

# New officers must have passion to develop organisation, says Azman

**FOR** Malaysian Investment Development Authority (Mida) chief executive officer Datuk Azman Mahmud, the current employee count of 760, including those in overseas offices, is at a comfortable level.

"I don't think we will increase it further. Yes, we are adding on new skills, training, as well as providing industrial exposure," he said in an interview at Mida headquarters in Kuala Lumpur Sentral.

Mida now boasts of officers with diverse knowledge in areas

such as aerospace, chemical, biotech, electrical and electronics (E&E) and software.

To ensure that the organisation remains successful, Azman wants his young officers to relate to the organisation's past and the country's rich history.

"It is not only about (investment) promotion. It involves industrial development — the whole gambit of investment ecosystem."

He said the new officers must understand the policies that are in place and why they are sub-

sequently revised.

"They must have the passion to contribute and develop this organisation. I think all my colleagues have signed the pledge, that is why they are committed to this place for many years."

Mida officers also benefit from the partnership with industries. Under the 11th Malaysia Plan, for example, there are advisory panels involving six industries — E&E, pharmaceutical, medical device, machinery, aerospace and chemical.

"We will establish more if we

need to. We sit down with them and engage in frequent dialogues to gain more depth about their businesses," he added.

To further enhance Mida's role in assisting investors, senior representatives from key government agencies are stationed at Mida's headquarters in Kuala Lumpur to advise investors on government policies and procedures.

These representatives include officials from the Labour Department, Immigration Department, Customs, Department of

Environment, Tenaga Nasional Bhd and Telekom Malaysia Bhd.

Azman, who graduated with an engineering degree from Universiti Putra Malaysia, started his career with Mida in 1989. He has attended several senior management programmes in Harvard Business School and INSEAD.

He has also held several positions in Mida in the United States, Japan and Malaysia, covering promotion strategy and manufacturing and services growth.