International Conference on Public Sector Productivity

Officiated by:

YBhg. Tan Sri Dr. Ali bin Hamsa
Chief Secretary to The Government of Malaysia

9th August 2016
Putrajaya Marriott Hotel

Supported by:
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With the message:
#ICPSP2016
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<table>
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<tr>
<th>TIME</th>
<th>PROGRAMME</th>
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<tr>
<td>0800 - 0845</td>
<td>Registration participants</td>
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<tr>
<td>0845 - 0945</td>
<td>Opening ceremony</td>
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<td>• Welcoming Speech by Secretary General of APO Mr. Mari Amano</td>
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<td>• Opening Speech by Ybhg. Tan Sri Dr. Ali bin Hamsa, Chief Secretary to the</td>
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<td>Government of Malaysia</td>
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<td>0945 - 1030</td>
<td>Keynote Speaker 1 : YBhg. Datuk Jalil Marzuki, Deputy Director General</td>
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<td>(Development), Public Service Department</td>
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<td></td>
<td>Topic : Transformation in the Public Sector : Malaysia’s Perspectives</td>
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<tr>
<td>1030 - 1100</td>
<td>Networking Break</td>
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<td>1100 - 1145</td>
<td>Keynote Speaker 2 : Prof. Masahiro Horie, (National Graduate Institute of</td>
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<td>Policy Studies(GRIPS), Japan)</td>
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<td>Topic : A New Government-Citizen Relationship &amp; Productivity : Towards a</td>
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<td>People-Centered and Productive Government</td>
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<td>1145 - 1230</td>
<td>Keynote Speaker 3 : Dr. Shin Kim, (Korea Institute of Public Administration)</td>
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<td>Topic : Transforming Public Sector Productivity : Korean Experience</td>
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<tr>
<td>1230 - 1400</td>
<td>Lunch</td>
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| 1400 - 1530| **Session 1 - Policy Design, Regulation & Innovation for Productivity Enhancement in the Public Sector**  
Speaker 1: Towards a Productive Government Organization: Doing Things Right and Doing Right Things  
Dr. Chung-An Chen (Nanyang Technical University, Singapore)  
Speaker 2: High Quality Government Service Through Performance Budgeting  
Dr. Nowook Park (Centre of Performance Management of Korea)  
Speaker 3: Business Excellence – The Ideal Vehicle for productivity Enhancement & Innovation in the Public Sector  
Dr. Shayne Silcox (LegionRFBE, Australia)  
Moderator: Ms. Chan Kum Siew (Senior Director, Malaysia Productivity Corporation) |
| 1530 - 1600| Networking Break                                                                                                                            |
| 1600 - 1700| **Session 2 - Measurement of Productivity in the Public Sector**  
Panel 1: Measuring Productivity in Public Sector  
Ms. Magdalena Mendoza, (The Development Academy of the Philippines)  
Panel 2: Measuring Performance Through Citizen Perspective  
Prof. Masahiro Horie, (National Graduate Institute of Policy Studies (GRIPS), Japan)  
Panel 3: Measuring Public Sector Productivity  
Dr. Zsuzsanna Lonti, (Organisation for Economic Co-operation and Development (OECD))  
Moderator: YBrs. Dr. Aminuddin Hassim (Director, Ministry of Finance) |
KEYNOTE ADDRESS 1

TRANSFORMATION IN THE PUBLIC SECTOR: MALAYSIA’S PERSPECTIVES
- Deputy Director General (Development), Public Service Department of Malaysia.
- Previously he served as a Deputy Secretary General (Management), Ministry of Health, Malaysia.
- He obtained his degree in bachelor of Public Administration (Universiti Sains Malaysia (USM)/Syracuse University, USA).
A NEW GOVERNMENT-CITIZEN RELATIONSHIP & PRODUCTIVITY: TOWARDS A PEOPLE-CENTRED & PRODUCTIVE GOVERNMENT
Senior Professor of Public Administration and Director of the Executive Development Centre for GRIPS.

Has a vast experience in lecturing in the field of politics and public administration at the National Graduate Institute for Policy Studies (GRIPS), Tokyo.

Has also lectured in other international universities such as:
- Peking University (1990-Present)
- Harvard University (1999-2000)
- Keio University (2001-2007)
- University of California at Berkeley (2011)

Has been awarded as The Stars of Asia by the Business Week magazine in 2001 for his distinguished works in the government and in the area of politics and public administration of Japan.
KEYNOTE ADDRESS 3

TRANSFORMING PUBLIC SECTOR PRODUCTIVITY
Dr. Shin Kim

- Director and Senior Research Fellow of the Centre for International Public Cooperation at the Korea Institute of Public Administration.
- Conducted research on Public Sector Performance Measurement.
- A research professor at the Department of Public Administration, College of Social Sciences, at the Sung Kyun Kwan University in 2000-2001.
- Obtained his Ph.D. in 1998 from The University of Akron, Ohio, USA in the field of policy analysis and program evaluation.
- Vast consultancy experience in policy evaluation, regulatory review and reform and also public sector innovation in various ministries in Korea over the last 15 years.
SESSION 1

POLICY DESIGN, REGULATION & INNOVATION FOR PRODUCTIVITY ENHANCEMENT IN THE PUBLIC SECTOR
MODERATOR

- Senior Director, Productivity and Competitiveness Development Division, Malaysia Productivity Corporation (MPC).
- She has undertaken numerous consultancy projects in marketing, written case studies, conducted benchmarking projects on national and state competitiveness and facilitated initiatives of Focus Groups to enhance the ease of doing business.
- She has been an auditor for the Prime Minister Quality Award (Private Sector Category), and Quality Management Excellence Award under MITI’s Industry Excellence Award.
- Obtained a Masters in Philosophy from University of Malaya (UM).
Towards a Productive Government Organisation: Doing Things Right and Doing Right Thing

- An Adjunct Professor at the Nanyang Centre for Public Administration, Nanyang Technological University, Singapore.
- His areas of specialisations are public administration policy, human resource management, policy analysis and also policy implementation.
- Awarded twice for Teaching Chinese Abroad by the Minister of Education of Taiwan in 2008 and 2009.
- Has published numerous peer-reviewed journal publications in the areas of Public service and nonprofit management issues, also on work motivation, nonstandard work arrangements, knowledge creation, and government contracting.
- His most recent publications pertains to public service motivation, motivation crowding, and self-determination theory.
Founding Director of the Center for Performance Evaluation & Management, and Fellow at Korea Institute if Public Finance (KIPF).

Advisory Committee of the Audit and Inspection Research Institute at the Board of Audit and Inspection.

Obtained PhD in Economics, University of Michigan, Ann Arbor, MI, USA.
BUSINESS EXCELLENCE: THE IDEAL VEHICLE FOR PRODUCTIVITY ENHANCEMENT & INNOVATION IN THE PUBLIC SECTOR

- Chief Executive Officer for the City of Melville, one of Western Australia’s largest local governments.
- Under his tenure, the City of Melville has won the most liveable city in the world under the United Nations against 18 counties in 2009.
- Dr. Shayne has over 40 years experience spanning the private sector, state and local government arenas. He has extensive government, corporate and commercial knowledge as well as director experience across small to large businesses.
- A recipient of Australian 2012 Honours-Public Sector Medal and a senior Australian Business Excellence Award Evaluator, actively selecting best practice organisations in Australia and internationally.
SESSION 2
MEASUREMENT OF PRODUCTIVITY IN THE PUBLIC SECTOR
Dr. Aminuddin Hassim

MODERATOR

- Director, National Strategy Unit, Ministry of Finance, Malaysia.
- He is also appointed as a Member of the Board of Malaysian Global Innovation & Creativity Centre (MaGIC).
- Previously he served as a Deputy Secretary General of Ministry of Plantation Industries and Commodities.
- Obtained his Ph.D. in Environmental Economics and Environmental Management (EEEM) York University, York, UK.
Ms. Magdaleena Mendoza

MEASURING PRODUCTIVITY IN PUBLIC SECTOR

- Senior Vice President for Programs of the Development Academy of the Philippines (DAP).
- Ms. Mendoza has rich experience in strategic reviews, policy analysis, institutional analysis, HR and OD, performance management, quality/productivity improvement, and integrity development.
- Her publications are in the areas of integrity, corporate governance, Productivity, good governance and public sector productivity and quality.
- She obtained her Bachelor’s and Master’s Degree in Industrial Engineering from the University of the Philippines. She holds a Certificate of Management Consultancy from the National Productivity Board of Singapore, a Certificate on Integrated Productivity Improvement (individual training) from the JPCSED (Japan).
MEASURING PERFORMANCE THROUGH CITIZEN PERSPECTIVE

- Senior Professor of Public Administration and Director of the Executive Development Centre for GRIPS.
- Has a vast experience in lecturing in the field of politics and public administration at the National Graduate Institute for Policy Studies (GRIPS), Tokyo.
- Has also lectured in other international universities such as:
  - Peking University (1990-Present)
  - Harvard University (1999-2000)
  - Keio University (2001-2007)
  - University of California at Berkeley (2011)
- Has been awarded as The Stars of Asia by the Business Week magazine in 2001 for his distinguished works in the government and in the area of politics and public administration of Japan.
Dr Zsuzsanna Lonti is currently Senior Project Manager, Indicators and Statistics in the Public Governance and Territorial Development Directorate of the OECD.

She is leading the work of one of the OECD’s flagship publication: Government at a Glance. She is also participating in the OECD’s work on trust in government, focusing on measuring trust in public institutions. Prior to joining the OECD she was a senior lecturer at Victoria University of Wellington, New Zealand’s Business School.

She also worked as senior economist and in various policy advisor positions in the Ontario (Canada) and Hungarian governments. Her major research interests and publications are focused on the performance of public sector organizations and human resource management issues in the public sector.

She holds a PHD in Industrial Relations from the University of Toronto (Canada) and master degrees both in industrial relations and economics.
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| 0900 - 0945| **Keynote Speaker 1**: Mr. Patrick Lim, (Director, SPRING, Singapore)  
**Topic**: Business Excellence Practices in Singapore                                         |
| 0945 - 1030| **Keynote Speaker 2**: YBhg. Prof. Dato' Paduka Dr. Mafauzy Mohamed (Director, USM Health Campus)  
**Topic**: Lean Management in Public Sector                                                      |
| 1030 - 1100| Networking Break                                                                                                                         |
| 1100 - 1230| **Session 3 - Initiatives in Transforming Public Sector Productivity**  
Speaker 1: Administration Reform for Higher Productivity  
Prof. Masahiro Horie, (National Graduate Institute of Policy Studies(GRIPS), Japan)  
Speaker 2: Motivating Employee For Service Improvement  
Dr. Chung-An Chen, (Nanyang Technical University, Singapore)  
Speaker 3: Regulatory Reform for Public Sector Productivity  
Dr. Shin Kim, (Korea Institute of Public Administration)  
Moderator: Mr. Ab. Rahim Yusoff, (Deputy Director General, Malaysia Productivity Corporation) |
<p>| 1230 - 1400| Lunch                                                                                                                                   |</p>
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<td>1400 - 1630</td>
<td><strong>Session 4 – Plenary Session on Modernising Public Services</strong>&lt;br&gt;Panel 1 - Dr. Nowook Park, (Centre of Performance Management of Korea)&lt;br&gt;Panel 2 - Dr. Shayne Silcox, (LegionRFBE, Australia)&lt;br&gt;Panel 3 - Ms. Noraini Mustafa, (Director, Inland Revenue Board Malaysia)&lt;br&gt;Panel 4 - Dr. Prijono T., (The University of Indonesia)&lt;br&gt;Panel 5 - Ms. Magdalena Mendoza, (Development Academy of the Philippines)&lt;br&gt;Moderator : YBhg. Dato’ Abdul Latif Hj. Abu Seman (Deputy Director General, Malaysia Productivity Corporation)</td>
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<td>Networking Break / Session Ends</td>
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KEYNOTE ADDRESS 1

BUSINESS EXCELLENCE PRACTICES IN SINGAPORE
He is currently Director at SPRING Singapore overseeing the Business & Service Excellence Division.

Patrick & his team are also Secretariat to GEMS (Go the Extra Mile for Service) Up, a national movement that encourages enterprises and Singaporeans to play their part and take the initiative to improve enterprise-level service transformation and to achieve excellent service culture in Singapore.

Patrick graduated from Nanyang Technological University with a Bachelor of Business Studies specialising in Applied Economic.
KEYNOTE ADDRESS 2

LEAN MANAGEMENT IN PUBLIC SECTOR
YBhg. Professor Dato’ Paduka Dr. Mafauzy Mohamed

- Director of USM Health Campus.
- Obtained his Master of Medical Science at University of Sheffield, United Kingdom.
- He also obtained 107 research grants to date, mainly in thyroid and diabetes research including clinical trials for pharmaceutical companies.
Mr. Ab. Rahim Yusoff

MODERATOR

- Deputy Director General, Quality and Excellence Development Division, Malaysia Productivity Corporation (MPC).
- He leads the MPC team in engaging with local organisations to adopt Business Excellence, Lean Management, Team Excellence and other relevant tools for enhancement of organisational productivity.
- He graduated from University of Scranton, USA in Master of Science in Human Resources Administration and attended Executive Programme in Institute for Management Development (IMD), Lausanne, Switzerland.
Senior Professor of Public Administration and Director of the Executive Development Centre for GRIPS.

Has a vast experience in lecturing in the field of politics and public administration at the National Graduate Institute for Policy Studies (GRIPS), Tokyo.

Has also lectured in other international universities such as:
- Peking University (1990-Present)
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Has been awarded as The Stars of Asia by the Business Week magazine in 2001 for his distinguished works in the government and in the area of politics and public administration of Japan.
Mr. Chung-An Chen

MOTIVATING EMPLOYEE FOR SERVICE IMPROVEMENT

- An Adjunct Professor at the Nanyang Centre for Public Administration, Nanyang Technological University, Singapore.
- His areas of specialisation are public administration policy, human resource management, policy analysis and also policy implementation.
- Awarded twice for Teaching Chinese Abroad by the Minister of Education of Taiwan in 2008 and 2009.
- Has published numerous peer-reviewed journal publications in the areas of Public Service and Nonprofit management issues, also on work motivation, nonstandard work arrangements, knowledge creation, and government contracting.
- His most recent publications pertains to public service motivation, motivation crowding, and self-determination theory.
Dr. Shin Kim

MOTIVATING EMPLOYEE FOR SERVICE IMPROVEMENT

- Director and Senior Research Fellow of the Centre for International Public Cooperation at the Korea Institute of Public Administration.

- Conducted research on Public Sector Performance Measurement.

- A research professor at the Department of Public Administration, College of Social Sciences, at the Sung Kyun Kwan University in 2000-2001.

- Obtained his Ph.D. in 1998 from The University of Akron, Ohio, USA in the field of policy analysis and program evaluation.

- Vast consultancy experience in policy evaluation, regulatory review and reform and also public sector innovation in various ministries in Korea over the last 15 years.
SESSION 4
PLENARY SESSION ON MODERNISING PUBLIC SERVICES
Deputy Director General of Malaysia Productivity Corporation (MPC).
He holds a degree in Bachelor of Economics (majoring in Public Administration) from the University of Malaya and a Masters degree in Policy Studies from Saitama University, Japan.
He has vast experience as a lead assessor for the Prime Minister Industry Quality Award, Quality Management Excellence Award, the Sarawak Chief Minister Quality Award and the Federal Secretary Award.
Currently, under his stewardship, MPC is working closely with the Australian Government Productivity Commission and OECD in establishing Malaysia’s Quality Regulatory Management System (QRMS) and modernising the country’s business regulations.
Dr. Nowook Park

- Founding Director of the Center for Performance Evaluation & Management, and Fellow at Korea Institute of Public Finance (KIPF).
- Advisory Committee of the Audit and Inspection Research Institute at the Board of Audit and Inspection.
- Obtained Ph.D. in Economics, University of Michigan, Ann Arbor, MI, USA.
Dr. Shayne Silcox

- Chief Executive Officer for the City of Melville, one of Western Australia’s largest local governments.
- Under his tenure, the City of Melville has won the most liveable city in the world under the United Nations against 18 counties in 2009.
- Dr. Shayne has over 40 years experience spanning the private sector, state and local government arenas. He has extensive government, corporate and commercial knowledge as well as director experience across small to large businesses.
- A recipient of Australian 2012 Honours- Public Sector Medal and a senior Australian Business Excellence Award Evaluator, actively selecting best practice organisations in Australia and internationally.
Ms. Noraini Mustafa

- Director of Strategic Planning Division, Inland Revenue Board Malaysia (LHDN).
- Ms. Noraini has 19 years of experience especially in Human Resource and Strategic Planning.
- She obtained her Masters in Business Administration at University of Technology Malaysia (UTM).
A professor in the Faculty of Economics, University of Indonesia. His expertise is in demo-graphic and population, human resources and economics development.

 Writes publications in the areas of public administration paradigm and development, population equilibrium and mobility challenges.

 Also a visiting professor of universities in Japan:

- Kobe University [2006]
- Hiroshima University [2009]
- Yokohama National University [2013]

 Obtained Ph.D. in Economics, University of Hawaii, USA.
- Senior Vice President for Programs of the Development Academy of the Philippines (DAP).
- Ms. Mendoza has rich experience in strategic reviews, policy analysis, institutional analysis, HR and OD, performance management, quality/productivity improvement, and integrity development.
- Her publications are in the areas of integrity, corporate governance, Productivity, good governance and public sector productivity and quality.
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