

DRAFT SPEECH
PUAN NORI ABDULLAH
CHAIRMAN, YAYASAN BUDI PENYAYANG MALAYSIA
ASEAN SUSTANABILITY FORUM 2019
9.00AM, 14 SEPTEMBER 2019 (SATURDAY) HALL 4, KLCC

Yang Berbahagia Dato' Sri Muhammad Shahrul Ikram Yaakob
Secretary-General, Ministry of Foreign Affairs Malaysia

Yang Berbahagia Tan Sri Rastam Mohd Isa
Chairman, Institute of Strategic and International Studies

Yang Berbahagia Dato Leela Mohd Ali
Chief Executive Officer
Yayasan Budi Penyayang Malaysia

Distinguished Speakers and Moderators

Management and Staff of ISIS Malaysia

Members of the Media, both Foreign and Domestic

Ladies and Gentlemen

Salam Penyayang and Welcome to Malaysia

I would like to begin by thanking the Secretary General of the Ministry of Foreign Affairs Malaysia, for making the time to deliver an important keynote address today. We appreciate your support and look forward to continue working with you, Dato' Sri Shahrul and the ASEAN Desk at your Ministry as we proceed with this Forum and the ALW2019.

The ASEAN Sustainability Forum 2019 is jointly organised by Yayasan Budi Penyayang Malaysia and ISIS Malaysia in conjunction with the ASEAN Lifestyle Week 2019.

While we work to showcase exciting and upcoming ASEAN brands from the Lifestyle sector, we are duty bound as responsible ASEAN citizens to continue to highlight and bring attention to the Sustainable Development Goals under the 2030 Agenda for Sustainable Development. If we recall, the SDGs are made up of 17 goals, and 169 targets covering economic, social development, and environmental protection.

The SDGs are critical in a world where poverty and other global crises continue to press upon us. As drivers of growth and innovation as well as creators of opportunity, businesses must play their part towards the transformative steps needed to ensure both people and our planet prosper and not perish. After all, good business today means making an impact and contribution through what you do, not just doing it once your bottom-line registers profit.

I would like to thank all the distinguished Speakers and Moderators for responding to the organisers call to speak at this Forum, it is our small way of reiterating the many calls from various organizations and voices under the auspices of the United Nations, for countries to adopt a bottom up approach in meeting the SDGs.

Perhaps this Forum will be become an annual affair and a part of the ASEAN calendar, that is my hope at least. I would like to take this opportunity thank Tan Sri Rastam and The Institute of Strategic and International Studies Malaysia for their enduring support to Penyayang.

To all our guests, I hope you will find this forum enlightening and informative and hope that you will take the time at the end to visit all the participating booths at the ALW2019 in this hall. To all foreign guest and participants, I hope your stay in Malaysia will be both memorable and meaningful.

Once again thank you and God Bless.