Ambassador Dato’ Ku Jaafar was previously High Commissioner to Brunei Darussalam (2007-2010) and Ambassador to Qatar (2004-2007) before being appointed as IDFR’s Director General on 8 October 2010.

Among the Institute’s achievements during Ambassador Dato’ Ku Jaafar’s leadership was receiving the consent of Duli yang Teramat Mulia Raja Dr. Nazrin Shah ibni Sultan Azlan Muhibbuddin Shah, the Regent of Perak Darul Ridzuan to be its Royal Patron. The Institute received the Best Common User Library Award from the National Library; fourth placing among 700 websites evaluated by the Multimedia Development Corporation and a five-star rating for its website in 2012.

A farewell event was held for Ambassador Dato’ Ku Jaafar on the afternoon of 23 August 2013, attended by officers and staff of the Institute as well as several former officers (more on page 26). A sending off event was also held on 30 August 2013 where all the staff bade farewell to the Director General.

Ambassador Dato’ Ku Jaafar left for Egypt on 1 September 2013.

The Institute’s Director General, Ambassador Dato’ Ku Jaafar Ku Shaari, was recently appointed Ambassador of Malaysia to the Arab Republic of Egypt. He received his Letter of Credence from Seri Paduka Baginda Yang di-Pertuan Agong Tuanku Al-Haj Abdul Halim Mu’adzam Shah ibni Almarhum Sultan Badlishah on 23 July 2013.

Other ambassador-designates who received their Letter of Credence at the same ceremony were Dato’ Husni Zai Yaacob, High Commissioner to Singapore; Dato’ Selwyn Vijayarajan Das, Ambassador to Austria; Datin Seri Blanche Olbery, Ambassador to Finland and Dato’ Zainal Abidin Ahmad, High Commissioner to Australia.

IDFR welcomes its new Director General, Ambassador Dato’ Hussin Nayan
PROFILE OF PROMINENT PERSON

Dato’ Hamzah Zainudin
Deputy Minister of Foreign Affairs, Malaysia

On being appointed Deputy Minister of Foreign Affairs

When I was first informed of the appointment, I was shocked and wondered to myself, why the Foreign Ministry? Why not other Ministries? I was previously Deputy Minister of Plantation Industries and Commodities, and I felt that I did not know enough about our Foreign Affairs. I also felt that by being both a politician and a Deputy Minister in this Ministry, I would not have the time to engage with the people at grass-roots level in my constituency.

The decision is, of course, up to the Prime Minister. However, after looking back at my experience and my personality, I decided to see the appointment as a challenge to myself.

On enhancing Malaysia’s Foreign Policy

I recently completed my first 100 days of being Deputy Minister in this Ministry and it was during those first few days that I realised this is a very challenging portfolio. The Ministry of Foreign Affairs is a frontliner Ministry and because of that, it is very important that we continue to be friendly with everyone and project a very good image at the international fora. Projecting a good image will have an impact on the nation because people will recognise that we have good leaders. And they will show their support and with that, comes opportunities for Malaysia in trade, politics or any kind of industries that can be beneficial to our own people in this country. When it comes to foreign affairs, most importantly, we must have support from everyone, even from small countries.

I believe that as a frontliner, we must continue to give out statements which are relevant in the current situation and create confidence to the international community. We must also show that we understand crises and conflicts which are happening all over the world. It is not easy because we do not have intelligence all over the world like the US, China or Russia. Therefore, we have to take the information available to us, analyse and present them professionally.

On top of that, we must enhance our foreign policy by adding value to it. For example, with my background as a businessman and Deputy Minister of Plantation Industries and Commodities, when I travel for bilateral meetings, people ask about our expertise in plantation management. That, in a way, becomes our intellectual property. With my background, I see that as an opportunity. So I ask them to come to Malaysia and learn from our expertise. My vision is to create interest so that people can tap into our expertise, and Malaysians can gain from whatever opportunities available to them.
On our diplomats serving abroad

I believe that the Ministry should give empowerment to Ambassadors. The Embassy is like its own Ministry and they must give their support to other Ministries at the same time. So, they must understand government policies such as the Government Transformation Programme and the Economic Transformation Programme. They must also continue to create a good image so that the international community will see Malaysia in a very positive manner.

I am glad that we have IDFR, not just as a training centre but as a centre that provides input and information from other Ministries and channel that to the Embassy.

On the challenges of being a Deputy Minister and a politician/businessman

As a Muslim, I believe in qada’ dan qadar (concept of divine destiny). For businessmen, the goal in business is to achieve certain values in terms of income, business relationships and also expansion to the business. So you work towards that. Among the challenges that can hinder the progress to that goal is such things as economic slowdown.

For most politicians, they want to be at the top but not me. I was a reluctant politician actually. However, I know that I would like to help the nation one day. I thought that with the direction that I was taking – part business, part politics – I could achieve what I had in mind. So, when the Prime Minister said that he wanted me to be Deputy Minister, I said I would take the challenge. But, when you accept the challenge, you have to forgo your life as a businessman. You have to make sudden changes to your lifestyle. You must make sure your family understands and accepts the fact that you are now a different man. Personally, it was not easy. When I was Deputy Minister of Plantation Industries and Commodities, I plan trade missions accordingly. As Deputy Foreign Minister, everything is already planned and in place – like the dates for the ASEAN Summit, for example. So everyone must understand; your family and your other support system such as your friends and siblings. It is a sacrifice and a big challenge.

At the end of the day, I believe I can help the Ministry. InshaaAllah (God willing), I will give my heart and soul because I believe the Ministry is the “pulse” of the nation and I will accept whatever challenges that come my way. Therefore, I also need officers who are willing to give me 100 per cent support. It is a big responsibility and I believe that we can overcome any challenge if we have the patience and we are honest and sincere.

On IDFR’s role as the Ministry’s training arm

After being briefed at IDFR, I see that IDFR can play a bigger role for the Foreign Ministry as well as the country. The country must recognise IDFR as a place or a tool of diplomacy. We must expand the Institute so that it has more value, not just for training but by publishing more journals and doing professional conflict analysis. In order to do that, we must strengthen IDFR by positioning where we are and also enhancing our linkages with other renowned training institutes. In this regard, I am pleased to hear about the linkage with the London School of Economics.

IDFR must also come up with relevant and current modules. We can do all that by sending our officers overseas to get experience and study the situations which are available out there. We must also bring more well-known professors and lecturers to teach at IDFR so that IDFR becomes a very international institution and can help carry Malaysia’s name.

IDFR would like to express its appreciation to Dato’ Hamzah Zainudin, Deputy Minister of Foreign Affairs, for agreeing to be featured in the Diplomatic Voice.
Policy Implementation in Malaysia: Agreement on the ASEAN Harmonized Cosmetic Regulatory Scheme, or the ASEAN Cosmetic Directive (ACD)
Contributed by Prof. Nik Rosnah Wan Abdullah

Introduction

This article examines the policy formulation and the effectiveness of its policy implementation in Malaysia, taking a close look at the implementation of the Agreement on the ASEAN Harmonized Cosmetic Regulatory Scheme, or the ASEAN Cosmetic Directive (ACD), which Malaysia signed together with all the Member States of ASEAN at the 35th ASEAN Economic Ministers Meeting in Cambodia in September 2003 to harmonise regulations across the region to reduce technical barriers to trade (ASEAN 2008). The purpose of the ACD was to enhance cooperation amongst Member States in ensuring the safety, quality and claimed benefits of all cosmetic products marketed in ASEAN; and to eliminate restrictions to trade of cosmetic products amongst Member States.

The following section discusses the policy making and the policy implementation, followed by an examination of the implementation of the ACD. The article also briefly discusses the challenges faced, followed by the conclusion.

Policy Making and Policy Implementation

Policy Making

The main institutional machinery in policy making in Malaysia is the Central Agencies, consisting the Ministry of Finance; the Economic Planning (EPU) and the Implementation Coordination Unit (ICU) of the Prime Minister’s Department; Public Service Department (PSD); the Public Service Commission (PSC); and the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU). The Central Agencies provide the broad goal and specific performance assessment through the EPU and sees to it that there are resources through MAMPU and the Ministry of Finance.

The source of policy originates from the three tiers of government: federal, state and local, with each its own jurisdiction in which laws are to be passed (Wan Arfah and Ramy 2003). The Federal laws, enacted by the Parliament, apply throughout the country; whilst state laws, often referred to as enactments or ordinances, enacted by the State Legislative Assemblies, apply in the particular state. The constitution of Malaysia also provides for a unique dual justice system – the secular laws (criminal and civil) and the Islamic law or the syariah laws, which applies only to the Muslims and comes under the control of the Syariah Court (Article 121(1A) of the Constitution of Malaysia). The federal laws prevail over any inconsistent state laws, including syariah laws (Article 75 of the Constitution).

All international commitments must be transposed into domestic rules before they can take into effect on individuals, companies, organisations in which the international agreements aimed to influence. There are two methods by which international law may be incorporated into domestic law: (a) through legislation which may enact the terms of a treaty or convention to which Malaysia may be a party or it may impliedly do so by requiring domestic law to be interpreted in accordance with a treaty or convention, or (b) through the common law process in which the courts through the interpretation of domestic law, introduce principles of international law into the domestic system.

Sources of policies can also come from the non-governmental bodies, the private sector and the public, through interest groups who put forth their ideas and recommendations for government consideration. Another source is the independent groups such as university academics and think tanks such as the Institute of Strategic and International Studies (ISIS) and the Malaysian Institute of Economic Research (MIER). Public policies may be finalised after several discussions at various levels: internal committees at the departmental level, several brainstorming sessions involving consultants or representatives from the government agencies, private sector and NGOs.

The final arbiter on policy is the Cabinet. Policy papers submitted by various ministries and government departments for consideration are presented to the Cabinet by the respective ministers. The Cabinet papers are prepared in consultation with the relevant ministries and departments. If there are dissenting views on the policy, the Cabinet could instruct the relevant minister and the initiating agency to consider the matter and resubmit to the Cabinet. There are also councils, committees and task forces of the Cabinet to vet specific areas of policy, particularly the economic policy.

When the Cabinet approves the bill, the decision is conveyed to the Ministries concerned which then proceed to obtain a Notice of Presentation on the Bill to the House of Representatives and the Senate for debate and approval in both houses during the Parliamentary Session. The bill will be passed by both houses when there is more than two-thirds vote and submitted to His Majesty the Yang di-Pertuan Agong for the Royal Assent. Once gazetted by the Parliament, the bill becomes law and conveyed to related parties.

Policy Implementation

The implementation of policies and coordination among agencies is left to the lead agencies, i.e the relevant ministries and departments responsible for the policy. A system of oversight on the policy implementation, usually integrated within a planning framework, covering medium to long-term, takes place at different levels of government to
ensure the implementation progress is on track. At the Parliament level, the progress of the implementation of policies is debated. Within the civil service, the system of oversight usually involves the setting up of committees, councils or groups led by technocrats.

The politicians (cabinet ministers, members of Parliament) and public administrators (the high level government officials) are the major players in ensuring the success of the policy implementation. The essential component of coordination within the government machinery lies at the federal level through the Cabinet and the Cabinet Committees chaired by the Prime Minister himself, such as the National Development Council (NDC), the National Economic Council (NEC) and the National Security Council (NSC) to deal with related fields.

The implementation of policies is continuously reviewed to ensure it reaches specific targets. Adjustments are made where policies fall short of the target. The significant feature of the role of Malaysia’s public service in policymaking is that it has created a strong mechanism, as recognised in the World Bank’s governance indicator on Malaysia’s government effectiveness, which has improved from 76.1 percentile rank in 1996 to 81 percentile rank in 2011 (World Bank 2011). However, the concern is that while the policymaking processes seem to be right, the implementation is another story as it seems to be impeded by corrupt practices. Despite the government’s conscious effort, Malaysia’s Corruption Perception Index (CPI) seems to be backsliding: In 2008, it was at 47th place out of 178 countries, in 2009 it backslided to 56th, whilst in 2010, it backslided to 56th. In 2012, Malaysia improved to 54th place. Among ASEAN nations, Malaysia is ranked third behind Singapore (9.3) and Brunei (6.3) (Transparency International 2012).

ASEAN Cosmetic Directive (ACD) Implementation in Malaysia

Control of Cosmetic Products in Malaysia: The Regulatory Authorities

The regulatory authorities are the Enforcement Division, Ministry of Health (MoH) and the Biro Pengawalan Farmaseutikal Kebangsaan (BPFK) or National Pharmaceutical Control Bureau (NPCB), formerly known as the National Pharmaceutical Control Laboratory, which was set up in October 1978. The NPCB was established to implement quality control on pharmaceutical products through laboratory tests, research and information from international bodies. The Enforcement Division of the Ministry of Health monitors the products in the market.

The NPCB is tasked with ensuring the quality, efficacy and safety of pharmaceuticals through registration and licensing scheme. All products are evaluated through scientific data evaluation and laboratory tests before they are licensed to be marketed. NPCB also conducts courses and provides training to personnel from the other developing countries in the Asian region. In 1996, the NPCB gained international recognition by the World Health Organisation (WHO) as a “WHO Collaborating Centre for Regulatory Control of Pharmaceuticals,” for its contribution in the regulatory affairs.

The Legal Framework

The related laws, regulations and guidelines are (a) the Sale of Drug Act 1952 (SODA); (b) Control of Drugs and Cosmetic Regulation 1984 (CDCR); (c) Control of Drugs and Cosmetics (amendment) Regulations 2007; and (d) Guidelines for Control of Cosmetic Products in Malaysia 2009. The CDCR was adapted and transposed into the ASEAN, this system has been replaced by a notification procedure starting from 1 January 2008. Instead of registration, the control of cosmetic products was through pre-market registration for review and registration by the NPCB before the product could be manufactured, imported or sold in the country, and by conducting post-market surveillance. In conformance with the harmonization of cosmetic regulations in the ASEAN, this system has been replaced by a notification procedure starting from 1 January 2008. Instead of registration, companies are now required to only notify or declare their compliance with the ACD to the NPCB.

The Guidelines for Control of Cosmetic Product includes regulatory information pertaining to the Cosmetic Advertising Code as well as cosmetic claims and calls for self-regulation. This guideline prepared by the Cosmetic Technical Working Group (CTWG), comprises the NPCB and representatives from the cosmetic industry: (a) Cosmetic Toiletries and Fragrance Association of Malaysia (CTFAM) and (b) Federation of Malaysian Manufacturers – Malaysia Cosmetics & Toiletries Industry Group (FMM-MCTIG). The primary goal of the CTWG is to implement an efficient regulatory control system without compromising consumer safety by incorporating the requirements of the ACD.

Regulations and Monitoring at Work

The implementation of the ACD came into force in Malaysia on 1 January 2008. The requirements of the ACD were adapted and transposed into the Control of Drugs and Cosmetics (amendment) Regulations 2007 and the Guidelines for Control of Cosmetic Products 2009. Prior to the ACD, the control of cosmetic products came into force in January 2008. Instead of registration, companies are now required to only notify or declare their compliance with the ACD to the NPCB. The system has been improved further such that the product holder or the manufacturer can now notify online to the Centre for Post Registration of Products of the NPCB and the procedure is reduced to three days instead of one month. Another notable improvement to the system is the proposed initiative to establish a pool of safety experts for the
cosmetic sector conducted through the establishment of the Cosmetic Safety Expert Committee (CoSEC) comprising members from the regulatory (NPCB), clinical expert, academia and cosmetic associations. The proposed functions of CoSEC are threefold: to compile and review the ingredients list, toxicological data, technical and safety issues related to cosmetic products/ ingredients; to review the available technical data on cosmetic ingredients; and to review the relevant international standards on cosmetics and provide recommendations for possible adoption.

To ensure that only safe products are being marketed, NPCB conducts monitoring of cosmetic products through Post Market Surveillance (PMS) programme on regular basis on cosmetic advertisements on television, radio and billboards, in magazines, newspapers, pamphlets/ brochures/leaflets, internet, television programme slots, talks shows, and advertorials. Cosmetic Products that have been found to have doubts in its ingredients are subjected to laboratory testing which is ISO certified and has the Good Laboratory Practice (GLP). From January to September 2009, a total of 26,306 cosmetics have been notified. Out of these, 52 complaints were received (MoH, 2009). In the initial stage, the product sampling was targeted at 50 samples per month. However, the work proved to be much more than what was forecasted, as the NPCB did a product sampling of six times more than what was targeted (Table 1).

Table 1: Statistics on product sampling from January 2009-September 2009

<table>
<thead>
<tr>
<th>Items</th>
<th>No. of products</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of samples being targeted</td>
<td>50 samples/month</td>
</tr>
<tr>
<td>No. of targeted samples received</td>
<td>292</td>
</tr>
<tr>
<td>No. of products which passed the lab tests</td>
<td>222</td>
</tr>
<tr>
<td>No. of products which failed the lab tests</td>
<td>19</td>
</tr>
</tbody>
</table>

Source: Ministry of Health, Malaysia

The commonly received complaints include absence of claims substantiation, non-cosmetic claims, incomplete labeling requirement and unsatisfied consumers. The regulatory activity is vigorous. During 2008 to 2009, 43 products were recalled from the market (NPCB, http://portal.bpfk.gov.my/index.cfm?menuid=75). The recalled products are listed on the NPCB’s website for public knowledge and shared with other regulatory agencies such as ASEAN Alert.

Challenges in the Implementation of the ACD

It has now been five years since the ACD was implemented. The research findings show that on the part of the cosmetic industry players, the challenges in addressing the ACD are the high cost of manufacturing and overheads, for example ingredients, packaging materials, transportation and a shortage of workers.

Another issue concerns the ways for coordinating the ASEAN Cosmetic Association (ACA) members to ensure the elimination of differences in implementing the ACD among the different countries. There are different interpretations on the listing of ingredients among the countries. Another challenge is that the authorised personnel must have technical knowledge and experience on product contents and must be well-versed in the ACD guidelines before conducting the notification process.

An audit on product information is required for all notified products and made available when requested by the authority. Therefore, ASEAN member countries need to work towards ensuring quality, efficacy and safety of cosmetic products whilst trying to minimise duplication of inspection activities within member states. This can be achieved through better networking, improved information sharing, enhanced collaboration and increased mutual trust.

Conclusion

Malaysia’s policy making is a very complex process that involved many actors, and policy implementation undergoes a laborious process. We could draw a conclusion that the policy implementation of the Agreement on the ASEAN Harmonized Cosmetic Regulatory Scheme, in which Malaysia signed together with all the Member States of ASEAN at the 35th ASEAN Economic Ministers Meeting in Cambodia in September 2003, aimed to harmonise regulations across the region to reduce technical barriers to trade is influenced by the interactions from those variables as stated.

1 Much of the empirical data in this section is obtained from personal interviews and group discussions with three key informants: two officials of NPCB and an official from the MoH, as well as from focus group discussion with officials of NPCB and MoH
2 http://portal.bpfk.gov.my/index.cfm?menuid=4
3 Interview information with a senior official of NPCB
4 Interview information with a senior official of NPCB
5 Interview information with a senior official of NPCB
6 Interview information with a senior official of NPCB
7 Interview information with a senior official of NPCB
8 Interview information with a senior official of NPCB
9 Interview information with a senior official of NPCB
10 Interview information with a senior official of NPCB
This affects us all; but it is one people, of one faith, who suffer most. I believe the greatest threat to Muslims today comes not from the outside world, but from within.

The conflict between Sunni and Shia threatens the lives and livelihoods of millions of Muslims. Our religion – founded on peace, and premised on tolerance – is being twisted by extremists, who are deploying false arguments to foster division and justify violence.

Across the Islamic world, extremists are wrapping their perverse agenda in religious cloth; tearing families, countries and the ummah apart.

With each new atrocity, tensions are wound tighter, and peace seems further away.

The corrosive influence of extremism cannot be easily countered. But we are not powerless to act. I believe moderation in religion and the political process can stem the loss of life and liberty in the Muslim world.

Behind the tragic violence, there is a battle being waged for the future of Islam. By reaffirming our commitment to moderation – and solving the political problems that drive instability – we can seize back the centre ground. We can marginalise the extremists. And we can advance an agenda for peace, harmony and justice.

Mr President,
Excellencies,
Ladies and gentlemen,

Allow me to begin by congratulating you, Mr. President, on your election. I offer you Malaysia’s full cooperation and support as you seek to further the cause of peace and prosperity.

Ladies and gentlemen,

Three years ago, I stood before you and called for a Global Movement of Moderates. It was a call to reject extremism in all its forms.

Because the real divide is not between East and West or between the developed and developing worlds or between Muslims, Christians and Jews. It is between moderates and extremists of all religions.

Much has changed since 2010. Then, a current of protest and reform surged through the Middle East and North Africa. Out of the heat of the Arab Spring, new questions arose: about the pace of democratic change, about the role of Islam in politics, and about the need for more inclusive development.

But the search for answers to those questions has been put on hold.

As authoritarian regimes have fallen, and governments have been swept away by political change, extremists have tried to fill the space that remains.

Motivated by ideology, politics and religion, they have sought refuge from the hard work of development in the unholy practice of violence.

Conflicts have spilled across borders, inflaming old tensions, and igniting new ones. Around the world, extremism is taking lives and crushing opportunity.

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Ladies and gentlemen,

Around the world, Muslims have watched in despair as conflict tears into some of our oldest communities. Rarely in our history has the ummah faced violence on this scale.

Right now, the world’s attention is rightly focused on Syria. United Nations investigators have concluded that the focus of the war has shifted along ethnic and religious lines, and become ‘overtly sectarian’.

Speech by Dato’ Sri Najib Tun Razak, Prime Minister of Malaysia at the 68th United Nations General Assembly on 28 September 2013
A conflict which began with anti-government protests threatens to descend into a war of ethnic cleansing. With fighters from Hezbollah engaging on Syrian soil, the conflict now threatens Lebanon too.

Last month, after car bombs killed dozens in Beirut, 42 people died in explosions outside Sunni mosques.

Communities are dividing along religious lines, with hard-line preachers urging violence between Sunni and Shia.

Meanwhile, the security situation in Iraq continues to unravel, as Sunni extremist groups and Shia militia struggle for control.

In the last four months, nearly 3,000 people have been killed. In the last week alone, three funerals have been bombed in Baghdad. Women and children have been blown apart whilst mourning.

Again, the violence is carried out between Sunni and Shia. In one Iraqi town, four children from one Shia family were slain with knives.

In another, local people – neighbours for generations – have built blast walls to keep themselves apart. Forced displacements are growing.

In Pakistan, bombings have wrecked the city of Quetta, killing hundreds. Revenge attacks spread to Lahore; bombs have been detonated in Karachi.

In August, militants ambushed buses, dividing the passengers according to belief; those who answered incorrectly were executed.

Each of these conflicts has a distinct cause, but they follow a darkly familiar path.

Emboldened by political failures, radical preachers and militant groups turn civil conflicts into wider religious wars. Yet the preaching of such violence is completely counter to the Islamic faith.

The Quran not only condemns suicide, unjust war, and retribution by force; it also makes clear the Prophet’s desire for Muslims to live in peace with one another and their neighbours.

Verse 8:61 says, ‘And if they incline to peace, then incline to it [also] and rely upon Allah’. Verse 5:32, that ‘whoever kills a soul unless for a soul or for corruption [done] in the land - it is as if he had slain mankind entirely’. And verse 2:256 holds that ‘there shall be no compulsion in religion’.

It should come as no surprise that there is no scriptural basis for the atrocities being committed in the name of Islam. Under the six higher objectives of Islamic law, the first and foremost is the protection and preservation of life.

Yet even during Ramadan, our holy month – when contemplation, devotion and compassion reign uppermost in Muslim minds – the extremists would not stop. More than 4,400 people died this Ramadan in Syria; 371 in Iraq; 120 in Pakistan.

This is a burden we can no longer afford to bear. It is time to end the killing, and concentrate instead on building a common agenda for peace and prosperity. There are two things we can do.

First of all, I believe that peace-loving Muslims – the overwhelming majority of Muslims – should unite against the extremists who use our religion as an excuse to commit violence.

And one of the most powerful tools we have to do so is al-wasatiyyah: the practice of moderation.

Verse 2:143 of the Quran says that ‘we have made you into a community that is justly balanced’. This concept – of balance and moderation, of social justice within our faith – is a central tenet of Islam. It asks of us that we hold to the principles displayed by the Prophet Muhammad (PBUH) in the Medina Charter.

Our task is to reclaim our faith, by articulating clearly the true nature of Islam: the religion of peace, of moderation, of tolerance.

We should speak this message clearly, so that all may hear it; and stand firm against the minority who use Islam to further violent and unjust ends.

We should not mistake moderation for weakness. To face those baying for violence and call instead for calm is a sign not of frailty, but of strength.

Muslim leaders should speak up and condemn such violence, lest their silence is mistaken for acceptance.

Moderation can be practised at the national level, as is the case in Malaysia, by choosing mutual respect and inclusivity, and strengthening the bonds between different communities and faiths.

All countries should reinforce their commitment to the principles of moderation; not just in religion, but for sustainable development and stable economic growth.

Moderation can also direct regional policy. It sits at the heart of Malaysia’s efforts to bring peace to the southern Philippines, and to Thailand’s restive south.

And ASEAN, which endorsed the Global Movement of Moderates, has made a commitment to peaceful settlement and the non use of force in territorial disputes.

And at the international level, moderation can guide our approach to the great global challenges of our age: violent extremism, sustainable development, and equitable growth.
Secondly, we should give our all to resolve the political problems which raise tensions in the Muslim world – starting with Syria.

We cannot underline strongly enough the need for a Syrian-led inclusive political process.

Malaysia is against any unilateral action to resolve the conflict. All sides must come together to work out a political settlement.

We welcome the recent US-Russia Framework Agreement, condemn without reservation the use of chemical weapons and call on the international community to intensify their efforts to explore all possible diplomatic options for peace under the auspices of the UN.

We must also find the vision and the political will to commit to a just solution for Palestine.

We fervently hope that progress towards a viable Palestinian state – based on pre-1967 borders, and with East Jerusalem as its capital – will be made, and that the US and other members of the Quartet continue to play their role as honest brokers in the process.

Only with peace can there be development and dignity for the Palestinian people.

Finally, we should continue to focus on building stronger and more prosperous societies, predicated on the rule of law and the practice of democracy.

The Arab Spring showed that the Muslim world is crying out for change. Governments must answer that call.

We must provide good governance to fight corruption, create jobs to tackle poverty, and deliver sustainable growth that builds a world of opportunity for our citizens.

We must create economies in which people can fulfil their own aspirations, not those of extremists.

By acting to solve our most difficult political problems, we can bring an end to the immediate suffering - in Syria, in Palestine, and in the wider world.

By committing to the cause of moderation, Muslims can secure something even greater.

We can reclaim our religion, choosing harmony and acceptance over division and conflict.

And we can broadcast a vision of Islam as it is understood by Muslims around the world: as a religion of peace, tolerance, and moderation.

Last month, when militants attacked those buses in Pakistan, a 19 year-old Sunni student named Ghulam Mustafa stood up for such a vision.

Confronting the Sunni gunmen, he said killing Shiites was wrong.

Ghulam was shot dead, but his life was not lost in vain.

With guns to their heads, the Sunnis on the bus refused to identify the Shia passengers who the gunmen wanted to kill.

In their defiance, we see the true measure of courage, and the true test of faith.

Under unimaginable pressure, facing the greatest possible threat, they chose to stand with their brothers and sisters. They chose unity over division.

Faced with unimaginable pressure, and the greatest possible threat, we must summon the will to do the same.

Thank you.

“By reaffirming our commitment to moderation – and solving the political problems that drive instability – we can seize back the centre ground. We can marginalise the extremists. And we can advance an agenda for peace, harmony and justice.”
Interview with Ambassador Dato’ Ku Jaafar Ku Shaari, Director General of IDFR

Congratulations on your appointment as Ambassador of Malaysia to Egypt. What are your thoughts and expectations on your new Ambassadorial role?

First and foremost, as a diplomat you have to be ready to accept any assignment as a call to serve the nation. Apart from this being our duty as a government servant, when your country needs you, one has got to step up to the challenge. In this regard, I view it more as a trust placed upon me by the Ministry and the government. Egypt is a very important country and in a very strategic location. Despite the issue of our students and other internal issues compounding this crisis, I am optimistic that the future holds opportunities for both countries to develop good and close bilateral relations in different areas.

As IDFR’s Director General for the last three years, what will you miss the most?

I have devoted my time and given whatever I have to this Institute to make it a reputable organisation and institution. I sincerely hope I succeeded in doing that. As a Director General, one is involved in all functions of the institution, be it academic work, training, or research and that enables one to be engaged in intelligent discussions such as at conferences and round table discussions, moderating sessions, presenting papers locally and internationally. This has certainly been a new dimension in my career. This networking through knowledge also enabled better cooperation with academicians which in turn has helped me to look at ideas in the context of training in more innovative and contemporary ways. The environment in this institution is completely different and people have seen that we have got first class facilities here. The people in particular, the officers and staff, have always developed together as one team, one family. It is this positive culture and working atmosphere that I will miss the most.

What has been your most memorable and proudest moment at the Institute?

There have been countless and numerous occasions, if I may say. It was a great achievement for this Institute to receive the consent of Duli Yang Teramat Mulia Raja Dr. Nazrin Shah ibni Sultan Azlan Muhibbuddin Shah to be its Royal Patron. Having had the opportunity to host Duli Yang Teramat Mulia, listening to his thoughts in particular, has been an enriching experience. I am also going to miss watching our trainees and how they respond to some of the tough lecture sessions. The IDFR experience has naturally been more of a learning curve as you are directly associating yourself with an institute of learning. The round table discussions are something that I love very much as it provided an avenue to express one’s views and ideas.

Can you please elaborate on this notion of Hands-on, Hearts-on and Minds-on?

Personally, to me, this phrase, Hands-on, Hearts-on and Minds-on which I take seriously is a mantra that evokes commitment, understanding on how we want to do things and move progressively forward. Firstly, IDFR needs to really transform itself in dealing with the many issues on providing training. Secondly, we need to inculcate good elements and characteristics to young diplomats so that they are aware of the need to give the best and strive harder to equip themselves for any challenges in the course of executing their duties. In order to achieve the above, we have to come up with a slogan or mantra so one will be able to understand and internalise the philosophy behind our objectives. Hands-on means caring about details on the ground. Hearts-on is about being sincere and giving your best. That will provide a balance in an individual to create and produce good work. Minds-on touches on being very alert and sensitive. One has got to be very alert and sensitive with what one is doing, with what people think about it, how people see, view, comment, critic or provide feedback in particular the environment. As a diplomat, you need to be really focused. There are two other slogans I hold dear, Stand up and Stand out. One has got to be able to stand up to challenges in whatever circumstances. This is of paramount importance because as a diplomat, one has to be able to defend the country’s interest on the local and international front, one also has to have the ability to stand out. You need to be seen as someone who can deliver in a convincing manner.

The Client Charter of this Institute is based on A.Z.A.N. Can you please explain how this idea came about, and the meaning behind it?

When I came here, this Institute already had an established Client’s Charter. My vision and mission was to push the boundary further to make this an institution of training and research of global standing. We have had to work hard to achieve this vision and I believe we are certainly on track. Teamwork has been the key for working towards this and we had multiple brainstorming sessions with everybody from officers to staff involved. So, whatever we have achieved thus far has been the culmination of ideas from various quarters coming together with discipline, values and commitment towards the same goal. Based on
this synergy of efforts, A.Z.A.N was born. A.Z.A.N in a nutshell, simply means when one is clean, focused, committed, sincere and honest in his duty towards work, one will be duly rewarded. A.Z.A.N is taken based on the spirit of the Muslims’ call to prayer and it was thoroughly accepted by all irrespective of race, colour or creed as it is based on universal values that can be identified and adopted by all. If you go back to the spirit and context of A.Z.A.N, we have to have the discipline and commitment to know God and finally acknowledge the greatness of our Creator. To know Him, there must be a way of doing it, you have to have procedures and a mechanism. The Prophet as His messenger is the medium in which God had chosen to educate us with discipline, law and order, and a belief system that has been indoctrinated to us in a perfect guide to living. Once we have inculcated the spirit, we say Hayya ‘alas Solah and in Islam, Solah means prayer. Praying is about following each and every step properly. When you follow the procedures correctly, it is a recipe for success. Hayya ‘alas Solah means let us go for success and that is what we want. So that is the spirit. In the context of this Institute, to be successful and become a global institution that provides the best training in diplomacy and international relations, the same principles are required to produce quality journals, research work and so on.

A stands for Adhere. As I said earlier, in order to succeed in life, we have to come up with procedures and rules of law that have to be strictly followed. We have to adopt and follow, knowing that there is no shortcut to doing things.

Z stands for Zeal which simply means giving one’s best. One has to be committed, courageous and have the necessary strength to give the best.

Next is Ability. Ability takes the form of acquiring knowledge. Ability means you have to find more training and provide more lessons. We send almost all our staff for training. We want to make sure that they are best equipped to do their job and for them to continuously learn. Therefore we design some of our programmes just to energise our people at this Institute with the hope that they always have that kind of readiness to give their best according to their ability, which must be improved from time to time.

N stands for Noble. In being Noble, one is described as honest, sincere and having integrity and humility. So it is not only a slogan. It has become a culture as we develop it together, adopt and practise it for the growth of the organisation.

What is the final message you would like to leave behind to the respective directors, officers and staff of the Institute?

As I mentioned earlier, if we adopt, follow strictly and take our work seriously, we will always give our best. When we give our best and enjoy doing our work, we will be proud of the successes that follow which will result in many milestone achievements to come. Working as a team is essential. If one works alone, one neglects others. It is just like a big tree, everybody plays a part. In a tree, the trunk provides the flow for the water to flow up and the leaves also plays its part by producing oxygen and so on. Every element forms an important part. Respect everyone who contributes, no matter the scale and encourage each other for the betterment of the Institute. We do things together. Everybody is important in giving their best, to make it a success story for any organisation.

Thank you Dato’. We wish you all the best.

The interview was conducted by Puan Rafizah Zahri, an officer with the Academic Studies, Research and Publication Division and Syahrul Nizzam Nordin, an intern with the Division.
Lecture by H.E. Jacques Santer

On 18 September 2013, IDFR had the honour of hosting H.E. Jacques Santer, former President of the European Commission and former Prime Minister of Luxembourg, to speak at a lecture titled, *Strengthening Diplomatic Ties between the European Union and Malaysia in the face of the Eurozone Crisis*. The event was a joint collaboration between IDFR and Konrad Adenauer Stiftung (KAS) Foundation, Malaysia, a German think tank. Mr. Jan Senkyr, Head of the KAS office in Malaysia was the moderator for the session.

In her welcoming remarks, Ambassador Aminah Tun Haji A. Karim, IDFR’s Acting Director General recalled Malaysia’s long-standing relationship with the EU, back to the formation of the European Economic Community (EEC) in 1957, the pre-cursor of the 28-member EU today. She also said that the establishment of the European Commission office in Malaysia in 2003 further enhanced cooperation in all aspects including political and economic dialogue, largely dominated by trade and investment.

H.E. Santer recalled the First Senior Official’s Meeting (SOM) between Malaysia and the EU in 2005 which he participated in to discuss bilateral relations and cooperation. He continued that the cooperation agreement between the European Economic Community and Malaysia can be traced back to 1980, and proposed that it was about time to consider upgrading the relationship between Malaysia and EU from an Enhanced Partnership to a Strategic Partnership. He continued that the

EU is keen to expand and broaden its relations with Malaysia to go beyond the trade and economic cooperation and to develop collaboration in the fields of counter-terrorism, human rights, justice, democracy and good governance, education, science and technology, among others. The EU was also keen to assist Malaysia in knowledge transfer.

With regards to the Eurozone Crisis, H.E. Santer said that the high unemployment and the Euro depreciation were largely due to the conflict between the European Union and the member countries’ national interests. There have been challenges in the structural economic reforms, particularly in the economic convergence to streamline the EU constitution and country’s policy. Another reason for the crisis was that the Euro was not the currency of a superpower nation such as the United States’ Dollars. This has caused negative impact on the value of the Euro as it has no capital and political influence.

H.E. Santer ended his lecture by saying that the membership of the EU would grow larger in the future. The issues that he foresees were not about the monetary union but economic unity.

Orientation Course for Heads of Mission and their Spouses

IDFR successfully conducted the above course from 2 to 6 September 2013. Fifteen participants comprising nine Ambassadors and High Commissioners-designate, accompanied by their spouses attended the course.

The Ambassadors and High Commissioners-designate were Tan Sri Ismail Omar, Datuk Seri Zahrain Mohamed Hashim Dato’ Zainuddin Mohd. Hashim, Datuk Awang Sahak Awang Salleh, Datin Seri Blanche Olbery, Dato’ Salman Ahmad, Dato’ Zainal Abidin Ahmad, Dato’ Syed Sultan Mohd. Idris, Encik Jiid Kuminding @ Zainuddin and Encik Raszlan Abdul Rashid.

The objectives of the five-day course were to provide an overview of the functions and responsibilities of Heads of Mission and their spouses, assist them in developing their knowledge and understanding of current Malaysian and international issues, and enhance and strengthen their diplomatic skills. In line with these objectives, IDFR had arranged numerous modules comprising lectures and panel discussions with prominent and distinguished speakers including Heads of Divisions from the Ministry of Foreign Affairs Malaysia, and other agencies and government-linked corporations.

Three panel discussions were conducted during the course; on Economic Transformation Programme (ETP), Government Transformation Programme (GTP) and Economic Diplomacy; on Situation in Egypt
and its Impact to this Region and on Traditional and New Media.

In addition, the participants were also privileged to listen to two luncheon talks; firstly on Global Movement of Moderates (GMM) by Tan Sri Razali Ismail, Chairman of Global Movement of Moderates Foundation (GMMF) and secondly on Leadership and Management by Tan Sri Dato’ Seri Dr. Haji Zainul Ariff Haji Hussain, Non-Executive Director of Gamuda Berhad.

Among other topics covered in the course were Financial, Administration and Security Matters, Perks and Privileges, Standard Operating Procedures for Humanitarian Crisis Management, Key Performance Indicators, Malaysia’s Candidature to International Organisations, Etiquette and Royal Protocol and Dealing with the Media: a Presentation on Defending National Interests.

The course was officially closed by Datuk Othman Hashim, Secretary General of the Ministry. The closing and certificate presentation ceremony was preceded by a dinner talk on Expectations on the Role of Heads of Mission by the Secretary General.

Mid-Career Course for Diplomats

The Mid-Career Course for Diplomats was conducted from 9 to 20 September 2013. Five officers from the Ministry of Foreign Affairs and two officers from IDFR attended the course.

The objectives of the course were to enhance the officers’ knowledge and competencies in diplomacy and issues related to international relations; improve their skills in leadership and organisational management; and enhance their creative, critical and strategic thinking ability. The modules of the course were tailored to serve these aims and among the modules covered were ASEAN and Future Challenges, International Negotiations, the Middle East Crisis, Maritime Diplomacy, Media Skills, Communication Skills, Speech Writing and Government Transformation Plan.

A new module – a one-day workshop on Analytical, Critical and Creative Thinking – was also introduced. It was a module aimed at preparing the officers to be able to think and act in any situation. During the module, the officers were introduced to Edward de Bono’s ToLoPoSoGo technique which they found really beneficial.

The nine-day course ended with a certificate presentation ceremony, which was officiated by Ambassador Aminahtun Haji A. Karim, the Acting Director General.
IN AND AROUND IDFR

The Director General’s Farewell
The Director General Clocking Out
Training Courses
Diploma in Diplomacy
Regional and Security Studies Programmes
MerdekaRaya Office Decoration Competition
Diplomatic Training Course for Diplomats from the Pacific Island Forum Member Countries

The Diplomatic Training Course for Diplomats from the Pacific Island Forum Member Countries was successfully organised from 26 to 30 August 2013. Seven officers, namely, from Cook Islands, Nauru, Niue, Palau, Papua New Guinea, Samoa and Vanuatu participated in the course. The programme is another milestone for the Institute because it was the first time IDFR was entrusted by the Malaysian Technical Cooperation Programme (MTCP) to conduct the course for diplomats from the Pacific Island Forum Member Countries.

The main objectives of the five-day course were to provide the participants with an overview of the functions and responsibilities of a diplomat; develop their knowledge and understanding of current international issues, and enhance and strengthen their diplomatic skills and knowledge.

The participants were exposed to topics in the areas of Cross Cultural Awareness and Multiculturalism, International Humanitarian Issues, Media Skills, Government Transformation Programme and Economic Transformation Programme, Global Movement of Moderates and Blue Ocean Strategy.

The course also included a one-day visit to the Ministry of Foreign Affairs Malaysia, where the participants were briefed on Malaysia and the Pacific Island Forum Member Countries, the MTCP, ASEAN and Regional Integration. Apart from that, they were taken on visits to Parliament Malaysia, Malaysia Tourism Centre, Malaysian Handicraft Development Corporation and the Petronas Twin Towers.

The course concluded with a closing dinner and certificate presentation graced by Dato’ Zulkifli Yaacob, IDFR’s Director of Corporate and Management Services. Overall, the participants benefited from the course by gaining valuable knowledge, new skills and networking.

Orientation Course for Future Heads of Mission From the Democratic Republic of Timor Leste

Eleven future heads of mission from the Republic of Timor Leste participated in the five-day course which was organised from 1 to 5 July 2013.

During the course, which was made possible under the funding from the MTCP, the participants were exposed to topics in the areas of the theories and practices in diplomacy and international relations, language and diplomacy, bilateralism, multilateralism, Vienna Convention on Protocol and Consular matters,
The Strategic Analysis Course for International Participants was held at IDFR from 2 to 20 September 2013. It was attended by 16 participants; from Botswana, Brunei, Egypt, Jordan, Kyrgyzstan, Laos, Mexico, Morocco, Oman, Sudan, Tajikistan, The Philippines, Timor Leste, Thailand, Uzbekistan and Yemen. It was funded by the Malaysian Government under the MTCP.

The main objective of the course was to enhance the participants’ knowledge in strategic thinking and security analysis, comprising areas such as country risk analysis, national and international security, strategic communication, defence strategy, strategic planning and thinking as well as regional and international political issues. Mr. Christopher Harland, the Regional Legal Adviser of ICRC; Dr. Tang Siew Mun, Director (Foreign Policy and Security Studies) of ISIS and Ambassador Aminah Tjun Haji A. Karim, the Acting Director General of IDFR were among the speakers who imparted their knowledge and invaluable experience to the participants.

A closing and certificate presentation ceremony was held on the afternoon of 20 September 2013. Some of the participants wore their national costumes to the event, which was also attended by several Ambassadors of the participating countries.

The course concluded with a dinner talk by IDFR’s Director General, Ambassador Dato’ Ku Jaafar Ku Shaari on 5 July 2013. During his talk, Ambassador Dato’ Ku Jaafar shared his insights, knowledge and experience as a senior diplomat and head of mission with the participants.

Throughout the course, the future heads of mission participated actively and substantively. They also expressed their thoughts that such ambassadorial induction programmes should continue in the future as not only does such a course helps to prepare them to be heads of mission, it also strengthens bilateral relations between Malaysia and Timor Leste.

Excerpt of Vote of Thanks to the Chief Minister of Melaka

“To depict Melaka as a meeting point of cultures, of the East and West, might be a commonplace or a truism, but this concept of encounter of cultures; of crossing paths, rings a bell in a particular way for us: people pursuing careers in the Ministry of Foreign Affairs of our respective countries – or working in the international or cooperation and development departments in other national ministries.”
The third series of the Pre-Posting Orientation Course for Officers and Spouses under Sistem Pentadbiran Kerajaan Malaysia di Luar Negara (SPKM) was conducted from 19 to 30 August 2013 and was attended by 47 officers and their spouses.

The main objectives of the programme were to increase the participants’ knowledge and skills in diplomacy and international relations, enhance their interpersonal skills and leadership qualities and to instill esprit de corps among them for effective performance in fulfilling their duties and responsibilities as representatives of the country. In addition, the course also prepares the participants’ spouses for their varied functions and responsibilities while accompanying the officers at Missions.

Throughout the ten-day course, the participants went through interactive lectures, group and panel discussions and field visits. The guest speakers and panelists were selected among those who are experts in their subject matters and have experience in diplomatic service as the country’s representatives at Malaysia’s Missions. Most of them are senior officers from the Ministry of Foreign Affairs.

Among the modules covered were Administration and Security Matters at Mission, Financial Management at Mission, Protocol and Consular Matters at Mission, Legal Matters at Missions, Promoting Malaysia as an Educational Hub, Tourist Attractions, Malaysia as a Halal Hub, Language and Diplomacy, Grooming and Social Etiquette, Fine Dining Etiquette, Royalty and Palace Protocol and Role of Spouses at Mission.

The course received favourable and commendable response from the participants. Not only did they find the course to be very beneficial in exposing them to the overall workings at Mission, the course also created a platform for the participants to build a network of acquaintances as they were from different ministries and government agencies. The course also offered a glimpse of the real working environment as they need to work with officers of different ministries and government agencies at Missions abroad.
Incredible India!
By Nur Azura Abd. Karim

For the past several years, the Mission attachment module for the Diploma in Diplomacy (DiD) programme has been conducted at our Missions in ASEAN countries. This is in response to upholding ASEAN as the cornerstone of Malaysia's foreign policy. Nonetheless, this does not deny the importance of other countries, especially ASEAN dialogue partners, in our foreign policy priorities.

Following this, the participants of the DiD 2/2013 were divided into two groups to undergo their attachment in New Delhi and Beijing respectively. The objectives of this module are to give exposure to the participants on how a Malaysian Mission operates, to enable them to experience first-hand the aspects and practices of diplomacy, to encourage analytical thinking among them and to enable them to learn the rich heritage of the host country. I was delegated into the New Delhi group.

On 24 August 2013, our group of 11 participants, led by Puan Rahimah Yeop and accompanied by two officers of the Institute, left for the one-week study visit and attachment in New Delhi.

The study visit covers four main elements, namely, attachment at Malaysian Mission and agencies, engagement with foreign counterparts, interaction with International Organisations based in New Delhi, as well as familiarisation visits to interesting places in India.

At the High Commission of Malaysia in India, we were welcomed and briefed by the Acting High Commissioner, Encik Raszlan Abdul Rashid (now appointed as Ambassador to Cambodia). There, we were exposed to the daily routines at Mission as well as specific issues handled by them. We were also given hands-on experience in administrative and finance as well as immigration matters.

In addition, we also went to the Ministry of External Affairs of India as well as its training arm, the Foreign Service Institute (FSI) to gauge the host country’s perspective on several issues of concern. The visit to FSI was also conducted to reciprocate their visit to IDFR in July. Throughout the sessions, we were involved in substantive discussions and exchange of ideas on contemporary issues of interests to both parties, namely, India’s Look East Policy, terrorism as well as environment and sustainable development.

In order to learn more about the roles and functions of International Organisations, a visit to the International Labour Organisation (ILO) and Asian-African Legal Consultative Organisation (AALCO) was conducted. It is interesting to note that AALCO is currently led by a Malaysian academician, Professor Dr. Rahmat Mohamad. It is imperative to understand multilateral issues hand-led by international organisations as the roles and function of Malaysian Missions is not confined to bilateral issues only.

A visit to Malaysia’s Tourism Office in New Delhi gave us the exposure to promote Malaysia as one of the top tourist destinations in the world and the activities planned for the upcoming Visit Malaysia Year 2014.

On top of providing exposure on the roles of a diplomat serving abroad and the operational aspects of a Malaysian Mission, the study visit provided us with the avenue to engage and network with our foreign counterparts. This would foster better understanding and lay solid foundations for future personal contact and cooperation between countries.

We also had the opportunity to experience the rich and diverse culture, heritage and history of India. We visited the Taj Mahal, one of the Wonders of the World and were amazed by the intricate details of the building as well as the intense labour required to build such a monument. However, it was also a humbling experience for all of us to see how the poor people in and around New Delhi work hard to make a living.

In a nutshell, the study visit provided us with the essential exposure on the roles and functions of Malaysian Missions and enabled us to apply the diplomatic skills acquired throughout the three-month programme.
Our study visit to the Land of Dragons and Emperors was headed by Ambassador Aminathaun Haji A. Karim, Deputy Director General of IDFR, accompanied by Mr. Lim Juay Jin, Director of Training, Ms. Rosida Ismail, Deputy Director of Training and Ms. Romancitta Natalie Dusipil, a course secretary with the Training Division.

During the eight-day study visit, we received a warm welcome from His Excellency Datuk Iskandar Sarudin, Malaysia’s Ambassador to China and his officers. We were also given the opportunity to observe and learn first-hand the operations of a huge Embassy which houses ten agencies with more than 37 Home Based Staff. The Embassy is also where the Sistem Pentadbiran Kerajaan Malaysia di Luar Negara (SPKM) is really put to practice.

The ten of us also had opportunity to learn from Chinese agencies such as the Ministry of Foreign Affairs, Chinese People’s Institute of Foreign Affairs, China Radio International and ASEAN China Centre. The exposure received will be beneficial in developing our career as young diplomats.

Visiting the foreign agencies such as the Ministry of Foreign Affairs of the People’s Republic of China (MFAPRC) has broadened our view as to how another country manages its human resources. MFAPRC places great value on officers’ knowledge in foreign languages. Their officers can converse in more than 40 languages which include less spoken languages such as Swahili. The Chinese diplomats are also normally assigned to the same desk upon reaching the undersecretary post with the aim of developing Subject Matter Experts.

The Chinese Government also put great effort in selling or promoting their country by having a media centre that briefs reporters from all over the world on a daily basis. They have spokespersons to handle all enquiries. On top of that, the Chinese also cherish their fully government sponsored Radio China International which broadcasts internationally in 40 languages, including Bahasa Melayu. We hope that Malaysia can emulate these proactive ‘selling’ strategies in the future.

Our study visit also includes on-the-ground familiarisation visit to Beijing historical and cultural sites. We visited Tianamen Square, Forbidden City, Great Wall of China, Bird Nest Stadium and Wang Fu Jin Mosque, the oldest mosque in Beijing.

Throughout our eight days, we realised that one of the greatest challenges of living in Beijing was to overcome the language barrier. Mandarin is widely used with no or little English. It was also interesting to be able to experience business transactions by only using ‘calculator language’, especially when bargaining with the sellers. Besides putting our diplomatic communication skills into practice, negotiation skills were equally important. The ones with good communication and negotiation skills will pay a lower price for the same item in Beijing. Surviving Beijing was sweet memory and helped to build our confidence for our first posting assignment – anywhere!
Foreign Language Culinary Experience
By Kaisan Kassim

On 4 September 2013, we, the DiD participants were involved in cooking and presenting food based on the languages that we were learning under the foreign language module. So, we were tasked to cook Arab, Chinese, French and Spanish dishes and present them in the respective language.

Each language class was assigned to cook a specific course; an entrée, an appetizer, a main course and a dessert. The Mandarin class prepared the entrée and they made crispy spring rolls with Thai sauce. The Spanish class made the appetizer, Mexican beef tacos. The Arabic class cooked the main course which was the delicious Bukhari rice and last but not least, the French class prepared a dessert called Floating Island. The participants, with the assistance of the respective foreign language teachers, prepared and cooked the dishes from scratch. Later on, after all the guests have arrived, each class presented their dish in their respective foreign language.

Approximately 60 guests enjoyed the food cooked by us. They were Ambassador Aminahtun Haji A. Karim, the Acting Director General, directors, officers and staff from the various divisions, representatives from the Embassy of Morocco and the People’s Republic of China, and the participants of the MTCP’s Strategic Analysis course whose programme at IDFR was ongoing then. Ambassador Aminahtun remarked that the food served were among the best cooked by DiD participants.

Overall, the programme was executed successfully, and everyone left the dining hall smiling and congratulating us on a job well done. All the food was gone – proof that they were all delicious!

This particular programme would be one of the most memorable experience for us, the DiD series 2/2013 participants and will be remembered for a very long time. Such a programme was another effective platform for us to apply and practise our foreign language skill.

Promoting and Defending Malaysia’s National Interests
By Siti A’liah Mansor

A simulation on Promoting and Defending Malaysia’s National Interests for the DiD participants was held from 22 to 25 July 2013. The objectives of this session was not only to evaluate the participants’ proficiency in the English language but also to test their presentation skills, media skills and knowledge on specific topics.

For the purpose of this session, each participant was assigned a topic relating to national, regional and international issues. Some of the topics were Malaysia’s General Election, Government Transformation Programme (GTP), People-centric Public Delivery System, Malaysia’s Integrity Plan, Crime Reduction, New Media, Illegal Immigrants, Drugs and Human Trafficking, Religious Tolerance, Environmental Issues and Association of Southeast Asian Nations (ASEAN), just to name a few.

Participants conducted research and studies to ensure that they were well-equipped with the information and knowledge needed concerning their respective topic. A series of lectures, discussions and mock press briefings were held prior to the simulation session in order to give basic knowledge and understanding to the participants to be used as guidelines in presenting their assigned topics. During the simulation, the participants were required to deliver their respective media statement for about five to seven minutes and then respond to enquiries from the panel comprising senior officials of the Ministry of Foreign Affairs Malaysia, IDFR and media representatives.

The simulation provided a platform for the participants to build and polish their language and media skills.
On Friday, 23 August 2013, officers and staff of the Institute organised a farewell for the Director General, Ambassador Dato’ Ku Jaafar Ku Shaari, who, after serving the Institute for approximately three years, would be leaving to take up his new post as Ambassador of Malaysia to Egypt. Also present were several former staff of the Institute and the Masters’ students.

The event commenced with a doa recitation, followed by welcoming remarks by Ambassador Aminahtun Haji A. Karim, the Deputy Director General. In her speech, Ambassador Aminahtun spoke about Dato’s able leadership and far-sighted vision which has elevated IDFR to become a household name in the field of diplomatic training.

After enjoying a sumptuous spread, it was time for special performances by the staff. The Training Division took to the stage with their performance of the Director General’s favourite songs, including Sway and Widuri. The Language Division, together with the Academic Studies, Research and Publication Division sang their own version of You’re My Everything, another one of Ambassador Dato’ Ku Jaafar’s favourite, incorporating different languages including French, Spanish, Mandarin, Croatian and Italian into the song. The Regional and Security Studies Division performed a number by Senario in the style of Boria, a dance which originates from Penang. Lastly, the Corporate and Management Services Division performed a skit of Ambassador Dato’ Ku Jaafar’s contributions to the Institute, adding their own originality and twist.

Ambassador Dato’ Ku Jaafar then took the floor and began by congratulating the Directors, officers and staff of the Institute for their achievements, acknowledged their hard work, sacrifice and dedication. He then continued by reflecting on the memories he had experienced at IDFR and how the Institute had provided him with a platform to enrich himself with more knowledge. Ambassador Dato’ Ku Jaafar also stressed the importance of improving oneself and spoke on how the spirit of togetherness and the spirit of a family should always be maintained at the Institute.

He also addressed his love for the Institute and for all the staff. He then concluded by commenting on the performances which were very touching and thanked everyone for their contributions during his time as the Director General.

The afternoon ended with the announcement of the winners for the MerdekaRaya Office Decoration Competition, presentation of mementos to Ambassador Dato’ Ku Jaafar from the Institute and a photography session.

Diplomatic Training Course for International Participants 2/2013

The second series of the Diplomatic Training Course for International Participants for the year was conducted at the Institute from 23 September to 11 October 2013.

Fourteen participants attended the course and they were from Botswana, Burkina Faso, Ecuador, Jordan, Laos, Oman, Pakistan, Solomon Islands, Tajikistan, Thailand, The Philippines, Togolese, Uzbekistan and Yemen.

Among the topics covered in the three-week course were Issues on Counter-Terrorism, International Negotiations,
Multilateral Diplomacy, Diplomacy in Crisis Management, International Humanitarian Law, Media Relations and Media Skills, and Cross-Cultural Communications.

Several study visits were planned for the participants; visits to the Ministry of Foreign Affairs, the Economic Planning Unit and the Malaysia External Trade Development Corporation. They also went to Johor and Melaka for a three-day study visit. In Johor, they visited Iskandar Malaysia and was given a briefing by the Iskandar Regional Development Authority (IRDA).

Besides the lectures and visits, the participants were also involved in the various events that took place at the Institute.

Delegation from the Devawongse Varopakarn Institute of Diplomacy and Foreign Affairs

On 18 September 2013, IDFR had the privilege of receiving a delegation of 68 participants and four accompanying officials from the Devawongse Varopakarn Institute of Diplomacy and Foreign Affairs (DVIFA), Thailand. The DVIFA delegates were at IDFR to attend a three-day English language training programme conducted by the Language Division, which was part of the course they were attending at their Institute.

The training programme was conducted with the emphasis on effective communication in the context of meetings and presentations. The common thread was grammar and pronunciation that bound the areas together, thus making the programme a cohesive one. In its implementation, the participants were put into two groups, each with an instructor to facilitate the sessions. The strategies used were interactive input-giving sessions and group work activities like simulation and role play which aimed to further raise their awareness in the use of the language.

The participants were enthusiastic and were actively involved in the classroom interactions. Most of them were really excited and very keen to improve their English. They were also very cooperative and everyone participated during the group presentation. They tried their best not only to get the correct pronunciation but also to role play their respective parts.

It was indeed a great opportunity for them to undergo a different teaching-learning experience in another environment. As a result, it helped to enhance their confidence in using the language while at the Institute and in Malaysia.

On 19 September, the delegation was treated to a Welcoming Hi-Tea at the Multipurpose Hall. The event was graciously hosted by Puan Rahimah Yeop, the Director of Academic Studies, Research and Publication Division, on behalf of IDFR’s Acting Director General. Senior staff of the Institute and graduate students from the Masters’ Programme also joined the event. The Hi-Tea gave the delegates the opportunity to network, get to know more of Malaysia and also the chance to use the English language in a real setting.

The visit by the delegation was the final one in a series of visits for 2013. They were at IDFR in January, April and July. The collaboration between the Institutes has enriched everyone in many ways.
A course on Effective Presentation Skills was conducted by the Language Division from 26 to 27 August 2013. Fourteen participants, among them officers from the Board of Military Funds Malaysia, the National Population and Family Development Board, the National Sports Institute, and the Ministry of Human Resource Malaysia attended the course.

The four-day programme looked into ways to help participants overcome their fear of public speaking and how they can be better prepared at delivering oral presentations. Among the important factors stressed in the course was for the participants to develop a strong awareness on the importance of preparation and practice before delivering a speech. As such, the focus was to equip them with the knowledge and skills of writing a good script for presentation as well as delivering a speech confidently. Aply, the course content covered areas such as verbal and non-verbal communication skills, the right kind of language needed to deliver effective presentations, visual aids, video viewing and analysis, and handling of speech anxieties as well as the right way to handle questions.

Activities were centred on ways to enhance the participants’ public speaking skills and confidence to speak eloquently. Among others, the participants were guided through the preparation and delivery of their text. They were taken through the different stages of planning and preparing for their presentations through a variety of simulation exercises and activities. Each of them then had the opportunity to deliver their prepared speech in front of the whole class. Feedback on each presentation were then given by their peers and facilitators. The participants undertook the various tasks set for them seriously and acknowledged that they had gained much from the course.

Judged by Ambassador Dato’ Ku Jaafar Ku Shaari and Ambassador Aminahtun Haji A. Karim, the decorations by the respective Divisions and Units were scored based on various aspects and criteria; the quantities and suitability of the decorative items; the uniqueness, creativity and originality of the decoration and innovation applied; the consistency and functionality of the décor that should be in line with the given theme; as well as cleanliness of workplace. Guidelines were also provided for everyone, especially on the right way to place the Jalur Gemilang, so that the sovereignty of the flag remains protected.

In conjunction with Hari Raya Aidilfitri and Malaysia’s 56th Independence Day celebrations or MerdekaRaya, an Office Decoration Competition was held at IDFR. Organised for the first time by the Welfare Club, the competition received overwhelming response from all the staff of the Institute.

Held from 15 July to 15 August 2013, the aim of the competition was to foster cooperation and strengthen ties among the staff, cultivate the spirit of patriotism as well as create a fun and healthy organisation at all times. The competition managed to unearth talents and also highlight everyone’s creative side by combining the two festivities in decorating their office and workplace.

A variety of decorative elements were presented during the competition. Winners were announced during the Director General’s Farewell on 23 August 2013. The Training Division won the prize for Best Decorated Office while the Language Division won the Best Decorated Workplace category.
Study Visit to Sabah

As part of their study programme, the Masters Degree Session 2012/13 students went on a visit to Sabah from 21 to 23 August 2013.

Led by Dato’ Zulkifli Yaacob, Director of Corporate and Management Services and accompanied by four IDFR officers, the group first went to the Eastern Sabah Security Command (ESSCOM) headquartered in Lahat Datu, which was set up immediately after the incursion of Royal Sulu Forces (RSF) intruders into Lahat Datu in February of this year.

At the headquarters, the delegation was given a briefing by DCP Datuk Nadzer Ahmad Nordin, Director of Security Intelligence about the role of ESSCOM and the challenges faced by the organisation to ensure the state’s safety following the violent incidents. ESSCOM was tasked to safeguard and provide security to Sabah’s extended east coast from future incursions.

They were then taken on a tour of Kampung Puyut, one of the volatile water-based villages, to see for themselves the villagers, who are mostly illegal immigrants and their livelihood.

The next day, the delegation had the opportunity to experience the wonders of Kinabalu Park, one of UNESCO’s World Heritage Sites. It was an opportunity for them to witness and appreciate the beauty of the thousands of species of flora and fauna. They also went to the Poring Hot Springs where they had the opportunity to dip their feet in hot sulfuric water. There, the delegation also had the chance to cross the canopy walkway at the height of 41 metres among the treetops where they could look out over the forest of Borneo.

The students found the study visit very beneficial and thanked IDFR for giving them the opportunity to visit and learn about Sabah.

Master of Social Science Session 2013/2014

On 3 September 2013, IDFR welcomed ten new students to the IDFR-UKM Master of Social Science (Strategy and Diplomacy) programme. The opening ceremony of the programme was officiated by Ambassador Aminahtun Haji A. Karim, Acting Director General of IDFR. Also present were Dato’ Zulkifli Yaacob, Major Mohd. Ridzuan Mohd. Shariff and several IDFR officers. The students, including one from Egypt, came from various academic backgrounds and they will undergo a one-year programme which aims to enhance their knowledge and skills in the field of strategy and diplomacy.

Ambassador Aminahtun in her remarks, stated that it is a privilege for the Masters’ students to pursue the programme at IDFR as the organisation, under the purview of the Ministry of Foreign Affairs Malaysia, is the premier institute in Malaysia that specialises in the field of diplomacy and foreign relations. She added that IDFR was also privileged to have a pool of talented professionals whose knowledge and expertise would be of benefit not only for the programme but for the Institute as a whole.

The IDFR-UKM Master of Social Science (Strategy and Diplomacy), which now runs in its 14th year, is a smart collaborative effort between IDFR and UKM. It provides the expertise and professional sharing of knowledge which will enhance the students’ career in the future.
Life and Times at IDFR
By Ahmad Asfiya Salehudin, Master in Social Science Batch 2012/2013

After having worked for some time, becoming a student again is a daunting task. Your mind is not as sharp as it used to be. Trying to open up your mind and take in this newfound knowledge will take more than just attitude. It also requires nerves of steel as you are no longer learning among peers with minimal knowledge and experience. Your current peers are people who are well-versed in certain subjects taught in the programme and they also have experience in the field.

Even though I was an economics-based student, I have always been intrigued with the topics of strategy and diplomacy. For me, strategy and diplomacy have always been about politics, military, war and its power to control others. As the semester progresses, I learnt that there is another side of diplomacy and its relation to economics. Power does not only come in the form of military (hard power). Economics itself is a form of diplomacy and power (soft power). It made me realise that all those work that I did in the office before and which were labelled as boring is actually a diplomacy process of its own. It put a smile on my face. Now, I have a reason and the necessary skills to apply for an overseas posting.

One thing about studying in the programme is that it involves not only local but also international students. You not only make new friends but also expand your networking. When they go back to their respective countries, they could become future leaders or ministers. Having friends holding such positions in other countries can really help you when there is a job that must be done in those countries.

Aside from that, just mingling and becoming friends with people who are not usually within your normal circle or comfort zone broadens your mind and your scope on life. You also pick up bits and pieces of foreign languages. I have learnt some Swahili and my foreign friends have learnt some Bahasa Melayu. So, when we want to go for lunch, we either say *makan* or *kula* (Swahili). Saying hello also will not be the same again as we either give *salam* or *habari* or *jambo*. My roommate, a Tanzanian, even bought a book on how to learn Bahasa Melayu in seven days.

For us in the programme, there were some “sunny”, “rainy” and “stormy” days, especially in the classroom during presentation and discussions. But that was also another way of learning about diplomacy – by applying it in class.

Anyway, the last one year was a very good experience and will always be cherished by my course mates and I. We will be rekindling all our wonderful moments this October when most of us attend our convocation at UKM. Thank you, IDFR for the experience, and I look forward to applying for its PhD programme.

My Reflections
By Abdul Rahim Mubarak, Master in Social Science Batch 2012/2013

To me, IDRF is a centre of ‘cross fertilization’ of knowledge, where academicians, diplomats, experts and renowned figures meet to share their expertise with course participants. Equally, the diverse nature of students from different nationalities with different academic background enriches class discussions.

Like many other passionate and concerned youths from the African continent, I aspire to change the status-quo in order to promote not only social democracy but also economic democracy for appropriate allocation of national wealth. As a Ghanaian national, I have always looked up to the remarkable contribution of great figures such as Dr. Kwame Nkrumah who strove for African Unity in the 1950s, and more recently, the former UN General Secretary Kofi Annan who propagates global peace and security.

With such aspiration in mind, IDFR became my number one choice among leading diplomatic training institutes. On my first day of orientation, I looked at some of the photos of world renowned figures hanging on the Institute’s walls and had a mental picture of myself being in one of the photographs in the future. At that moment, acquiring the knowledge of diplomacy and other related skills became even more paramount to me.

It is obvious that without proper understanding of the international system, the likelihood to change one’s immediate community is minimal. Possessing a Bachelors degree in international relations is a significant milestone that gave me leverage in grasping some critical issues in the world political landscape. The complexity of world affairs due to the diversity of existing and arising issues, such as differences in race, religion or national interest, is a course for alarm which requires diplomatic skills in enhancing understanding and accommodating diversities.

Studying in the masters’ programme was a great opportunity for me to sharpen my knowledge in the field of strategy and diplomacy. Right from the first day, I had a clear vision of what exactly I wanted to learn. The programme provides professional training in sharpening contemporary diplomatic skills, ethically and strategically. It also provides the knowledge of not just diplomatic protocols, but also, among others, the understanding of geopolitics, economics, security, legal, business and conflict management skills which a career diplomat must be aware of. It is also important to highlight the study tour, field trips and participation in round table discussions which are components of the programme.

I wish to express my sincere gratitude to IDFR and special thanks to the academic staff and my course mates. I promise to give my best not only to my country Ghana, but to the world at large for the betterment of humanity.
The course was very important and relevant to us as ambassadors-designate. As an ambassador, I expect to manage the Embassy in the right manner. I now understand better the roles of an ambassador as the Head of Mission – to represent the state, protect our people abroad, negotiate with receiving state and promote my country. I would like to suggest that the course be extended to two or three weeks, and if possible, to involve the respective spouse of the ambassadors as well.

In my opinion, it was a very effective course for the international participants. It was well organised and we had the chance to improve our professional skills through this course. Furthermore, it was also a great platform for us to share our knowledge with other participants from different parts of the world.

This course was very effective and relevant, especially for the Heads of Mission because it covered various topics. I learnt a lot of things during this course and I was also reminded of the do’s and don’ts as a Head of Mission.

I hope that IDFR will continuously keep in touch with the Heads of Mission and assist us when required. Besides that, it would be great if the Heads of Chancery and the Home Based Staff are also trained to work together as a team in the future.

This course was really great as the objectives were very clear and relevant for the diplomats from the Pacific Islands. This course was exactly as per my expectation where it covered various topics on diplomacy and we were able to share our thoughts and ideas as well.

Since this is my first Diplomatic Training course, I not only learned diplomacy on a broader scale but was also exposed to other related topics. In my opinion, this course had a balanced approach which really benefited the participants.
# Upcoming Courses/Events at IDFR*

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<td>French Level IX</td>
<td>11 October 2013-30 May 2014</td>
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<td>ASEAN-China Young Diplomats Training Course</td>
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* Subject to changes

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**To our colleagues, who left us with pleasant memories**

- Ambassador Dato' Ku Jaafar Ku Shaari  
  Posted to the Malaysian Embassy, Arab Republic of Egypt

- Norhazeera Hanis Zulkarngain and Jarin Sijaya Abdul Hathi  
  Transferred to the Ministry of Foreign Affairs, Malaysia

**To our colleague who recently had a ‘visit from the stork’**

- Mohd. Fairuz Asraf Ismail

**To our colleague who recently took the vows of matrimony**

- Mohd. Shahhizam Che Ahmad

**To our colleague who received an award recently**

- Zuraida Zainol was awarded the Pingat Jasa Kebaktian (PJK) by the Governor of Penang in conjunction with his 75th Birthday celebration

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