

**SPEECH OF  
YANG HORMAT PROFESSOR DATO' DR. DAING NASIR IBRAHIM  
VICE-CHANCELLOR OF UNIVERSITI MALAYSIA PAHANG  
NATIONAL PUBLIC LECTURE SERIES 2015  
“EMPOWERING GROWTH THROUGH INNOVATION AND CREATIVITY”**

**MONDAY, 28 NOVEMBER 2016, 2:30 PM  
UNIVERSITY SPORTS COMPLEX, UMP GAMBANG CAMPUS**

**[READ BY THE DEPUTY VICE-CHANCELLOR (STUDENT AFFAIRS & ALUMNI)]**

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**SALUTATION**

Our guest speaker,

Yang Berbahagia Tan Sri Dr. Noorul Ainur Mohd Nur,  
Secretary General of the Ministry of Higher Education;

My colleagues from UMP:

Yang Hormat Professor Dato' Dr. Rosli Mohd Yunus,  
Deputy Vice-Chancellor (Academic & International);

Professor Dr. Mashitah Mohd Yusoff,  
Deputy Vice-Chancellor (Research & Innovation);

Seniors Officials, Deans, Professors, Directors  
and Heads of Departments;

Distinguished guests;

Ladies and gentlemen;

*Assalamualaikum Warahmatullahi Taala Wabarakatuh*

*Salam Sejahtera and Salam 1Malaysia.*

1. *Alhamdulillah*, by the grace and blessings of Allah Ta'ala, we are able to meet here this afternoon, for another edition of UMP National Public Lecture Series.
2. First and foremost, I would like to convey the warmest regards from the Vice-Chancellor of Universiti Malaysia Pahang, Professor Dato' Dr. Daing Nasir Ibrahim who is unable to join us this afternoon. Therefore, on behalf the Vice-Chancellor and the management, I have great pleasure in extending my warmest welcome to all of you to this auspicious occasion.
3. In that regard, I would also like to take this opportunity to extend the heartiest special welcome to our Guest Speaker, Yang Berbahagia Tan Sri Dr. Noorul Ainur Mohd Nur, the Secretary

General of the Ministry of Higher Education to the the Gambang Campus of UMP.

4. Since her arrival in UMP this morning, Yang Berbahagia Tan Sri has got a tight schedule and just few hours ago, she had enlightened our undergraduates by sharing her thoughts and perspectives on “Entrepreneurship in Developing Countries” during the CEO lecture session at the Library Auditorium this morning.
5. And now, we are particularly delighted to have this admirable figure with us this afternoon to continue her intellectual engagement with UMP’s academic community through this public lecture session.

**6. Yang Berbahagia Tan Sri, ladies and gentlemen,**

Just recently, the Organisation for Economic Co-operation and Development (OECD) has published its *Reviews of Innovation Policy: Malaysia 2016* which provides a thorough and comprehensive assessment of the innovation system of individual OECD countries and partner economies, focusing on the role of government and concrete recommendations to boost innovation performance and R&D policies.

7. That OECD Review, which was published on November 11, 2016 highlighted the reality that while Malaysia successfully transformed its economy from agriculture and mining towards manufacturing and more recently services, it is currently facing an economic slowdown and new competition.
  
8. Despite that challenges, Malaysia could seize immense opportunities by strengthening innovation and skills. Thus, further actions are needed to build a well-performing innovation system which can effectively drive economic growth and social development.
  
9. Hence, mobilising new sources of growth will allow Malaysia to respond to these challenges and re-energise its economy through innovation-driven productivity gains, a crucial issue which, I believe, will be further illuminated by our guest speaker shortly.

**10. Ladies and gentlemen,**

Having understood that reality, it is particularly important for us to stand prepared on the right path and direction, and we are so fortunate this afternoon that Yang Berbahagia Tan Sri is able to make his time to enlighten us on this interesting subject.

11. Tan Sri Dr. Noorul Ainur Mohd. Nur is the Secretary General of Ministry of Higher Education since August 2016. Prior to this, she was the Secretary General, Ministry of Science, Technology and Innovation (2014 –2016) and Ministry of Women, Family and Community Development (2010-2014).
12. She obtained her PhD in Political Science at the Graduate Center, City University of New York and her Master of Social Science (Development Administration) from University of Birmingham, United Kingdom. She was also a recipient of the Goldman Sachs Visiting Research Fellow at University of Oxford in 2002.

13. Tan Sri Dr. Noorul Ainur has 35 years of experience in the public sector, which spanned across different key ministries, including Ministry of Finance, Ministry of Education, Ministry of Information and National Institute of Public Administration Malaysia (INTAN). Being an expert in the fields of development, administration and economics, she headed the World Trade Organisation (WTO) Unit under the Ministry of Finance and was also the Senior Project Coordinator at the Economics Centre, INTAN as well as an in-house lecturer on international economics, poverty, gender, globalisation, human resource development and WTO.
14. In the international arena, she served as the Senior Advisor in the Southeast Asia Group for the World Bank in Washington D.C. (2006-2008) and Malaysia's representative to the ASEAN Commission on the Promotion and the Protection of the Rights of Women and Children (ACWC) (2010-2014).
15. Her significant contribution to social transformation has led to her appointment as the Vice-President of the Intergovernmental Council of the Management of Social Transformations Programme (MOST IGC Bureau) of UNESCO for Asia and the Pacific region (2013-2015).

16. Most recent, Tan Sri Dr. Noorul Ainur was elected as the Chairman of the Natural Sciences (SC) Commission (2015-2017), a first for Malaysia, during the 38th UNESCO General Conference held from 3-18 November 2015.

**17. Ladies and gentlemen,**

With that brief introduction, please join me me in giving a big round of applause to welcome our guest speaker for this edition of UMP National Public Lecture Series, Yang Berbahagia Tan Sri Dr. Noorul Ainur Mohd Nur, the Secretary General of the Ministry of Higher Education.

Thank you.