

**KEYNOTE ADDRESS BY YBHG. DATO' LOKMAN HAKIM ALI,
SECRETARY GENERAL MITI
(READ BY DEPUTY SECRETARY GENERAL (QUALITY INVESTMENT)
MITI, YBHG. DATUK BAHRIA MOHD TAMIL)
THE BATIK WEEK (A VIRTUAL EVENT)
'REVITALISING THE MALAYSIAN BATIK INDUSTRY'
25 OCTOBER 2021 (MONDAY), 9.40 AM**

Salutation:

YBrs. Puan Nori Abdullah, Chairman of Yayasan Budi Penyayang Malaysia

YBrs. En Arham Abdul Rahman, Chief Executive Officer (CEO) of MIDA

YBhg. Dato' Leela Mohd Ali, President of Malaysian Batik Association and Chief Executive Officer (CEO) of Yayasan Budi Penyayang Malaysia

Exco Members, Councils, Affiliates

Respective Speakers & Moderators

Distinguished Participants,

Ladies and Gentlemen,

1. It is indeed a great pleasure to be present here with all of you in this auspicious event of the Batik Week, themed 'Revitalising the Malaysian Batik Industry'. On behalf of YBhg. Dato' Lokman Hakim Ali, Secretary General of MITI, I wish to extend my warm welcome and *Selamat Datang* to all the participants joining this event virtually across Malaysia.
2. My congratulations to MIDA, Persatuan Batik Malaysia, Yayasan Budi Penyayang Malaysia, Federation of Malaysian Fashion Textiles & Apparels and Kraftangan Malaysia for your joined efforts to organise this auspicious

one-week event. This is a great platform to witness the evolution of the Batik Industry in Malaysia, with its significant share to the nation's economy development.

Ladies and Gentlemen,

3. In Malaysia, batik is a national heritage art and the pride of the country since the Nineteenth (19th) century. The World-Asia Pacific Craft Council recognises Malaysian batik as one of the most well-known local crafts globally. This cottage industry was largely run by a small group of Malay entrepreneurs, mainly in the two Malay belts state of Kelantan and Terengganu. In addition, the states of Sabah and Sarawak also produce their own batik identification showcasing intricate indigenous motifs in the designs. The batik industry in Malaysia not only provides income for entrepreneurs but also job employments to thousands of locals in both the downstream and upstream activities.

4. Undoubtfully, the Batik industry contributes to the Malaysian economy through the manufacturing activity in the textiles industry. It is also a popular handicraft product that spurs the development of the tourism industry. Approximately, 70 per cent of this industry in Malaysia is derived from SMEs, and microenterprise is one of the main components in SMEs. Batik players play a vital role in fostering the Malaysian heritage and culture, which elevating economic values within the ecosystem of relative industries.

5. This one-week event aims to revitalise the Malaysian Batik through embracing new technology innovations to push forward this national industry. One of the event highlights is to develop a green business model for cottage industry, leveraging on the local SMEs capabilities.
6. The batik industry must tune its thinking on the concept of environmentally friendly industries by applying green principles. The objective of this environmental management is to increase the ecological performance of manufacturing process in dealing with the environmental issues.
7. I believe that with the application of green industry principles, the batik industry will experience an increased momentum in the national and global front without changing its traditional definition of 'Batik' and its method that involves the canting and block techniques.

Ladies and Gentlemen,

8. The imposition of lockdowns has sped up our shift to online transactions and dealings. The fact that COVID-19 has jolted us to the reality of how crucial and pervasive digitalisation is, the more reason industries need to embrace technology to sustain their business operations.
9. In term of business strategy re-modelling, I urge industry players to be more flexible, innovative and agile to transform in dealing with the new normal of operating businesses to survive in multi markets.
10. I encourage batik designers to explore new and innovative designs when creating more customise and exclusive motives in line with the current fashion trend to attract wider range of market segment among Malaysians. With this initiative in place, there will be more exposure for batik as a form

of art, receiving recognition amongst the younger generations in the local and international markets, thus boosting the promotion of Batik industry in the global arena.

11. As such, I assure you that the Government of Malaysia is committed to support businesses to remain competitive and resilient through various facilitation and measures on the road to economic recovery. MITI and MIDA will continue to connect the dots, unlocking new opportunities for businesses to explore and thrive.
12. I anticipate that the participants including business players, policy makers and strategy thinkers will fully benefit and gain from the programmes lined up over this week. I encourage each and every one of you to engage actively in exchanging ideas, thoughts and insights on how we can continuously promote the industry and instil a positive and competitive environment among the industry players and stakeholders in Malaysia.
13. I believe this webinar will provide a conducive platform for experience sharing and knowledge gain to revitalise the Batik Industry. I wish all of you a fruitful session ahead.
14. On that note, with Bismillah-Hir-Rahman-Nir-Rahim, it gives me a great pleasure to officiate the **Batik Week 2021**.

Thank you.