



**OPENING SPEECH BY**

**YB DATO SRI ALEXANDER NANTA LINGGI**  
**Minister of Domestic Trade and Consumer Affair**

In Conjunction

**GRAND OPENING OF**  
**ONE DOC X HAIR HAIR DOC 21<sup>st</sup> OUTLET**

**28 JANUARY 2022**

**10.00 AM**

**USJ 10, SUBANG JAYA**  
**SELANGOR**

**Salam Sejahtera and A Very Good Morning,**

**Yang Amat Mulia Tengku Dato' Seri Baderul Zaman Ibni Almarhum Sultan Mahmud**

Group Chairman, One Doc X Hair Doc

**Yang Berusaha, Encik Muhamad Hanif Asa'ari**

Pengarah Sekretariat Perdagangan Pengedaran Perniagaan dan Industri Perkhidmatan KPDNHEP

**Yang Berusaha Encik Adiratno Che Ani**

Pengarah Bahagian Gerakan Kepenggunaan KPDNHEP

**Yang Berusaha Encik Muhamad Zikril Azan Bin Abdullah**

Pengarah

Kementerian Perdagangan Dalam Negeri Dan Hal Ehwal Pengguna Negeri Selangor

**Member of the media**

**YBhg Datuk / Dato' / Datin**

**Ladies and Gentlemen.**

1. First and foremost, I am honoured and delighted to be invited to officiate the award-winning PicoPulse and Hair Growth Centre, One Doc and Hair Doc on its Grand Opening of 21<sup>st</sup> outlet here in USJ Taipan, Subang Jaya this morning.
2. As we are all aware, at present the beauty industry has experienced rapid development in Malaysia and in many parts of the world. The demand for beauty industry also leads to increasing adoption of variety of modern equipment in offering effective and safe service to the growing consumer.
3. The government recognises that the beauty industry has great potential to grow, providing more employment opportunities and contributing more to our national Gross Domestic Product (GDP).
4. **Based on the 2018 Annual Economic Statistics by Department of Statistic Malaysia, the beauty industry has shown an annual growth rate of 5.4% or RM5.8 billion in 2018 compared to RM5.2 billion in 2015. The number of beauty industry employees also has increased from 85,215 persons engaged in 2015 to 88,805 persons engaged in 2018 with a growth rate of 2.1%.**

5. The steady growth of beauty industry in Malaysia has brought many opportunities to our domestic economy.
6. Although this thriving service sector has grown rapidly, it has however remained unregulated and it is about time for us to emphasise on consumers' safety and rights. I was made to understand that rapid development of technology used by the beauty industry are also available to consumers. Therefore, the existing policy and guidelines must align with the rapid technology development today.

**Ladies and gentlemen,**

7. The government is always supporting the development of beauty industry in Malaysia. As the minister of KPDNHEP, my vision is to see our beauty industry continue to develop at par with other countries like South Korea and other developed countries. The government will ensure that the ecosystem is conducive for the beauty industries to grow with ease of doing business and supporting policies. It will be our shared responsibility to ensure that this industry grows safely.
8. Therefore, I'm pleased to inform that the Ministry is currently reviewing the existing Beauty Industry Guidelines 2013 to be in line with the latest and advanced technology. The Ministry will

continue working with other ministries and government agencies in reviewing and improving the existing policy for beauty industry.

9. The review process of Beauty Industry Guidelines 2013 will take into consideration the following ;

- (i) **Usage of latest technology;**
- (ii) **Licensing of beauty devices; and**
- (iii) **Development of Skills and Accreditation for Beauticians.**

10. I hope that, with support and good cooperation from the industry players we can improved the existing policy for beauty industry to ensure more conducive business environment in the future.

11. Finally, I would like to congratulate and thank One Doc Group and all parties involved in making the event a success today. Hopefully this will give enthusiasm and motivation to all industry players in making a greater contribution to the country.

12. With that note, I hereby **“OFFICIALLY OPEN ONE DOC X HAIR HAIR DOC 21<sup>st</sup> OUTLET IN SUBANG JAYA”**

Thank You.