



**KEMENTERIAN PERTANIAN
DAN INDUSTRI MAKANAN**

OPENING REMARKS

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MALAYSIA (MAFI)**

DELIVERED BY

MALAYSIA AMBASSADOR TO THE UNITED ARAB EMIRATES

H.E. DATO' MOHD TARID BIN SUFIAN

BUSINESS ACCELERATION PROGRAM, GRAND HYATT HOTEL

21 FEBRUARY 2022 (MONDAY)

2:30PM

[SALUTATION: TBC – TO BE PROVIDED BY NAFAS]

DISTINGUISHED GUESTS, MEMBERS OF THE MEDIA,

SELAMAT DATANG. AHLAN WA SAHLAN. WELCOME.

1. I AM PLEASED TO JOIN YOU TODAY AT THIS BUSINESS ACCELERATION PROGRAM, AN AVENUE DEDICATED TO SHARE INFORMATION, EXPERIENCE AND KNOWLEDGE OF DISTINGUISHED BUSINESS LEADERS THAT HAS BEEN CATALYZING INNOVATION WITH BUSINESS STRATEGIES AND ACTIONS IN UPLIFTING THE ECONOMIC GROWTH IN AGRIFOOD SECTOR.
2. DESPITE THE COVID-19 PANDEMIC, IT IS HEARTENING TO SEE SUCH A LARGE GATHERING OF AUDIENCE HERE. THIS SHOWS THAT NOT EVEN A GLOBAL CRISIS CAN STOP THE HUMAN WILL TO CONNECT, SO THAT THE WORLD KEEPS GROWING AND THRIVING. IT EMPHASISES THE IMPORTANCE OF NETWORKING TO BUILD AND STRENGTHEN THE BUSINESS COMMUNITY IN OUR PURSUIT OF IMPROVING THE WORLD AND THOSE WHO DWELL IN IT.
3. WE LOOK FORWARD TO ACTION-ORIENTED RECOMMENDATIONS AND INSPIRING SUCCESS STORIES AND BEST PRACTICES THAT

CORRESPOND TO THE QUALITY OF THE PANELISTS AND PARTICIPANTS IN THIS PROGRAM WHICH MARKS THE BEGINNING OF A STRUCTURED EFFORT AIMING AT PROMOTING THE AGRICULTURAL TRADE IN THE REGION.

4. A MEET-UP SESSION AMONG THEREAFTER HAS ALSO BEEN ARRANGED TO FURTHER UNWIND AND CONNECT WITH LIKE-MINDED PEERS TO EXPLORE BUSINESS AND INVESTMENT OPPORTUNITIES IN MALAYSIAN AGRICULTURE SECTOR THAT WILL FURTHER FOSTER CLOSE TIES AND BUILD STRONG PARTNERSHIPS FOR COMMON GOOD. ALONGSIDE, DO SAVOUR OUR SERVINGS OF FRESH AND HEALTH-INSPIRED CULINARY CREATIONS, BURSTING WITH UNIQUE FLAVOURS WITHOUT BUSTING ANYONE'S DIET.
5. IN THE MIDST OF THIS TASTY AFFAIR, MALAYSIA IS EAGERLY LOOKING FORWARD IN EXCHANGING IDEAS AND OBTAINING VALUABLE INPUTS IN ALL MATTERS RELATED TO SUSTAINABILITY AND AGRICULTURE WITH OUR INTERNATIONAL PEERS. OUR WISH IS THAT THIS EVENT WILL BE THE BUSY KITCHEN THAT COOKS UP FRESH IDEAS, SOLUTIONS, AND INSPIRATION FOR ADVANCING GLOBAL SUSTAINABLE AGRICULTURE.

LADIES AND GENTLEMEN,

6. MALAYSIA OFFERS A MULTITUDE OF BUSINESS AND INVESTMENT OPPORTUNITIES IN AGRICULTURE. MOST NOTABLY, IT IS THE GATEWAY TO GROWING HALAL MARKETS IN SOUTHEAST ASIA WHILE ITS EVOLVING FOOD SYSTEMS DELIVER COMMITMENT TO FOOD SECURITY. OUR COUNTRY HAS HUGE UNTAPPED POTENTIALS FOR COLLABORATIONS, KNOWLEDGE TRANSFER, AND JOINT VENTURES IN SUSTAINABLE AGRICULTURE. WE WELCOME INITIATIVES THAT WOULD ACCELERATE THE GROWTH OF OUR AGRIFOOD COMPANIES IN THE INTERNATIONAL ARENA.
7. BY NETWORKING, SHARING IDEAS, AND BUILDING TIES OF COOPERATION, TOGETHER WE CAN LEAD THE DEVELOPMENT OF AGRICULTURE AND FOOD PROCESSING IN A MORE SUSTAINABLE AND RESPONSIBLE WAY. WE LOOK FORWARD TO THE CREATION OF EXCITING POSSIBILITIES AND REAPING THE BENEFITS WITH OUR INTERNATIONAL PARTNERS TO SECURE DEEPER WORKING RELATIONSHIPS FOR A BRIGHTER AND MORE RESILIENT FUTURE.
8. ON BEHALF OF THE MINISTRY OF AGRICULTURE AND FOOD INDUSTRIES MALAYSIA TOGETHER WITH MALAYSIAN BIOECONOMY DEVELOPMENT CORPORATION AND NATIONAL FARMERS ORGANISATION AS THE ORGANISERS OF THIS EVENT, I THANK YOU

AGAIN FOR YOUR WARM PRESENCE HERE. ALLOW ME TO END WITH AN ARABIC SAYING: "GET TOGETHER LIKE BROTHERS, BUT WORK TOGETHER LIKE STRANGERS". WITH THAT, I BID YOU ALL *TERIMA KASIH, SHUKRAN JAZILAN* AND HAVE A PLEASANT EVENING.

END