



KEMENTERIAN PERDAGANGAN DALAM NEGERI,
KOPERASI DAN KEPENGGUNAAN

KEYNOTE SPEECH

**YB TUAN CHONG CHIENG JEN
DEPUTY MINISTER OF DOMESTIC TRADE AND
CONSUMER AFFAIRS**

IN

**MALAYSIAN AEON FOUNDATION
CHARITY GALA DINNER 2018
'UNDER OUR WINGS'**

ON

7 SEPTEMBER 2018 (FRIDAY)

AT

GRAND SUNWAY CONVENTION CENTRE

**Thank you Master of
Ceremony;
Good Evening and
Konbanwa.**

-Salutation-

**Distinguish guests,
Ladies and Gentlemen,**

**1. First and foremost I
would like to take this**

opportunity to convey a message from Yang Berhormat Minister, Dato' Saifuddin Nasution Ismail. He said, "Congratulations AEON Foundation for being able to organize this wonderful and remarkable event"

2. YB Minister is unable to join us tonight due to other commitment and responsibilities hence I will represent him to officiate the event tonight. Congratulations again to the Committee Members of the Malaysian AEON Foundation in organizing

and hosting the Charity Gala Dinner 2018, as well as many others who have given their support and co-operation to ensure the success of this annual fund raising event.

Ladies and Gentlemen,

3. I made to understand that the fund will be

utilise for all the
activities of the
Foundation and will be
benefitted to all
Malaysian especially the
children and youth
regardless of race,
religion or creed. I am
also very glad to hear
that this fund is meant
as financial aids to those

who require assistance
in ***education, living
environment, medical
assistance, as well as
providing activity-
based resources*** which
could prevent the
children from social
illness.

4. I also believe that these efforts would be impossible to achieve without the supports that come from all of you here. I sincerely hope that the business environment in Malaysia remain dynamic and healthy or even getting

better under this new government.

5. According to the Department Statistics of Malaysia, our economy grew by 4.5% in the second quarter this year. The service sector sustained at 6.5% this quarter and the growth

in service sector was heavily underpinned by Wholesale and Retail Trade recorded a higher growth of 7.3% fueled by higher household's spending.

6. Grant Thornton International Business Report (IBR) also

reveals that the business optimism in Malaysia has leap from 24% to 52% at the end of second quarter 2018, as compared to 28% in the first quarter. This near doubling in business optimism and is the highest recorded

among ASEAN

countries.

Ladies and

Gentlemen,

7. Eventhough the

business indicator

showed inclination and

positive sign, I am also

concern on the issue

related to Cost of Living.

The factors that

contribute to the Cost of Living is driven by few sectors that constitute of foods and beverage, education, medication, transportation and accommodation. As a Ministry that taking care of domestic trade and consumer affairs portfolio, we will put our

main focus to resolve this issue. One of the initial step taken by the Ministry is by introducing a programme known as Food Bank Malaysia which the main objective of this programme is to ease the burden of the needies to get good and nutritious food.

8. I also would like to thank AEON Malaysia for being v participative and supportive in Food Bank Malaysia programme. Please give a round of applause to AEON Malaysia. Yoku yatta (well done)! I hope such

programme will be carry
out by AEON at all
stores nationwide
including in Sarawak
and Sabah. This
programme will not only
give the benefit to the
targeted group but also,
in a way, will help the
store to better manage

their stock and food surplus.

Ladies and Gentlemen,

9. It is great to see such initiative to encourage corporate sector in Malaysia to integrate CSR into their core

operating activities. It demonstrates how corporate business can operate with integrity and at the same time engaged and assist the community. Not only has it reduced social illness but it also help to improve the well-being

of the much needed
group.

10. Once again, I would
like to congratulate and
thank to all business
practitioners here, as
well as AEON for being
a shining example of
effective CSR
leadership. By

consolidating your
capital, talent and
resources to bring
benefits to those who
need it the most, you are
not only ensuring that
communities and
ordinary Malaysians will
have access to better
education, good health
and economic

empowerment, but also setting the foundation for the country's future prosperity and growth.

11. To end my speech, I hope that this noble effort will continue for the benefits of all Malaysians. Therefore, it is important for us to

remember that it is not
how much we give but
how much love we put
into giving.

With that I end my
speech. Thank you.
Arigato gozaimasu.

