



# 56th National Day of MALAYSIA



Dato' Sri Mohd Najib bin Tun Haji Abdul Razak Prime Minister of Malaysia

## Brief note on Malaysian economy

**M**ALAYSIA has achieved significant economic and social progress over the past several decades. Sustained rapid economic growth has raised Malaysia from a low-income agricultural and commodity-based economy to become a successful middle-income economy. This strong economic performance has helped improve the quality of life for Malaysians and supported widespread advances in education, health, infrastructure, housing and public amenities.

Since Independence, real gross domestic product (GDP) has grown by an average of 6.3 per cent per annum during 1970 to 2012, higher than the average growth of the advanced nations. Within the same period, GDP per capita in current prices grew 25 times from USD 389 to USD

9,976, which has translated into substantial improvements in the people's quality of life. A

poor, mainly agrarian country has been transformed into a diversified and relatively prosperous nation with manufacturing and services sector contributed 80% of the economic growth.

The course of Malaysia's development was shaped by the vision, thinking and efforts of many of the country's great leaders and thinkers, as enshrined in the Constitution and

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## High Commissioner's Message

**T**ODAY, 31st August 2013, marks the 56th National Day of Malaysia.

On this auspicious occasion, I, on behalf of the Government and the people of Malaysia would like to extend my warmest greetings and best wishes to the people and the Government of the People's Republic of Bangladesh. I would also like to convey my 'salam' (felicitations) to my Malaysian community residing in Bangladesh.

Malaysia celebrates its national day by remembering a historic event of the past which attributes immense significance to the establishment of the country. Malaysia has been an independent country for fifty-six years. Malaysia now is well known as a multi-racial, multi-religious society. As a nation, Malaysia is young in almost every way. While our economy continues to grow, we consider ourselves a developing nation and have the drive and optimism to achieve our objectives and take a substantive place in the global community. We are also young in the sense that 75% of our population is under forty years of age.

I would also like to take the opportunity to highlight the existing good bilateral relations between Malaysia and Bangladesh. Bilateral relations between Malaysia and Bangladesh in all areas of cooperation have always been warm and close since the establishment of diplomatic relations in 1972. Over the years, the relations between the two friendly countries have grown in depth and diversity and reached a matured stage. The state of good relations is reflected in the fast-growing bilateral cooperation spanning across a broad range of

sectors such as economic and technical assistance, trade and investment, employment of Bangladeshi work force in education, defence-cooperation, Malaysia, exchange-cooperation, Malaysia, education, defence-cooperation, Malaysia, culture and sport, technology-transfer and human resource development. This close-knit friendship and relations between our two brotherly countries shall continue to grow under the stewardship of our leaders.

Malaysia follows with great interest the developments in Bangladesh in nurturing democratic values and to achieve better socio-economic conditions for the people, as well as the various measures towards enhancing economic growth. In this regards, Malaysia deeply appreciates the opportunity to participate in and contribute to the country's development through the ventures of Malaysian companies in Bangladesh.

The bilateral trade and investment between Malaysia and Bangladesh is constantly expanding. Malaysia is today the 6th largest investor in Bangladesh and the largest among ASEAN Member States. The cumulative amount of investment until 2011 stood at approximately USD 174.37 million. Bangladesh is also currently Malaysia's third largest export destination in South Asia.

Trade between Malaysia and Bangladesh recorded at US\$1.61 billion in 2012. Bangladesh exports to Malaysia grew by 86% in 2012 to USD79.69 million, mainly in textiles & clothing, agriculture goods and processed food.

I am delighted to mention that several initiatives have been taken by businessmen from both countries to organize exhibitions to

promote Malaysian and Bangladesh products and services as well as to encourage greater trade between our two countries.

The initiatives such as trade exhibition should become a turning point to harness more collaborative efforts from the private sector and concerned government agencies to promote trade and investment from Bangladesh into Malaysia as well as from Malaysia into Bangladesh.

Beyond that, I hope that people-to-people contacts as well as business and commercial links between the two nations will continue to thrive and prosper.

On that note, I pray to Allah Almighty for the continued peace, progress and prosperity of People's Republic of Bangladesh and its people. May the brotherly relations that our two countries and the people enjoy continue to be strengthened as we progress.

Thank you, terima kasih and dhonnobad!



Norlin Binti Othman High Commissioner of Malaysia to Bangladesh



## Malaysia burgeoning as a healthcare travel destination

**H**EALTHCARE travel (medical tourism) is recognised as one of the key contributing factor to the country's economy under the National Key Economic Area (NKEA) Healthcare of the Economic Transformation Programme (ETP). The Government charted aggressive and strategic moves to reinvigorate the healthcare travel industry through better customer experience, proactive alliances and niche marketing. Hence, Malaysia Healthcare Travel Council (MHTC) was established under the Malaysian Ministry of Health (MOH) as the primary agency responsible for the development and promotion of the healthcare travel industry; and designed to be a one-stop-centre for all matters related to healthcare travel.

The MHTC embarks on several initiatives to create a differentiated position for Malaysia by broadening the customer base and increasing the margin of outpatient treatments. Amongst them are the establishment of three interactive web portals; a Call Centre; a dedicated Concierge and Lounge attending to enquiries and promoting healthcare in Malaysia to tourists at the Kuala Lumpur International Airport; four representative offices overseas in Jakarta, Dhaka, Hong Kong and Europe; and organising the annual Malaysia International Healthcare Travel Expo. MHTC also conducts Introductory Workshop for Healthcare Travel Facilitators for companies or individuals who are interested to learn about the prospects of healthcare travel in Malaysia and business insights into health facilitation.



The healthcare travel industry is experiencing immense growth with currently 72 private healthcare facilities registered under MHTC as medical tourism promoting facilities. Between the year 2008 and 2012, Malaysia saw an almost two-fold increase in number of foreign patients seeking medical treatment in the country from 374,063 to 671,727, with an average annual growth of about 18 per cent. The top 5 contributors to these numbers are Indonesia, India, Japan, United Kingdom and China. Malaysia aims to reach the 1.9 million foreign patients mark by the year 2020.

MHTC works in cooperation and strongly supported by the fellow Agencies both locally and through Malaysia's global network of offices to flag Malaysia as the preferred healthcare destination. They are namely Ministry of Tourism & Culture and its agencies - Tourism Malaysia and Malaysia My Second Home (MM2H); Ministry of International Trade and Industry (MITI) and its agencies - Malaysia External Trade Development Corporation (MATRADE) and Malaysian Investment Development Authority (MIDA); Ministry of Foreign Affairs and missions offices overseas; Immigration Department of Malaysia; Associations; and industry players.

### Why seek healthcare in Malaysia?

Malaysia has the right ingredients and myriad reasons to offer hassle-free cross border healthcare:

**Government-led:** Malaysia is one of the top countries within the region where medical tourism is a Public-Private Partnership with the government leading the promotions and facilitates the development of the healthcare travel industry. To increase the number of medical specialists, foreign spouses of medical specialists working in Malaysia are automatically issued temporary employment passes. Advertising guidelines were reviewed and hospitals are now allowed to publish patient testimonials in their marketing

collateral. A new tax incentive was put in place to encourage local investors to take part in the health travel business, and for existing operators to expand and upgrade their facilities to further attract foreign patients. Double tax deduction is offered for obtaining accreditation.

**Good healthcare system foundation:** Malaysia has inherited a good dual healthcare delivery system resulting in ease of access, affordability and high quality care which is supported by public healthcare through the MOH and co-existing private healthcare system. Today, healthcare is accessible at every 5 km radius with more than 9,500 clinics operating nationwide as well as 147 public hospitals and 258 private healthcare facilities offering secondary and tertiary care. MOH enforces all laws and regulations pertaining to health professionals, services, facilities, pharmaceuticals, medical devices, Traditional & Complementary Medicine and industries related to it. Thus, medical tourists can be rest assured that Malaysia is able to provide safe and quality care.

**Skillful health personnel and state-of-the art facilities:** Western trained medical practitioners operate in the state-of-the-art facilities and equipment. Some of the most sought medical procedures are cardiology, orthopaedics, cancer treatment, fertility treatment, dentistry, cosmetic surgery, executive health screening and many more. Medical centres in Malaysia are able to provide shorter waiting time. Patients may be hospitalised upon arrival, and medical examinations and tests are addressed promptly. English is the first language used at our hospitals and is widely spoken throughout the country.

**Affordability:** Favourable exchange rate and price capping for procedures make the medical cost in Malaysia competitive and affordable to the medical tourists. Procedure and treatment charges are capped and guided by the 13<sup>th</sup> Fee Schedule which has been agreed upon by the MOH together with the Malaysian Medical Association. Thus, medical tourists will experience value for money not only for medical care but also airfare, accommodation, cuisines, sightseeing and shopping.

**Natural paradise for wellness and after care:** Malaysia is a natural paradise for wellness with blue skies, pristine beaches and idyllic islands as elixir for the body, mind and soul. Being a country of multi-culture, the wellness concept has never been alien to Malaysians. The practice of Traditional & Complementary Medicine has become part of everyday life for recreational and remedial purposes. Some of the commonly practiced services are Malay massage, post-natal care, Traditional Chinese Medicine (TCM), Ayurveda, Qi Gong, Tuina, Acupuncture and Yoga.

Apart from the conventional scenery in spas, Malaysia also offers a diverse wellness treatment in the clinical setting, including as after care for healing, recuperation and post-surgery treatment. You can find wellness programmes in our hospitals such as weight management, scar management, diet counselling, health screening and physiotherapy. We are also establishing medical spas in hotel/ resort setting to provide continuity of care for comfortable recovery after surgeries.

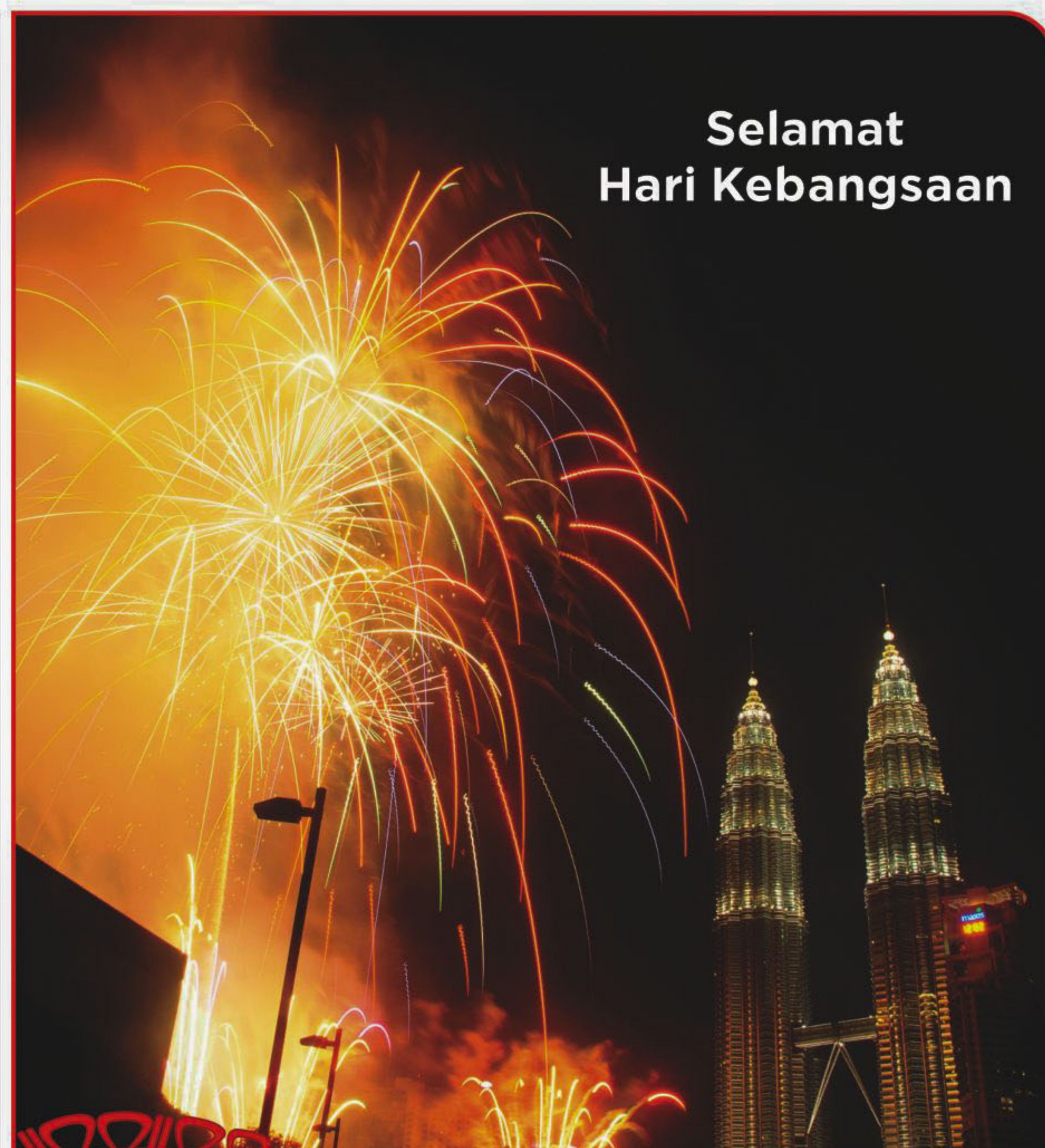
**Lots to See and Do:** Being the 9th most visited country in the world, 4th shopping destination in the world and 2nd shopping destination in Asia Pacific, Malaysia offers lots of fabulous sightseeing activities. Tourists can taste the Malay, Chinese, Indian and Portuguese dishes that offer an exotic and unique experience as well as easily find international cuisines such as Italian, Middle Eastern, and American. Malaysians celebrate a vast range of festivals, including Eid al-Fitr, Lunar (Chinese) New Year, Deepavali, Wesak and Christmas. Breath-taking ultramodern cityscapes, lush tropical rainforests and pristine beaches will provide the escape of a lifetime.

### Medical tourism touch points in Malaysia

**MHTC careline:** The MHTC Careline (+603 272 68 688 and callcentre@mhtc.org.my) handle all medical travel enquiries. A team of dedicated personnel provide information that caters to each health tourist's needs - from treatment centres to certified doctors, treatment available, accommodation, and all other medical travel needs.

The call centre operates from Mondays to Fridays from

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## Selamat Hari Kebangsaan

### Wishing you a jubilant National Day

We congratulate Malaysia on this glorious occasion and hope for many more years of prosperity to come.

