MALAYSIA’S RESPONSE TO THE COVID-19 PANDEMIC: 
#MYMUDAH PROGRAMME

Malaysia Productivity Corporation (MPC) 
5th October 2020
Businesses in Malaysia are struggling to recover from economic shock due to the impact of Covid-19 and calling for urgent recovery actions.

74% is significantly affected (Apr’2020)

Areas affected:
- 82% - Decrease in revenue
- 70% - Disruption in operation
- 60% - Reduction in local demand
- 57% - Cashflow and liquidity

46% will not recover within 6 months (Apr’2020)
Recovery Options:

1. Fiscal

2. Non-fiscal

#MyMudah
On 20 July 2020, the Government has agreed to create ‘MalaysiaMudah’ or #MyMudah programme. The decision was made through Economic Action Council (EAC) meeting chaired by Prime Minister.

**Objectives:**

i. Assist companies and businesses which are burdened by unnecessary regulations, bureaucracy or red tape.

ii. Reduce business costs (compliance costs), create jobs and stimulate the economy.

Online platform – *Unified Public Consultation (UPC) Portal* – is utilised to expedite the gathering of regulatory issues faced by business.
# MyMudah Process

1. Businesses register issues through Unified Public Consultation (UPC) Portal

2. Issue validation with businesses through Online Business Regulation Virtual Advisory Clinic

3. Engagements with stakeholders and regulators

4. Proposed recommendations to resolve issues

5. Regulators implement the recommendations. Implementation progress reported to EAC.
Solution:
A new concept called ‘silence implies consent after 28 days’ was introduced.

Benefits to business and economy:

i. Businesses able to start operation faster;

ii. 65,000 new job opportunities are created across sectors;

iii. 100,000 new jobs opportunities are created in the construction sector.
Success Story #2

Case 2: Unnecessary regulations affect Malaysia’s export competitiveness globally

Issuance of export permit is inconsistent with Customs (Prohibition of Exports) Order 2017

Solution:
Issuance of export permits imposed on 524 product codes was abolished due to non-compliance with the Customs (Prohibition on Export) Order 2017.

Benefits to business and economy:

i. Reduces cost and time burden on the exporters;
ii. Compliance Cost Saving: RM 2.4 million per year;
iii. Time saving: 60,000 hours per year;
iv. Improved ease of doing business.

Unnecessary
Cost: RM 2.4 million per year
Time: 60,000 hours per year

Govt agrees to remove export permit for processed food, floriculture

KUALA LUMPUR: The government has agreed to remove the export permit issued by Perseover Quarantine and Inspection Services (RMQIS) for exporting goods exports those in the processed food and the floriculture industries, Malaysia Productivity Corporation (MPC) director-general Dato’ Abdul Uitif Abu Samir said.

The decision to remove the unnecessary procedures for export of 524 items (524 HS Codes) which is currently inconsistent with Customs (Prohibition of Export) Order 2017 was made at the Economic Action Council meeting, which was chaired by Prime Minister Tan Sri Dato’ Haji Muhyiddin bin Haji Mohd. Najib.

"These procedures are not required by the importing countries and businesses have unnecessarily incurred RM4.4 million and 60,000 hours a year in their course of doing business," Abdul Uitif said in a statement on Friday.

He added that removing the unnecessary regulatory burdens on businesses is part of the initiatives under the MyMudah or MyKukuh programme.

Since the MyMudah initiative was launched on July 20, 2020, MPC received several feedback from businesses and one of them is on unnecessary requirements for export permit.
Case 3: Challenges To Shift To Modern Poultry Farming

Challenges faced by poultry farmers to upgrade from open-sided to closed-sided poultry houses.

Annual licensing of Poultry License by the Department of Veterinary Services (DVS) complicates the process to secure financing from financial institutions.

Solution:
Through innovative collaboration, DVS has no objection to extend the period of Poultry License from 1 to 5 years.

Benefits to business and economy:

i. Support the modernization of agro-food industry – promoting public health, food security and conducive environment;

ii. Cater the demand for poultry meat of the growing population;

iii. Improve productivity and efficiency;

iv. Provides more opportunities for businesses to grow further.
Conclusion

With the introduction of #MyMudah Programme, more issues related to regulatory burden can be resolved to enhance ease of doing business for local industry and encourages economic growth and job creation, which is currently of utmost importance to the country.
Thank You