



MPC organizes triple event

The Malaysia Productivity Corporation (MPC) organized the Annual Productivity and Innovation Conference and Exposition (APIC 2011) entitled Productivity in the Era of Innovation, 19–20 October 2011, in Kuala Lumpur. The APIC 2011 integrated three major MPC events, the Innovative and Creative Circle (ICC) Convention, Quality Environment (QE) Convention, and Productivity Conference, and attracted over 2,200 business leaders, entrepreneurs, academics, and employees.

The main objectives of the ICC Convention were to learn how to achieve continuous breakthrough improvements, recognize achievements in ICC activities, and inculcate the culture of knowledge sharing and lifelong learning. Companies participating in this year's ICC Convention achieved savings of nearly US\$50 million from projects implemented by 153 circles in 96 organizations. This was a 30% improvement over the 2010 figure.

The QE Convention allowed practitioners to examine performance enhancement measures through innovation, learn how to create a work culture that improves organizational performance and productivity, and recognize exemplary organizations in managing and applying 5S. Forty-seven organizations demonstrated efforts to simplify work, reduce waste, and eliminate non-value-adding activities while raising quality, efficiency, and safety.

The Productivity Conference addressed IT innovation, competitive human capital regulatory review, work-life balance, and sustainable wealth-creating enterprises. It featured 16 speakers from the public and private sectors, as well as academia, reflecting the pivotal role each must play in leading Malaysia to greater competitiveness. Former MCP Director



Flextronics Technology (M) Sdn. Bhd. (L) and Tenaga Nasional Bhd., Kulaijaya (R) representatives accepting awards. Photo courtesy of MPC.

General Dato' Nik Zainiah Nik Abd. Rahman, currently Adviser to the Ministry of International Trade and Industry (MITI), gave a presentation.

Upon launching the APIC 2011, MITI Deputy Minister (Trade) Y.B. Dato' Mukhriz Mahathir stated, "Improving productivity is not just about making Malaysian workers work longer or faster, or getting them to produce more in a shorter time. It is not only about companies 'doing more with less.' It is about working smarter, managing smarter, organizing better, and more importantly, inculcating a mindset that is productivity and innovation driven, about having the tenacity and perseverance to develop new and creative ideas." The two-day event ended with the presentation of the ICC and Quality Environment (5S) awards 2011 by MITI Deputy Minister (Industry) Y.B. Dato' Jacob Dungau Sagan. *Contributed by the MPC.* 