



**MICPA-BURSA MALAYSIA BUSINESS FORUM 2009**

**'COMPETING IN THE NEW GLOBAL LANDSCAPE'**

**MONDAY, 9 NOVEMBER 2009**

**OPENING ADDRESS**

**BY DATO' YUSLI MOHAMED YUSOFF**

**CHIEF EXECUTIVE OFFICER OF BURSA MALAYSIA BERHAD**

**(Ms Selvarany Rasiah, Chief Regulatory Officer will be delivering the speech on behalf of CEO)**

Good morning,

Yang Berbahagia Dato' Ahmad Johan Bin Mohammad Raslan  
Vice-President of the Malaysian Institute of Certified Public Accountants (MICPA)

Mr. Ken Pushpanathan  
Chairman of the MICPA-Bursa Malaysia Business Forum organising committee

Yang Berbahagia Tan-Sri Tan Sri, Datuk-Datuk

Committee members of the MICPA-Bursa Malaysia Business Forum 2009

Honoured guests

Members of the media

Ladies and gentlemen,

Firstly, I would like to thank all of you for your interest and commitment in this Business Forum which is co-organised by the Malaysian Institute of Certified Public Accountants (MICPA) and Bursa Malaysia. The annual MICPA-Bursa Malaysia business forums have been held since 2006 and they have indeed, strengthened our partnership over the years. More importantly, the forum has seen the presence of industry captains, corporate heads and academicians sitting together to share knowledge and experience to manage current business issues and challenges.

The theme today is very apt, given that Malaysia has been involved in a grave crisis of economic and financial downturn. The crisis has brought attention to the need to evolve to the changing climate of customers and investors. The global economic crisis has left a significant impact on almost everyone and has honed home the need to review, revise and even change our business directions, if needs be, given the

evolving nature of our customers' appetites. This is certainly further compounded by the evolution of technology which adds to the complication of changes that we have to face every day. In other words, the world is changing and so must we in order to stay relevant and competitive.

Ladies and gentlemen,

We all know that change is sometimes very hard to bear. But bear it we must or be lost among the millions of companies which sprout up every day and which die every day. At Bursa Malaysia, we know we cannot rest on the initiatives of yesterday but must keep our eyes on the ever changing horizon or risk losing our attractiveness and competitive edge.

For the Exchange, our customers are also our investors. The fast diminishing global borders have presented opportunities for these customers to tap on to different sectors, different asset classes and different product offerings that are made more available in the wider market. We try to instil a mindset of change, not for the sake of making changes, but for the sake of ensuring business sustainability and continuity. I would like to share with you some of the initiatives that we have embarked on given the changing landscape of the global capital markets in order to reach the world's audience.

As you know, our crude palm oil futures, or better known as FCPO, have been a key derivatives product of Bursa Malaysia for over 20 years. We have very recently partnered with Chicago Mercantile Exchange (CME) to position our FCPO contracts to a wider range of investors through the CME Globex platform and this will definitely allow greater participation from the international market. This is a strategic move to ensure that Malaysia remain strong as the price discovery centre for palm oil in the world.

Secondly, by leveraging on the Islamic market - which is a core segment of the Malaysian capital market, we launched the Bursa Suq Al-Sila' platform to facilitate online cross-border transactions for Shari'ah compliant commodities products. This multi-currency platform will help to strengthen Bursa Malaysia's appeal in the global Islamic market and is meant to complement the money and capital markets as a

whole. In fact, the rapid growth of the Islamic market and product offerings has changed investors' point of view on Shari'ah compliant products as perhaps, not an alternative offering anymore. To a certain extent, it has become a mainstream investment offering to garner sustainable returns. This is clearly a demonstration of the change of our customers' appetites and our efforts to meet that change.

Ladies and gentlemen,

Companies can now get a listing status almost anywhere in the world. With the rapidness of globalisation, investors want the opportunity to tap into assets of fast growing global economies. This has motivated Bursa Malaysia to open our doors to foreign listing and the Exchange welcomed its first foreign listing in July this year. In fact, day after tomorrow, we will be witnessing the third foreign listing by another Chinese company on our bourse.

Investors today are becoming more selective and looking for more than just good returns. Many of them not just understand, but demand that companies practice good standards of corporate governance. Bursa Malaysia has always placed strong emphasis on the critical role listed companies play in corporate governance, as this eventually dictates the quality and integrity of the market. Therefore, we will continue to stress on the need for companies to practice high standards of governance and have in place a facilitative and robust regulatory framework to support this objective.

As we all know, Malaysia will fully converge with International Financial Reporting Standards (IFRS) by 1 January 2012 and this will further enhance Malaysia's capital and financial market. Compliance with IFRS, which is used by more than a hundred countries around the world, will facilitate comparability and increase transparency of the financial information.

The culmination of all our efforts to globalise, and be competitive may result in the promotion of Malaysia from a Secondary Emerging Market status to the *FTSE Global Equity Index Series: Advanced Emerging Market* status. FTSE, the creator of FTSE indices which are used extensively by a range of investors such as consultants, asset owners, fund managers, investment banks, stock exchanges and brokers, will be keeping a close watch on Malaysia to monitor our efforts towards greater



development. Advance Emerging status requires that 14 specified criteria be met, the broad areas of which are in Market and Regulatory Environment, Custody and Settlement, Dealing Landscape and Derivatives. This would mean that we must work harder together as a country and more importantly, accept changes with an open and strategic mind in order to achieve our goals at the next level.

While focusing on key operational issues, environmental and social factors remain important in the minds of investors. Good CSR (Corporate Social Responsibilities) practices in a company that influence business strategy will illustrate the elements of accountability, transparency and continuous growth in their organisations. Companies today are more receptive to the practise of CSR to build up investors' interest and enhance business sustainability.

All these initiatives are not implemented for the sake of implementation. They are implemented because there is a clear need to shift focus to the new demands of the ever evolving and discerning customers. Let me emphasise to you that to remain sustainable and to be able to move forward in the market place, industries and corporations must prepare themselves to face competitions and challenges ahead of time.

In this respect, I hope that you will make full use of today's forum to raise relevant questions and share ideas with your peers.

Before I end, I would like to accord my sincere thanks to Yang Berbahagia Dato' Ahmad Johan Bin Mohammad Raslan and the organising committee for putting this event together, as well as to all the panel speakers who will be sharing their experience and expertise with us. To all the participants, thank you for your presence and trust that you will uncover many opportunities and ideas today.

Thank you.