



# **PASUKAN PETUGAS KHAS PEMUDAHCARA PERNIAGAAN PERINGKAT NEGERI SARAWAK [ SAMUDAH ]**





# PEMUDAH



Established on 7 February 2007



## **Objective:**

Oversees regulatory reforms to facilitate business



## **Scope:**

Inclusive Public-Private Sector Collaboration



## **Mandate:**

Reports directly to YAB Prime Minister





# PEMUDAH

## Vision and Values

To achieve a globally benchmarked, customer-centric, innovative, entrepreneurial and proactive public & private sector delivery service in support of a vibrant, resilient and competitive economy and society, driven by the following values:

- > A sense of urgency
- > Proactive public-private sector collaboration
- > Facilitation, not hampering
- > No more regulation than necessary
- > Zero tolerance for corruption





# **RATIONALE OF REGULATORY REFORMS:**



**Cheaper, Faster,  
Easier to do business**





# REPLICATING PEMUDAH AT THE STATE LEVEL





# PEMUDAH PERINGKAT NEGERI SARAWAK (SAMUDAH @ 2015)

- A MEETING CHAIRED BY THE STATE SECRETARY TO DISCUSS ON THE SET-UP OF PEMUDAH AT THE STATE LEVEL WAS HELD ON **24<sup>TH</sup> JUNE 2011**.

- THE MEETING AGREED THAT A STATE PEMUDAH WILL BE SET-UP AND KNOWN AS **PEMUDAH PERINGKAT NEGERI SARAWAK**. TO BE CO-CHAIRLED BY THE STATE SECRETARY AND A PRIVATE SECTOR REPRESENTATIVE.

- IT IS PROPOSED THAT THE PEMUDAH PERINGKAT NEGERI SARAWAK **SHOULD ONLY CONCENTRATE ON IMMEDIATE ISSUES THAT CAN BE ADDRESSED WITHOUT AMENDING ANY LEGAL PROVISION OF THE STATE LAWS**. AS SUCH, THE STATE PEMUDAH WILL IMMEDIATELY FOCUS ON **PERMITS AND E-PAYMENTS**. THE OTHER ISSUES WILL TAKE LONGER TIME TO RESOLVE.



# **OBJECTIVE OF SAMUDAH**



**To seek closer collaboration between the public and private sector on:**

- > issues relating to public and private service delivery; and**
- > to improve the ease of doing business**



**To attract more investors to come to Malaysia and thus contribute towards the economic growth of the country.**



# SAMUDAH MEMBERSHIP



- PUBLIC SECTOR (21 MEMBERS)



- 1.State Secretary – **Co-Chairman**
- 2.Sarawak Federal Secretary
- 3.State Attorney General
- 4.State Financial Secretary
- 5.DSS (Socio-economic Transformation)
- 6.DSS (Rural Transformation)
- 7.DSS (Performance & Service Delivery)

8. PERMANENT SECRETARY, MINTRED
9. PERMANENT SECRETARY, MANRED
10. PERMANENT SECRETARY, MTAC
11. PERMANENT SECRETARY, MIPD
12. PERMANENT SECRETARY, MUDENR
13. PERMANENT SECRETARY, MLGH
14. PERMANENT SECRETARY, MOU
15. DIRECTOR, EPU
16. DIRECTOR, LAND & SURVEY DEPARTMENT
17. DIRECTOR, IMMIGRATION DEPARTMENT
18. DIRECTOR, LABOUR DEPARTMENT
19. GENERAL MANAGER, SEDC
20. DIRECTOR, MITI SARAWAK BRANCH
21. DIRECTOR, MIDA SARAWAK BRANCH



# SAMUDAH MEMBERSHIP



- PRIVATE SECTOR (9 MEMBERS)
  - PRESIDENT SCCI – Co-CHAIRMAN
  - PRESIDENT, DUBS
  - PRESIDENT, ACCCIS
  - PRESIDENT, SMA
  - PRESIDENT, DCCI
  - PRESIDENT, SHEDA
  - PRESIDENT, FMM
  - YBHG. DATO NG THIAN YEW, MD PLAZA MERDEKA
  - MR. ALBERT TAN, COMMITTEE MEMBER, SCCI

OTHER MEMBERS WOULD BE CO-OPTED AS AND WHEN REQUIRED.



# SAMUDAH SECRETARIAT

BEFORE

NOW

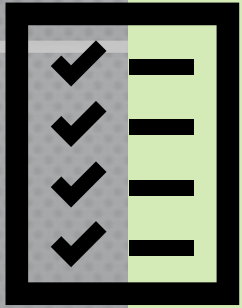
**Ministry of International Trade  
& Industry, Industrial Terminal  
& Entrepreneur Development  
Sarawak**

**Economic Planning Unit  
Chief Minister's Department  
Sarawak**

Effective 13th October 2020



# **SCOPE OF WORK**

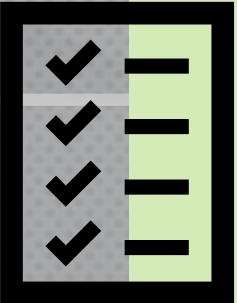


**As requested by federal PEMUDAH, the importance of setting up PEMUDAH at the state level is to improve the public delivery system including in:**

- Registering of property or land matters;**
- Dealing with construction permits;**
- Approval of permits and licences for businesses;**
- e-Payment facilities or online facilities; and**
- Liberalisation of goods and services sectors.**



# **TERMS OF REFERENCE**



- i. To review the status of the public and private service delivery system in terms of the processes and procedures for improvement;
- ii. To benchmark best practices to improve the ease of doing business and to showcase any improvement achieved;
- iii. To enhance collaboration among public and private sector agencies to improve Malaysia's competitiveness;
- iv. To monitor the implementation of policies, strategies and procedures that would improve the efficiency and effectiveness of the public and private sector delivery system; and
- v. To take appropriate action to address issue in line with National and Sarawak policies and development plans.
- vi. To propose and recommend for approval of the government any review of new process, procedures, policies



# **PUBLIC-PRIVATE SECTOR ROLES**



The public and the private sector together have a responsibility of developing the state and the nation in order to progress economically and socially and to ensure all the people enjoy the fruits of the development.



While the government helps to facilitate, the private sector should be the engine of growth for the development of the country.



The public and private sectors together should look at working in harmony and how best to improve systems, procedures and regulations of both public and private sectors to develop our country and people for the benefit of all parties concerned.



Being a forum to allow members from the private sector to provide feedback to the government on the challenges they face.





# **THE REPORT CARD**

**Examples of SAMUDAH's  
Improvements**





## Improvements

# Register property in a day...

### Previously

**5**

procedures  
**144** days  
and  
**2.6%** cost  
of property  
value

**5**

procedures  
**41** days  
and  
**2.5%** cost  
of property  
value

### Now

**2**

procedures  
**1** day  
and  
**1-3%** cost  
of property  
value





## Improvements E-Payment Facilities...

Previously

2008

(Prior to intervention by  
PEMUDAH)

**: 42 agencies/70  
services**

2009

**: 89 agencies  
/ 148 services**

Now

**116**  
agencies

**281**  
services



# **SHARING EXPERIENCE**



SIMPLIFY ICC APPLICATION FORM FROM 8 TO 4 PAGES

INTERNAL PROCESSING FOR ICC PERMIT FROM 6 TO 4 WEEKS



ONE STOP CENTRE FOR INVESTORS E.G. MEMC (LONGI)



BANYAN TIMUR SDN BHD, SIBU – ASSIST IN APPLICATION TO REDUCE ELECTRICITY TARIFF FROM COMMERCIAL TARIFF C1 TO INDUSTRIAL TARIFF I1



WATER GENESIS SDN BHD – INSTALLMENT PERIOD FOR CONNECTION CHARGE PAYMENT, FROM 2 YEARS INSTALLMENT WITH 8% INTEREST RATE TO 5 YEARS INSTALLMENT WITH NO INTEREST FOR SET-UP WITHIN MID INDUSTRIAL ESTATES, UPON REQUEST.

# THANK YOU



ECONOMIC PLANNING UNIT [EPU] SARAWAK  
CHIEF MINISTER'S DEPARTMENT  
SARAWAK