
1530 - 1600	Charity Auction - Aliff Satar
1600 - 1700	Sesi Pengundian Projek PR1MA
1805 - 1820	Program Remaja Kafe TEEN
1825 - 1855	KPM Buskers
1855 - 1900	CLOSING

WEDNESDAY 17 AUGUST 2016

TIME	PROGRAMME
0930 - 1000	PREPARATION
1000 - 1030	
1035 - 1105	Muay Thai Performance
1110 - 1125	TBC
1130 - 1200	Performance (Magic)
1205 - 1235	Entertainment 1. Encik Mimpi 2. Zarul Umbrella
1240 - 1300	Program Remaja Kafe TEEN
1300 - 1330	LUNCH HOUR
1330 - 1400	PREPARATION
1400 - 1415	Gamelan
1420 - 1450	Entertainment 1. Sixth Sence 2. Sakura Band
1455 - 1525	Charity Auction
1530 - 1600	FREE TIME
1600 - 1700	Fashion Show
1705 - 1750	Transformasi PLPP Sebagai Pusat Kecemerlangan OKU
1755 - 1800	CLOSING

THURSDAY, 18 AUGUST 2016

FRIDAY, 19 AUGUST 2016

SATURDAY, 20 AUGUST 2016

TIME	PROGRAMME
0930 - 1000	PREPARATION
1000 - 1030	TBC
1035 - 1105	Program Remaja Kafe TEEN
1110 - 1125	Program Remaja Kafe TEEN
1130 - 1215	Tutorial Tudung
1205 - 1235	ENTERTAINMENT 1. Mark Adam 2. Aman Nasim
1300 - 1400	LUNCH HOUR
1330 - 1400	PREPARATION
1400 - 1415	Tarian Tradisional
1430 - 1520	TBC
1525 - 1555	FREE TIME
1600 - 1630	Charity Auction
	Monolog Teater
1710 - 1740	ENTERTAINMENT 1. Bunkface 2. Haiza
1740 - 1800	CLOSING

TIME	PROGRAMME
0930 - 1000	PREPARATION
1000 - 1030	Tarian Senawang Suka Tempuan
1035 - 1105	Coding at School (Fun Activity)
1110 - 1140	ENTERTAINMENT 1. Sarah 2. Shiela Abdul
1145 - 1215	Gamelan
1215 - 1445	LUNCH HOUR
1415 - 1445	PREPARATION
1500 - 1530	Charity Auction
1530 - 1600	ENTERTAINMENT 1. Dafi 2. Putera
1600 - 1700	Talk from Sony Camera Ambassador
1705 - 1735	FREE TIME
1740 - 1800	CLOSING

TIME	PROGRAMME
0930 - 1000	PREPARATION
1000 - 1045	FIT Malaysia
1050 - 1120	Coding at School (Fun Activity)
1125 - 1250	Ghost Make Over Gubahan Hairstylist
1300 - 1400	LUNCH HOUR
1330 - 1400	PREPARATION
1400 - 1415	FREE TIME
1420 - 1450	Charity auction - Che Ta family
1450 - 1520	Entertainment 1 - Ewal AF 2 - Zariff AF

TIME	PROGRAMME
1525 - 1555	Cak Lempong
1600 - 1630	Zapin
1635 - 1705	Muay Thai Performance
1710 - 1740	Zapin
1635 - 1705	Muay Thai Performance
1710 - 1740	Entertainment 1 - Sazrin 2 - Aina Mentor Legend
1740 - 1800	CLOSING



ICBOS LEARNING EXCURSION

ITINERARY TO CRP GEMAS, NEGERI SEMBILAN (18 AUGUST 2016)

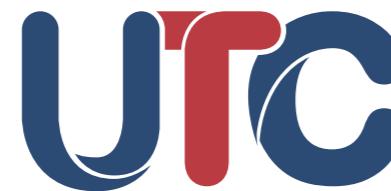
TIME	PROGRAMME
0800 - 1000	Journey to Syed Sirajuddin Army Camp, Gemas
1005 - 1015	Departure to Pusat Pemulihan Pemasyarakatan (PPP)
1015 - 1025	Welcoming speech by Panglima Angkatan Tentera
1025 - 1055	Briefing of Pusat Pemulihan Pemasyarakatan (PPP) by Jabatan Penjara Malaysia
1100	SITE TOUR <ul style="list-style-type: none"> a. Catfish Breeding and Fertigation b. Poultry Farming- Ayam Kampung c. Pineapple Farming
1100 - 1120	TOUR ROTATION 1 <ul style="list-style-type: none"> - Group 1: Catfish Breeding and Fertigation - Group 2: Poultry Farming- Ayam Kampung - Group 3: Pineapple Farming
1125 - 1145	TOUR ROTATION 2 <ul style="list-style-type: none"> - Group 1: Poultry Farming- Ayam Kampung - Group 2: Pineapple Farming - Group 3: Catfish Breeding and Fertigation
1150 - 1210	TOUR ROTATION 3 <ul style="list-style-type: none"> - Group 1: Pineapple Farming - Group 2: Catfish Breeding and Fertigation - Group 3: Poultry Farming- Ayam Kampung
1210 - 1225	Departure to Wisma Perwira 51 RAD.
1225 - 1240	Arrival at Wisma Perwira 51 RAD.
1240 - 1340	Lunch
1400	Return to Kuala Lumpur & Putrajaya

INFO	NOTES
NUM. OF DELEGATION	TBC
Transportation	1) To Syed Sirajuddin Army Camp- own transportation 2) Tour Sites - 4 WD provided by MOT/JPI

ITINERARY TO - KUALA LUMPUR (18 AUGUST 2016)

TIME	PROGRAMME	UTC KL - MaGIC	IM4U - MaGIC
0800 - 0830	Assembly at Dataran Putra, Presint 1, Putrajaya (in front of Masjid Putra)		
0830 - 1000	Departure to UTC KL & iM4U by designated buses		
1000 - 1015	Arrival at UTC Kuala Lumpur	Arrival at iM4U Sentral, Puchong	
1015	Briefing from UTC KL Management	Malaysian Multiculture Performance - Kompong, Banghra & Lion Dance Introduction of iM4U by Mr. Rudy Malik (CEO of iM4U)	
TOUR			
1030 - 1100		1) Ground Floor – Klinik 1 Malaysia & Suruhanjaya Syarikat Malaysia (SSM) 2) 2nd Floor – Jab. Pendaftaran Negara, Jabatan Imigresen 3) 3rd Floor – Ministry of Women & Tenaga Nasional Bhd 4) 4th Floor – Sports Centre	1) Sports Arena 2) Arts Culture & Innovation 3) Knowledge Building 4) Community Wellbeing
1100 - 1200	Refreshments at Ancasa Express	Introduction of iM4U fm	Light Refreshment
1200 - 1300	Departure to MaGIC, Cyberjaya		
MaGIC			
1300 - 1310	Arrival at MaGIC, Cyberjaya		
1310 - 1320	Briefing from Chairman and CEO of MaGIC		
TOUR			
1320 - 1400		- Co-working space - MaGIC Accelerator Program Space - MaGIC Academy - Makers Lab	
1400 - 1500	Lunch		
1500	Buses return to Dataran Putra, Presint 1, Putrajaya/End of Excursion		
INFO	NOTE (UTC KL - MAGIC)	NOTE (IM4U - MAGIC)	
NUM. OF DELEGATION	100 PAX	100 PAX	
Transportation	*Both delegation groups will converge at MaGIC, Cyberjaya at 1.00 pm		
	3 buses by MOT	3 buses by MOT	

URBAN TRANSFORMATION CENTRE (UTC)



PUSAT TRANSFORMASI BANDAR

The UTC Kuala Lumpur is located at Pudu Sentral, Jalan Tun Tan Cheng Lock, 50550 Kuala Lumpur. It is the second UTC after Melaka, and was officiated by the Prime Minister, Datuk Seri Najib Tun Razak on 22 September 2012.

UTC is one of the efforts and initiatives of the Malaysian government to provide urban communities a centralised location for core government agencies, public amenities and services of private sectors. It is part of the National Blue Ocean Strategy (NBOS) which was introduced to improve the quality of services through strategic partnerships between government agencies and the private sector. National Strategy Unit (NSU) under Ministry of Finance Malaysia (MOF) is tasked to establish and monitor all the UTCs in Malaysia.

UTC comprises ten (10) clusters of facilities and services, namely:

- (1) Common governmental services;
- (2) Health services;
- (3) Security services;
- (4) Education, training and employment services;
- (5) Financial services;
- (6) Business and entrepreneurial development services;
- (7) Utility services;
- (8) Youth development services;
- (9) Welfare and community development services; and
- (10) Non-governmental organization (NGO) services.



1MALAYSIA FOR YOUTH (iM4U)



iM4U, the leading youth volunteerism platform in Malaysia, is known as a catalyst that empowers and builds resilient youth with engaging, unconventional and inspiring activities. The activities spearheaded by iM4U aim to build sustainable and stronger community with economic impact and foster greater leaders for tomorrow.

The DRe1M fund initiated by iM4U provides opportunities and inspires Malaysian youth to carry out their own volunteer programs. The initiative encourages youth between the ages of 18 to 40 to realize volunteer programs that would make a difference, build the nation and benefit the communities.

iM4U has achieved great milestones since its inception in 2012. The volunteer programs organized by iM4U fall under four main pillars;

- 1) Arts, Culture and Innovation – programs that promote Malaysian culture and diversity.
- 2) Community Well Being – promotes and inculcates values that bind the diverse communities. These are values shared and cherished by fellow Malaysians.
- 3) Sports – builds a healthier nation and foster team spirit among Malaysians.
- 4) Knowledge Building – programs that enhance skills and educational discourse to share exposure and experience with one another.



As a means of strengthening its position, iM4U launched its radio station iM4U fm which plays a key role in promoting iM4U's mission and activities besides playing fresh new music catering to the youth. iM4U fm can be heard on 107.9 FM in the Klang Valley. Currently, it has close to 60, 000 listeners.



MALAYSIAN GLOBAL INNOVATION & CREATIVITY CENTRE (MaGIC)



MaGIC was first announced in October 2013 by the Prime Minister, Datuk Seri Najib Tun Razak during the 4th Global Entrepreneurship Summit held in Kuala Lumpur. Cyberjaya plays home to the Centre as it is progressively becoming the preferred location for the technology-driven startup community.

On April 27th 2014, MaGIC was launched by President Barack Obama and Prime Minister YAB Dato' Sri Mohd Najib Tun Abdul Razak with 7,000 aspiring entrepreneurs in attendance. As part of the launch, MaGIC signed memorandum of understandings with Stanford University and UP Global to further foster and develop a vibrant startup ecosystem in Malaysia and beyond.



The idea is bring together the private sector, finance providers, universities and government agencies by providing end-to-end support to entrepreneurs. MaGIC creates unprecedented value by orchestrating the entrepreneurial ecosystem in Malaysia through a 1-stop centre that offers entrepreneurs hands-on training, mentoring, co-working spaces and tailored support.

This relatively low-cost approach will help the nation attract creative domestic and international entrepreneurial talent who will launch high growth startups and position Malaysia as the regional hub of entrepreneurial activity.

COMMUNITY REHABILITATION PROGRAMME (CRP)

Community Rehabilitation Programme (CRP) is a preventative approach to crime by rehabilitating petty criminals.

The inmates are trained for productive work on military premises, thereby ensuring low recidivism and reducing congestion in prisons. Rehabilitation ensures that petty offenders, once released, have the skills to become productive members of society instead of returning to a life of crime.

The programme also helps the Government save significant costs by not having to build new prisons.





MINISTRY OF FINANCE – NATIONAL STRATEGY UNIT

The National Strategy Unit (NSU) under the Ministry of Finance, Malaysia was established in 2012 primarily as the overall secretariat for the management of the National Blue Ocean Strategy (NBOS) initiatives that focus on social transformation. This include reviewing budgetary requirement and disbursing allocation, assessing impact against creativity index, facilitating engagement between relevant parties to collaborate, reviewing and recommending proposals of new initiatives, and communicating information on NBOS to the Public Sector and also to the general public. NSU is also responsible as the implementing unit for NBOS initiatives led by the Ministry of Finance, in addition to assist in developing NBOS related policies as well as implementing other ad-hoc social impact activities.