

**KEYNOTE ADDRESS:  
YAB DATUK SERI UTAMA IR. TS. HAJI IDRIS BIN HARON,  
CHIEF MINISTER OF MELAKA  
OPENING CEREMONY IN CONJUNCTION  
WITH THE 15<sup>TH</sup> LEADERSHIP  
MEETING OF THE RED CROSS AND RED CRESCENT  
NATIONAL SOCIETIES OF 2018  
10 APRIL 2018 (TUESDAY), TIME: 9.30 am  
HOTEL EQUATORIAL MELAKA**

**(REPRESENTATIVE: YB DATUK MAHADEVAN SANACY)**

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**THANK YOU, MASTER OF CEREMONY;**

**YBHG DATUK WIRA HAJI BAHARI BIN DATUK HAJI ABU MANSOR,  
DEPUTY NATIONAL CHAIRMAN AND ORGANISING CHAIRMAN,  
THE PREPARATORY COMMITTEE OF THE 15<sup>TH</sup> SOUTHEAST ASIA  
RED CROSS AND RED CRESCENT LEADERSHIP MEETING 2018;**

**THE HONORABLE:**

**DATUK WIRA ROSLAN BIN IBRAHIM,  
STATE SECRETARY OF MELAKA;**

**MEMBERS OF THE MELAKA STATE EXECUTIVE COUNCIL;**

**MEMBERS OF THE MALAYSIAN RED CRESCENT NATIONAL  
COUNCIL;**

**MR. XAVIER CASTELLANOS,  
ASIA PACIFIC REGIONAL DIRECTOR, IFRC;**

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**MS. ISABELLE BARRAS,  
HEAD OF REGIONAL DELEGATION, ICRC;**

**YBHG. DATO' SAYED A RAHMAN BIN SAYED MOHD,  
SECRETARY GENERAL OF THE MALAYSIAN RED CRESCENT;**

**LEADERS AND DELEGATES OF SOUTHEAST ASIA NATIONAL RED  
CROSS AND RED CRESCENT SOCIETIES;**

**EXCELLENCIES, FRIENDS OF MEDIA;**

**LADIES AND GENTLEMEN;**

**SALAM SEJAHTERA, SALAM NEGARAKU MALAYSIA;  
SALAM MELAKA MAJU NEGERIKU SAYANG;  
NEGERI BANDAR TEKNOLOGI HIJAU;  
MELAKA 756 TAHUN, MELAKA MAJU FASA KE-2;  
BERKAT, TEPAT, CEPAT.**

1. FIRST AND FOREMOST, IT GIVES ME GREAT PLEASURE TO BE HERE THIS MORNING TO JOIN THIS AUSPICIOUS MOMENT IN CONJUNCTION WITH THE 15<sup>TH</sup> LEADERSHIP MEETING OF THE RED CROSS AND RED CRESCENT NATIONAL SOCIETIES OF 2018.

2. A VERY GOOD MORNING AND WELCOME LEADERS OF THE SOUTHEAST ASIA NATIONAL SOCIETIES AND FOREIGN DIGNITARIES AND OFFICIALS OF THE IFRC AND ICRC TO MY BELOVED HISTORIC CITY OF MELAKA, ONE OF THE UNESCO WORLD HERITAGE SITES. SELAMAT DATANG KE NEGERI MELAKA.

( 5 )

3. I BELIEVE THAT IN THE NEXT ONE AND A HALF DAY, MATTERS RELATED TO THE HUMANITARIAN INTEREST PARTICULARLY WITHIN THE SOUTHEAST ASIA WOULD BE SUCCESSFULLY DELIBERATED AND MET THE OBJECTIVES SET.

4. HENCE, IN BETWEEN YOUR TIGHT SCHEDULE, PLEASE SPARE SOME OF YOUR TIME VISITING MELAKA, CRUISING THE RIVER AND ENJOY OUR HISTORICAL LANDMARKS AND PLACES OF INTEREST WHICH I HOPE HAS BEEN ARRANGED BY THE ORGANIZER.

( 6 )

***KERETA API LAJU (HSR) DARI SEBERANG,  
SARAT MEMBAWA PELBAGAI PERANTI;  
DARI JAUH TUAN PUAN DATANG,  
KAMI DI SINI SENTIASA MENANTI.***

***HIGH-SPEED RAIL (HSR) FROM OVERSEA,  
BRINGING DEVICES OH! SO PLENTY;  
FROM AFAR YOU HAVE COME TO OUR CITY,  
WE IN MELAKA WELCOME YOU WHOLEHEARTEDLY.***

**LADIES AND GENTLEMEN;**

5. AS GENERALLY RECOGNIZED AND ACCEPTED, WE ARE NOW LIVING IN A FAST CHANGING WORLD AND WITHIN THE MODE OF THE FOURTH INDUSTRIAL REVOLUTION – *CHARACTERIZED BY A FUSION OF TECHNOLOGIES THAT BLUR THE LINES BETWEEN THE PHYSICAL, DIGITAL, AND BIOLOGICAL SPHERES.*

6. THEREFORE, WE ARE FACED WITH MANY HUMANITARIAN CHALLENGES EITHER MAN MADE OR NATURALLY INDUCED IMPACTING LOCAL, REGIONAL AND GLOBAL EXPECTATIONS. INDEED, IT IS INTERESTING TO NOTE THAT THE NEW NORMAL ARE NOW SHAPING OUR LIVES AND A REALITY THAT IS DETERMINED AND DESIGNED BY POPULATION INCREASE;

**TECHNOLOGY ADVANCEMENT; SUSTAINABLE ECONOMIC GROWTH; ENVIRONMENTAL DEGRADATION; AND POLITICAL OR SECURITY CONCERNS.**

**7. THESE ARE A FEW RECOGNIZED FACTORS IDENTIFIED BY IFRC'S FINDINGS FOR SOUTHEAST ASIA (ASEAN) MOVING FORWARD TO 2050.**

**8. IN TERMS OF SOCIAL DEMOGRAPHY, THE POPULATION OF ASEAN WILL INCREASE TO 741 MILLION PEOPLE IN 2035 FROM 633 MILLION PEOPLE IN 2015, WITH THE RISING OF MIDDLE CLASS AND URBANIZATION.**



9. ACCORDINGLY, THREE COUNTRIES IN ASEAN WILL HAVE POPULATION OF OVER 100 MILLION BY 2030, NAMELY INDONESIA (284 M); PHILIPPINES (127 M) AND VIETNAM (103 M) AND THE AGING POPULATION (65+) IN OUR REGION (ASEAN) WILL DOUBLE FROM 7.73% IN 2015 TO 15.49% IN 2035 AND EQUAL TO GLOBAL AVERAGE.

10. MALAYSIA WILL BE AN AGING POPULATION IN 2035. WE HAVE TO RECOGNIZE THAT THE URBANIZATION RATE IN THIS REGION WILL GROW UP TO 60% IN 2040 FROM 46% IN 2013. MALAYSIA'S URBANIZATION GROWTH IS WAY PAST THE 70% RATE. COUPLED WITH POPULATION AND URBANIZATION GROWTH ARE THE REGION'S TECHNOLOGICAL AND ECONOMIC

**DEVELOPMENTS. INTERNET ADOPTION AND DIGITALIZATION RATES WILL HUGELY INCREASE COMPARED TO THE REST OF THE WORLD. BY 2020, SOUTHEAST ASIA WILL HAVE 480 MILLION INTERNET USERS.**

**11. IN ADDITION, THE ASEAN ECONOMY IS PROJECTED TO BECOME THE FOURTH LARGEST ECONOMY IN THE WORLD BY 2050 AND EXPECTED TO GROW BY OVER 4.6% ANNUALLY ON AVERAGE BY 2040. FURTHERMORE, THE REGION IS WELL POSITIONED TO BENEFIT FROM GROWTH IN GOODS SERVICES, FINANCE AND PEOPLE GLOBAL FLOWS.**

**12. HAVING RECOGNIZED THE STATISTICAL REALITY OF THE EARLIER IDENTIFIED FACTORS, THE FUTURE OF SOUTHEAST ASIA IS ALSO SHAPED BY THE CHALLENGES OF ENVIRONMENTAL ISSUES PARTICULARLY AIR POLLUTION WHEN EMISSION FROM COALS EXPECTED TO TRIPLE BY 2030 AND A LARGE PART OF THE REGION IS HIGHLY VULNERABLE TO CLIMATE CHANGE AS EXPERIENCED IN MAJOR FLOODS, DROUGHTS AND OTHER NATURALLY INDUCED DISASTERS SUCH AS EARTHQUAKES AND VOLCANIC ACTIVITIES.**

**LADIES AND GENTLEMEN,**

**13. THESE MOVING FACTORS WILL OBVIOUSLY CREATE NEW DYNAMICS WHICH NEED TO BE ADEQUATELY ADDRESSED BY LEADERS ESPECIALLY IN THE HUMANITARIAN FIELDS.**

**14. IN THIS REGARD, BEING A NOBLE ORGANIZATION, IT IS APT AND RELEVANT THAT THE RED CROSS AND RED CRESCENT MOVEMENT PLACED THE IMPORTANCE ON ISSUES RELATED TO AMONG OTHERS; CLIMATE CHANGE, MIGRATION, VOLUNTARISM, DISASTER RISK MANAGEMENT, AND OF COURSE ORGANIZATIONAL SUSTAINABILITY AND RESILIENCE WHICH ARE COVERED IN THE MEETING'S OBJECTIVES NAMELY;**

- TO HIGHLIGHT AND DELIBERATE ISSUES RELATING TO HUMANITARIAN INTEREST;
- TO STRENGTHEN THE CAPACITY OF NATIONAL SOCIETIES WITHIN THE REGION AS AUXILIARY TO THE GOVERNMENT;
- TO EXPLORE THE NATIONAL SOCIETIES POTENTIAL IN HUMANITARIAN ACTIVITIES AND PROGRAMS WITH ENHANCED NETWORKING CAPACITY; AND,
- TO REVISIT, ADAPT AND IMPLEMENT THE RESOLUTIONS OF THE STATUTORY MEETINGS OF THE RED CROSS AND RED CRESCENT MOVEMENT.

**LADIES AND GENTLEMEN,**

**15. MELAKA IS FORTUNATE TO HOST THIS MEETING AND WE HAVE BEEN DECLARED AS A DEVELOPED STATE IN OCTOBER 2010 ACKNOWLEDGED BY OECD AND LISTED AS ONE OF UNESCO WORLD HERITAGE SITES IN JULY 2008. WE PLACE GREAT IMPORTANCE IN MAINTAINING AND UPGRADING THE ENVIRONMENTAL STANDARD AND IN COMPLIANCE WITH NATIONAL OBJECTIVES.**

**16. WITH A POPULATION CLOSE TO 1 MILLION (POPULATION OF 914,700 IN 2017, AND STILL GROWING) AND CHARACTERIZED BY ITS MULTI-CULTURAL AND ETHNICITY WHICH COULD BE TRACED BACK TO 756 YEARS OF HISTORY, WE COULD ALSO FEEL THE PULSE OF DEVELOPMENT IN THE REGION TODAY AND**

**SENSE OF FUTURE SHAPE OF THINGS TO COME. BEING ONCE A THRIVING TRADING CENTER FOR THE REGION IN THE EARLY DAYS OF SPICE TRADE OF THE 13TH CENTURY, WE ARE PREPARED TO MEET THE CHALLENGES OF THE FUTURE AS RECOGNIZED EARLIER.**

**17. INDEED, IN ADDRESSING THOSE CHALLENGING ISSUES, THE GOVERNMENT ALSO WORKS CLOSELY WITH THE NON-GOVERNMENT ORGANIZATIONS, PRIVATE COMPANIES AND THE COMMUNITY SERVED.**

**18. IN THIS STEAD, THE MALAYSIAN RED CRESCENT'S ROLE AS AN AUXILIARY TO THE GOVERNMENT AND ITS CONTRIBUTIONS TO THE COMMUNITY, ESPECIALLY IN TIMES OF**

NEED AND DISASTER SITUATIONS HAS ALWAYS BEEN RECOGNIZED BY MALAYSIANS IN GENERAL. WITH A MEMBERSHIP OF SOME 300,000 AND 5,000 TRAINED VOLUNTEERS, THE MALAYSIAN RED CRESCENT IS NOW MOVING INTO PROGRAMS RELATED TO DISASTER RISK MANAGEMENT, HEALTH AND CARE AND YOUTH ENGAGEMENT WITHIN THE FRAMEWORK OF ASEAN COALITION FOR RESILIENCE.

19. THUS, I WOULD CALL FOR A CONTINUOUS GOVERNMENT AND PRIVATE SECTOR SUPPORT TO THE MALAYSIAN RED CRESCENT AND OTHER NATIONAL SOCIETIES IN THE REGION ON THEIR ONGOING HUMANITARIAN PROGRAMS AND PROJECTS.



20. I BELIEVE THAT WELL-COORDINATED MULTI SECTORS COLLABORATION IN IMPLEMENTING HUMANITARIAN PROGRAMS AND PROJECTS WOULD ENABLE US TO NEGOTIATE THE MANY CHALLENGES AND OVERCOMING THEM EFFECTIVELY.

21. THIS COULD ALSO BE WELL PLACED AND DESCRIBED WITHIN THE CONCEPT OF “ONE ASEAN, ONE RESPONSE” CHAMPIONED BY THE REGION'S LEADERSHIP.

22. IN THIS CONTEXT, I AM EXTREMELY HAPPY TO NOTE THAT INLINE WITH OBJECTIVE THREE OF YOUR MEETING, THE MALAYSIAN RED CRESCENT AND SINGAPORE RED CROSS WILL FURTHER ENHANCE, STRENGTHEN AND AFFIRM THEIR PARTNERSHIP THROUGH A MEMORANDUM OF UNDERSTANDING

**TO BE SIGNED DURING THIS MEETING ON CROSS-BORDER HUMANITARIAN INITIATIVES.**

**23. MAY I CONGRATULATE THEM FOR THEIR EFFORTS IN BRINGING TOGETHER CAPACITIES AND RESOURCES FOR THE BENEFIT OF COMMUNITIES IN NEED OF HUMANITARIAN SUPPORT AND ASSISTANCE.**

**24. HENCE, I TAKE THIS OPPORTUNITY TO RECOGNIZE AND THANKING THE CONTRIBUTIONS MADE NOT ONLY BY THE NATIONAL SOCIETIES IN THE REGION AND THOSE LEADERS WHO ARE PRESENT TODAY BUT ALSO THE SUPPORT AND GUIDANCE GIVEN BY THE IFRC (INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT) AND ICRC**

**(INTERNATIONAL COMMITTEE OF RED CROSS) ESPECIALLY THEIR REGIONAL REPRESENTATIVES IN KUALA LUMPUR.**

**25. I UNDERSTAND THAT THEY HAVE BEEN EFFECTIVELY SUPPORTING PROGRAMS AND ACTIVITIES IN THE REGION FOR MANY DECADES. THANK YOU MR. XAVIER CASTELLANOS OF IFRC AND MADAM ISABELLE OF ICRC.**

**26. I WOULD ALSO LIKE TO EXTEND MY APPRECIATION AND CONGRATULATE THE MALAYSIAN RED CRESCENT FOR JOINTLY HOSTING THE 15TH SOUTHEAST ASIA LEADERSHIP MEETING INVOLVING TEN NATIONAL SOCIETIES IN THE REGION AND VERY CONFIDENT THAT THE MEETING WILL BE SUCCESSFULLY DELIBERATED WITH A POSITIVELY ENDOWED OUTCOME.**

27. I AM INFORMED THAT THIS MEETING COINCIDES WITH THE MALAYSIAN RED CRESCENT'S 70TH ANNIVERSARY THIS APRIL AND TAKE GREAT PRIDE IN WISHING ALL OFFICIALS, MEMBERS, VOLUNTEERS AND STAFF OF THE MALAYSIAN RED CRESCENT THE VERY BEST IN THEIR HUMANITARIAN MISSION.

28. WITH THAT, I HEREBY DECLARED THE 15TH SOUTHEAST ASIA LEADERSHIP MEETING 2018 OPEN!

THANK YOU, TERIMA KASIH.

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