

Welcome Address By

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(Pertubuhan Akitek Malaysia, PAM)

In conjunction with the opening of

The inaugural ASEAN Architect Congress

PAM Convention 2010

& ARCHIDEX 2010

Yang Amat Berhormat Tan Sri Dato' Haji Muhyiddin Hj Mohd Yassin - Deputy Prime Minister Malaysia,

Yang Berhormat Dato' Shaziman Abu Mansor – Minister of Works Malaysia,

Yang Berbahagia Dato' Sri Architect Haji Esa Haji Mohamed – Chairman of ASEAN Architects Council,

Yang Berbahagia Dato' Architect Nur Haizi Abdul Hai - President of Board of Architects Malaysia,

His Excellencies, Distinguished guests, Members of the industry.

Good morning, and welcome to the launch of the eleventh edition of ARCHIDEX, that is held in conjunction with PAM's Annual Convention and this year, with the inaugural ASEAN Architect Congress.

On behalf of the organising team, I wish to first convey our gratitude to our Guest of Honour this morning, Yang Amat Berhormat Tan Sri Dato' Haji Muhyiddin Hj Mohd Yassin – our honourable Deputy Prime Minister Malaysia, Minister of Education Malaysia, and PAM Honorary Member since 1994, for taking time off from his hectic schedule to join fellow PAM Members and members of the building and construction industry in the launch of this event.

Our heartfelt thanks to our Special Guest Yang Berhormat Dato' Shaziman Abu Mansor for being with us this morning, and for the Ministry's continued support and endorsement of this annual event of the building and construction industry over the years.

We would also like to thank Yang Berbahagia Dato' Architect Nur Haizi Abdul Hai - President of Board of Architects Malaysia, for her support and guidance to us through the years.

In an interview with a writer of a Japanese press on the events that will be held over the next four days, I was aptly reminded by her that we have clearly aligned all our key events during this period along two areas that PAM has been championing in the last year: design, and green.

A NEW DESIGN ECONOMY

In the quickening pace of global economic change, **design, and green, are the two fundamental and crucial differentiating factors** in enhancing our global competitiveness, and more importantly, in future-proofing our economies.

The potential of these two industries, both being similarly high value economies, is immense, when developed in tandem.

In design especially, studies and researches by traditional design economies such as United Kingdom and the United States have shown that their competitiveness are seriously under threat by emerging Asian design powerhouse that had invested heavily in their design economies in the earlier years of this century.

In this year, PAM has been leading the call for a concerted focus on our nation's design and creative economy, and offered architecture and architects, as an all

encompassing design and creative profession to drive this insurgence of Malaysia as a design and creative nation.

ARCHITECTURE AND THE NEW DESIGN ECONOMY

For a start, on the architecture front, we have encouraged the government to first adopt a **visionary, defining and all-embracing Malaysian Architectural Policy** or MAP as a commitment of the government to architecture of excellence, and as a role model to the private sector.

MAP is envisaged by PAM as a national platform that seeks to engage architecture as an overall tool for national development, and rightly so, as architecture is the means of communicating the nation's aspirations, at home and abroad, and reflects the well-being of the citizens of a nation.

As a forward looking document, the MAP will also set out a very convincing agenda to nurture the next generation of architectural talents, provide opportunities for the participation of emerging architects, and support the promotion of the profession.

Secondly, we next urge the Governments to lead by providing **more opportunities for the discovery of Malaysian architects**, especially our emerging architectural talents, through open competitions, for all projects of national and public interests, starting with projects by governmental agencies and government-linked companies, to set an example to the private sector; if necessary by a two-stage, three-stage or even a "wild card" system to allow younger architects the equal opportunity to participate.

To architects, open competition is a form of community consultation, a chance for research and development in our architectural approaches, and the time to

sharpen our tools and benchmark our design and creative output against our peers nationally, and internationally.

In this regards, on behalf of Malaysian architects, PAM congratulates the Ministry of Works, through the Public Works Department and the Board of Architects for organising the recent Design Competition for Government Hospitals.

PAM too has walked the talk with the open competition that we have also recently launched for a site that our Education Fund owns, near here.

Thirdly, we then seek to continue to work with the Government and its agencies on more strategic cooperation to **enhance the visibility of Malaysian architecture worldwide**, by organizing international touring exhibition of Malaysian architects' works, and by supporting Malaysian architects' participation in international architectural exhibitions, the centre piece being the Venice Architecture Biennale in which Malaysia, in a historic collaboration by the Malaysian External Trade and Development Corporation MATRADE and PAM, will participate for the first time in the history of Malaysian architecture.

From late August, over 20 Malaysian architectural practices and individuals, and students from at least two Malaysian architectural schools will exhibit their works for three months, in this almost thirty year-old "by-invitation" only exhibition, and earn the credential of having exhibited at the Venice Biennale. The last Venice Architecture Biennale in 2008 attracted close to 130,000 visitors, on an average of 1,827 visitors per day, and will continue to attract the world's most influential architects, designers, urban planners, developers and critics this year.

Through the grant from PAM's education fund and the respective university's mobility programme, PAM has also engaged our architectural students by

providing them the rare opportunity to be stationed in Venice during the exhibition period.

Malaysia's participation was announced in a joint press conference by MATRADE and PAM yesterday, and the preview of this much anticipated exhibition has been installed here temporarily for viewing during this event, before it leaves for Venice.

To reach out and present the emerging works of Malaysian architects to an extensively wider audience worldwide, PAM has also recently launched the Architects Malaysia publication. In addition to being the most comprehensive reference on the capacity and capability profiles of over 500 PAM Members' firms, this timely publication is also a testimonial collection of Malaysian architects' pursuit of architectural excellence in their works over the years; and the impressive range of works reflects Malaysia's visions and aspirations, and the social, cultural and economic well-being of the nation.

With the support of MATRADE, the publication will be distributed worldwide through MATRADE's global network of trade commissioners and offices.

As much as these are outbound promotion efforts by PAM of Malaysian architects and Malaysian architecture, they are also intentionally inbound promotion as well, as we have sense that our public, and the government, still have doubt over the capabilities of our Malaysian architects.

We hope to address this further in our outreach programme to the public, and to the government, including government agencies and government-linked companies, in our forthcoming joint celebration of the 90th anniversary of the architectural profession in Malaysia, and the World Day of Architecture in early October this year.

GREEN AND THE NEW DESIGN ECONOMY

PAM would like to take this opportunity to thank YB Dato' Shaziman for launching the Green Building Index here on 21 May last year, and his stewardship of the green transformation of Malaysia.

We are pleased to announce that since the launch by YB and in slightly over a year, Green Building Index has received over 80 applications for certification, with thanks to the acceptance by the industry, and the endorsement by the government.

To ensure that our building and construction industry has the human capital, knowledge and skill to deliver in green, we have continued to invest our resources in our popular Green Building Index Facilitator course. To date, in slightly over a year, we have trained over 1000 participants from the building and construction industry, as well other interested members from other industries.

This month, with the support and encouragement of Dato' Sri Prof Ir Dr Judin Abdul Karim, the Director General of Public Works Department, we will also be conducting an in-house Green Building Index Facilitator Course at the Public Works Department, being the single largest employer of building professional in the country, by our volunteer trainers, at no cost to the government.

At this rate of progress, and as we have also been working with universities to train our students in the same green building course, we believe our wish for all building professionals in the country to be green professionals , will be realized in the very near future.

We see this as PAM's investment in the industry, as we strongly believe that this is **an investment in a future economic path for the nation.**

The Green Hall, the latest feature of ARCHIDEX is our initiative to address the mismatch of demand, and supply of green products in the industry that we have observed potentially could lead to inflated procurement costs for green buildings, which would be counterproductive to the industry's green transformation efforts.

PAM CONTRACT

The most outstanding design will remain just that, a design, unless turned into reality by building processes. This operation of transformation from a design to a building requires an agreement which sets out how it should be done, who does what, for how much, and at what risk – in essence, a contract. A well drafted contract will reflect the aspirations of the contracting parties as partners that are committed to a relationship for a successful outcome.

In this regards, PAM Contract or PAM Form had served the building and construction industry of Malaysia very well since 1969, and remained as the only widely used suites of contract in the conventional procurement of private building works in Malaysia.

The publication of this “PAM 2006 Contract Handbook” marks the culmination of seven years of collaboration by the core authors Ar Tan Pei Ing, Sr Low Khian Seng, Ar Jerry Sum and Ar Chee Soo Teng; and we are most honoured that our honourable Deputy Prime Minister has agreed to launch it this morning.

I am confident that this book will be an indispensable resource for both experienced and emerging practitioners, as well as all individuals involved with the building and construction industry.

SPIRIT OF VOLUNTARISM

Perhaps it is our idealism, or some say naivety, the MAP, Architect Malaysia, the Venice Architecture Biennale, the Green Building Index, the PAM Contract, are all testament of the spirit of volunteerism by member of PAM and professionals of the industry, and in that same spirit, PAM will continue to drive the initiatives that will lead the profession and the industry in meeting the objectives and targets of the next Malaysia Plan and the new Economic Policy.

On that note, I would like to take this opportunity to again thank Yang Amat Berhormat Tan Sri Dato' Haji Muhyiddin Hj Mohd Yassin, and Yang Berhormat Dato' Shaziman Abu Mansor for honouring us your presence with us this morning.