



SPEECH

By

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MINISTER OF INVESTMENT, TRADE AND INDUSTRY (MITI)

For

MALAYSIA GOOD DESIGN AWARD (MGDA)
&
CERTIFIED INDUSTRIAL DESIGNER (CiDe)

AWARD CEREMONY 2025

Held on

TUESDAY | 21 OCTOBER 2025 | 7.50 PM
SERI PACIFIC HOTEL | KUALA LUMPUR

Bismillahirrahmanirrahhim..

YBhg Datuk Bahria Mohd Tamil

Deputy Secretary General, Ministry of Trade, Investment and Industry

YBrs Tuan Junady Nawawi

Chairman, Majlis Rekabentuk Malaysia

YBrs Tuan Nik Sazali Nik Hussin

President and Group CEO, SIRIM Berhad

YBrs Tuan Ahmad Azmi Awang

Director, Majlis Rekabentuk Malaysia

1. It is truly a great honour to be here this evening to celebrate the recipient of **Malaysia Good Design Award (MGDA)** and **Certified Industrial Designer (CiDe) 2025**, a symbol of creativity, innovation, and excellence.
2. Tonight, we recognise the best of Malaysian Design, the people behind the success, the products and innovations that are shaping Malaysia industries, communities, and our identity.
3. I am delighted to extend **a warm welcome to our distinguished international guests from Thailand, Singapore, and the Philippines**. Your presence this evening greatly enriches our celebration, making this special occasion even more meaningful, particularly in reference to Malaysia's Chairmanship of ASEAN this year.

4. I was made to understand that over the past two days, you have participated in the **Asia Design Sharing Seminar & Dialogue**, organized by the Malaysia Design Council (MRM), an agency under the Ministry of Investment, Trade and Industry (MITI).
5. This platform **embodies the growing spirit of collaboration among ASEAN nations**, a spirit that encourages the **exchange of experiences and the creation of a more connected and vibrant creative ecosystem** across our region.

Ladies and Gentlemen,

6. Today, design goes beyond aesthetics. It is **a strategic tool that drives efficiency, safety, trust, and innovation** across sectors, to **solve problems and drive competitiveness**.
7. **Good design is infrastructure—invisible but essential**. It shapes **how people interact with systems, products, and each other**. It makes industries stronger, products more 'intuitive' and businesses more strategic.
8. From automotive and aerospace to medical technology, furniture, F&B and digital solutions, **good design leads creativity to commercial success and innovation to impact**. In sharing some examples:

- a. In **industry**: Good industrial design boosts innovation, improves safety and functionality, and enhances sustainability efforts.
 - b. In **healthcare**: Smart designs save lives by reducing risks and errors, while improving patient experience through healthtech.
 - c. In **agriculture**: Intelligently designed agritech improves productivity, reduces waste and empowers smallholders.
 - d. In **trade**: Smart design builds trust, streamlines logistics, and enhances transportational safety (e.g., avoiding stormy seas and other climate risks)
9. But **design is also about generating commercial value**. In 2023, Malaysia's digital creative sector generated RM5.3 billion in revenue, with exports nearing RM800 million, and more than 10,000 high-skilled jobs created¹.
10. The broader creative economy contributed RM29.4 billion, or about 1.9% of our GDP². As these numbers grow, **the message is clear: design is not a luxury, it is a growth driver for Malaysia's economy**.
11. As we implement the **New Industrial Master Plan 2030 and the 13th Malaysia Plan**, design will continue play a **pivotal role in driving productivity, supporting ESG initiatives and helping our SMEs and large corporations compete globally**.

¹ Business Today, July 4, 2025

² Malay Mail, Oct 4, 2021

Ladies and Gentlemen,

12. Malaysia deeply **values the design partnership forged with other ASEAN Member States**. Together, we can continue to advance the role of design as a catalyst for innovation, inclusivity, and shared prosperity throughout Asia.
13. Tonight, we are **proud to honour 39 outstanding, award-winning products from 19 distinguished companies**, together with **22 Certified Industrial Designers** whose creativity and expertise represent the very best of Malaysia's diverse industrial landscape. Congratulations to all recipients.
14. You have proven that **"Designed in Malaysia"** is **a statement of quality, innovation and trust**. Your achievements tonight are more than awards, they are **a passport to global markets, a mark of excellence and a reflection of creative potentials**.

Ladies and Gentlemen,

15. MITI, through the Malaysia Design Council (MRM), will continue to strengthen the national design ecosystem through three key priorities:
 - i. **Encouraging collaboration** between designers, manufacturers and academia;
 - ii. **Strengthening design standards and certification** frameworks; and
 - iii. **Integrating design thinking into entrepreneurship, the digital economy and sustainability-driven industries**.

16. Our ambition is clear, to make design a national competitive advantage, and to grow the creative economy into a key pillar of Malaysia's industrial transformation.
17. To that end, tonight, I am also pleased to introduce **the Kuala Lumpur Design Summit (KLDS) 2026**. This is a defining milestone that reflects the Malaysia Design Council's (MRM) steadfast vision to elevate Malaysia as a regional hub for design and innovation.
18. **KLDS 2026 will stand as Malaysia's flagship international platform**, bringing together designers, industry leaders, government agencies and global partners **to advance design excellence, nurture creative talent, and strengthen our nation's position in the regional design ecosystem.**
19. Aligned with Visit Malaysia Year 2026, **this Summit will serve as a vibrant showcase of Malaysia's creativity, ingenuity and leadership in design**, a proud reflection of our nation's growing influence and capability on the world stage.

Ladies and gentlemen,

20. As we celebrate the achievements of our MGDA winners, the certificate presentation of CiDe and the launch of KL Design Summit 2026, we are in fact **strengthening the pillars of Malaysia's design ecosystem-recognition, talent and global visibility.**

21. With the spirit of Malaysia MADANI, I am confident that we can **build an economy that is not only competitive but also innovative, sustainable and inclusive.**
22. Congratulations once again to all recipients and a warm welcome to our international guests. I look forward to seeing all of you at the Kuala Lumpur Design Summit 2026.

Thank you / Terima Kasih