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## 24-ICIT: Paper # 1-1DK

6-8 Feb 2025 hosted by the **Gracia Christian College (GCC)**

At the Regal Riverside Hotel, Shatin, HKSAR, China ( [www1.gcc.edu.hk/ro/24-ICIT](http://www1.gcc.edu.hk/ro/24-ICIT) )

### Post-Covid Development Strategy 2030:

## Leveraging **Quality Initiatives** in Securing Speedy Economic Recovery

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*\*BBA (Industrial Marketing) Western  
Michigan University, USA*

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Sarawak (IDEAS)*

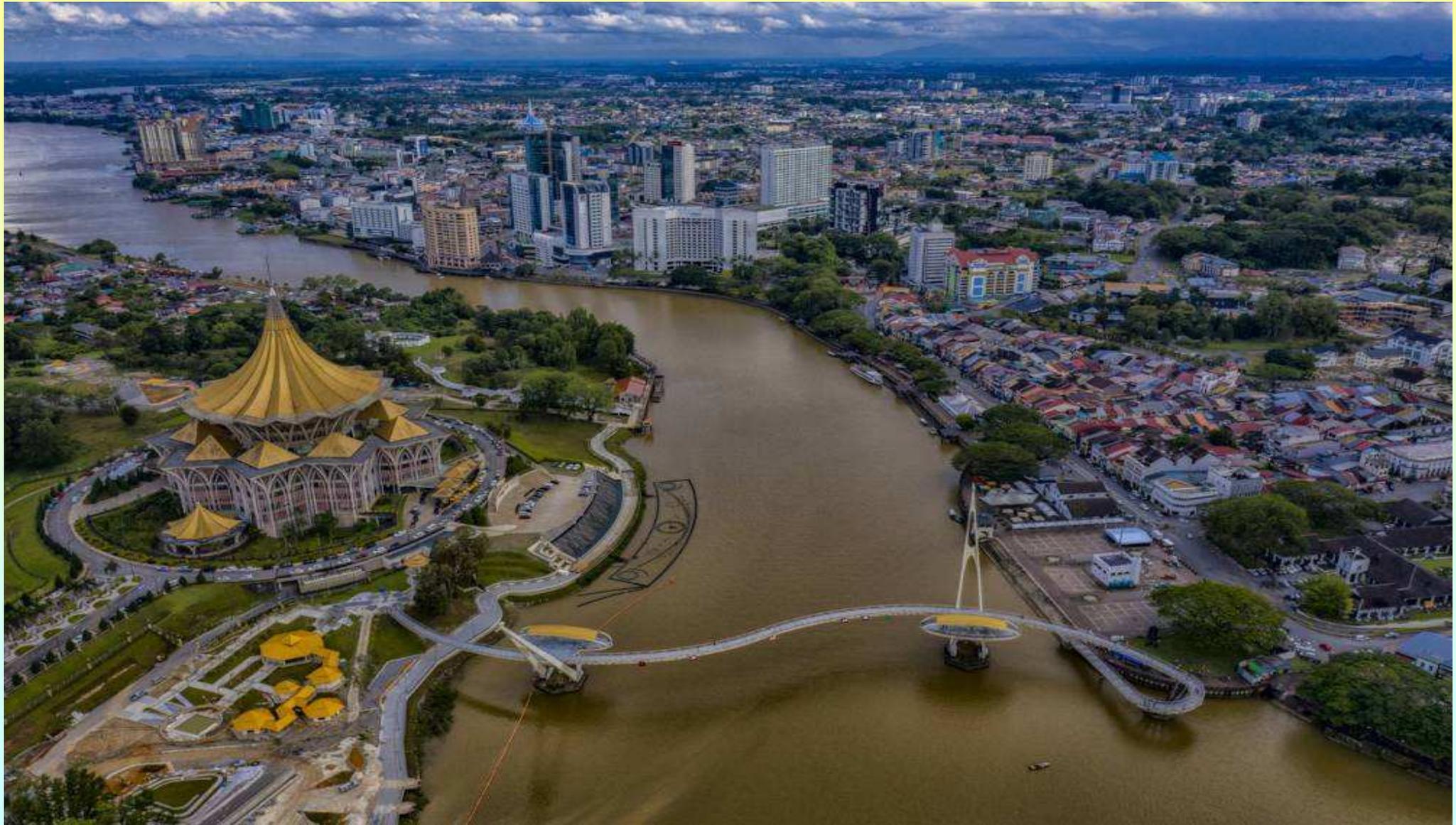
*• Chief Jury, Sarawak State Public Service  
Quality Awards*

*• Professor of Strategic Management &  
Quality Management*

[ICIT + Prof. Jamil Hamali](#)

6-8/2/2025 hosted by the **GCC**, Paper # **1-1DK**

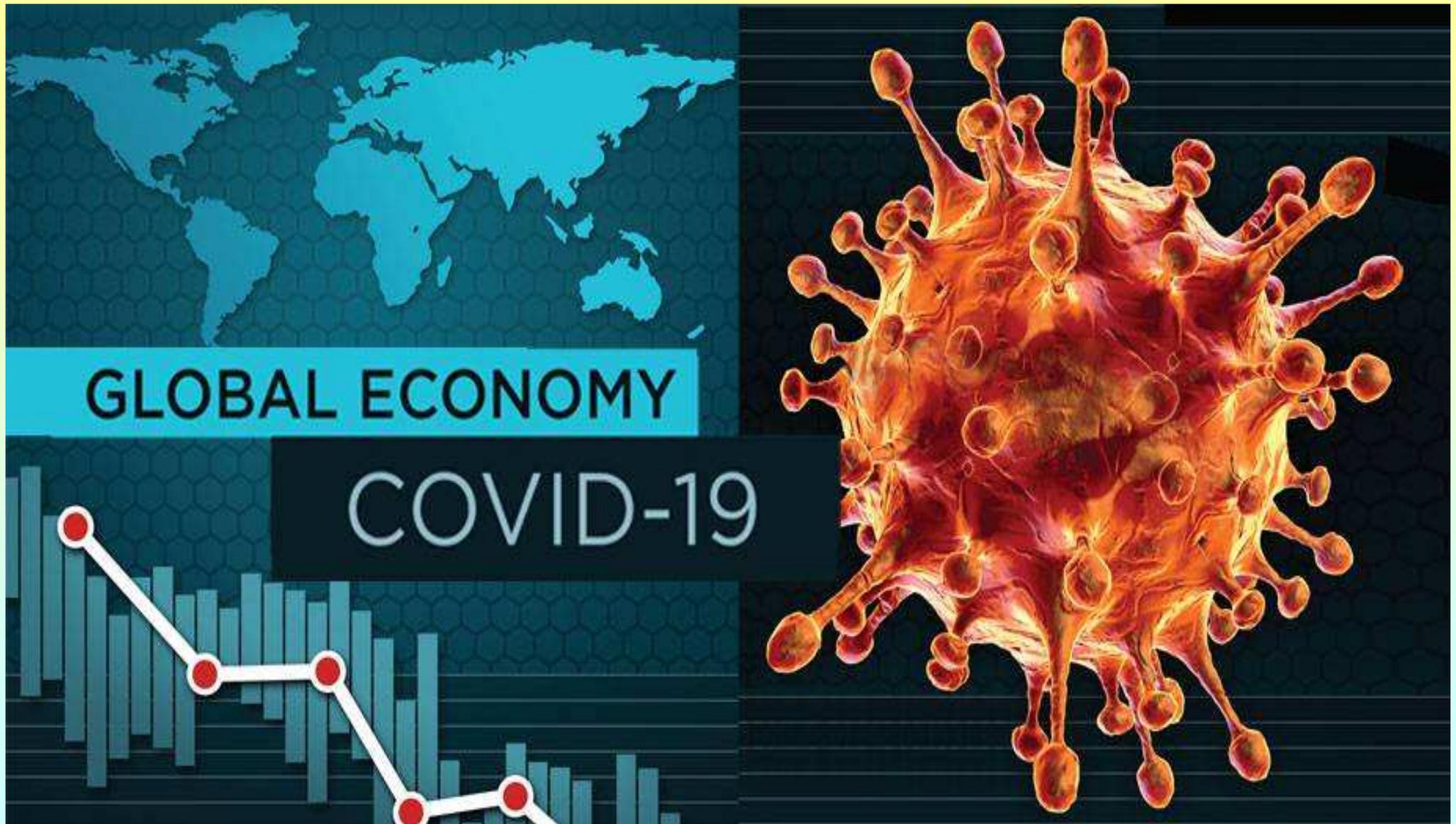
# 1.1 Greetings from Kuching, Sarawak, Malaysia



## 1.2 Greetings from Kuching, Sarawak, Malaysia



## 2.1 Global Economy arise from Covid-19



## 2.2 The Economic Cost of Lockdowns



COVID-19

### The economic cost of lockdowns

**NOMURA**  
Connecting Markets East & West

GDP growth expectations (*quarter-on-quarter saar*)



China

**-43%**

Q1



United States

**-42%**

Q2



Euro Area

**-43%**

Q2



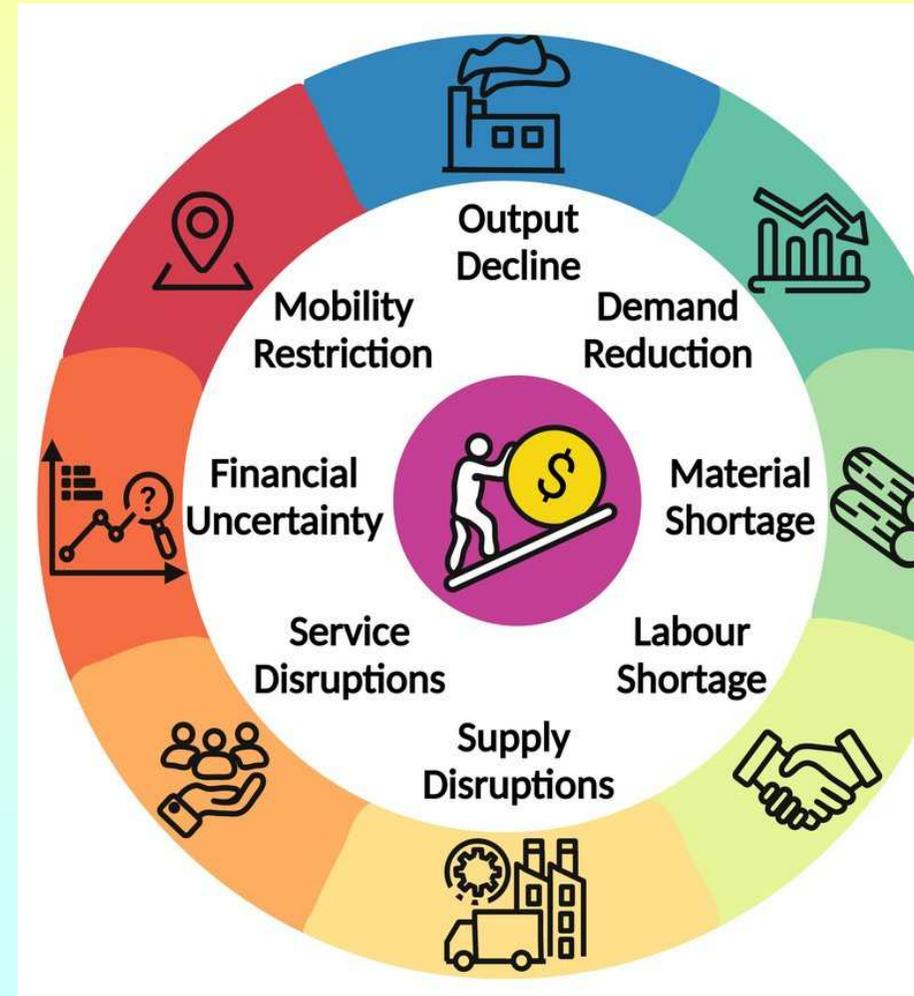
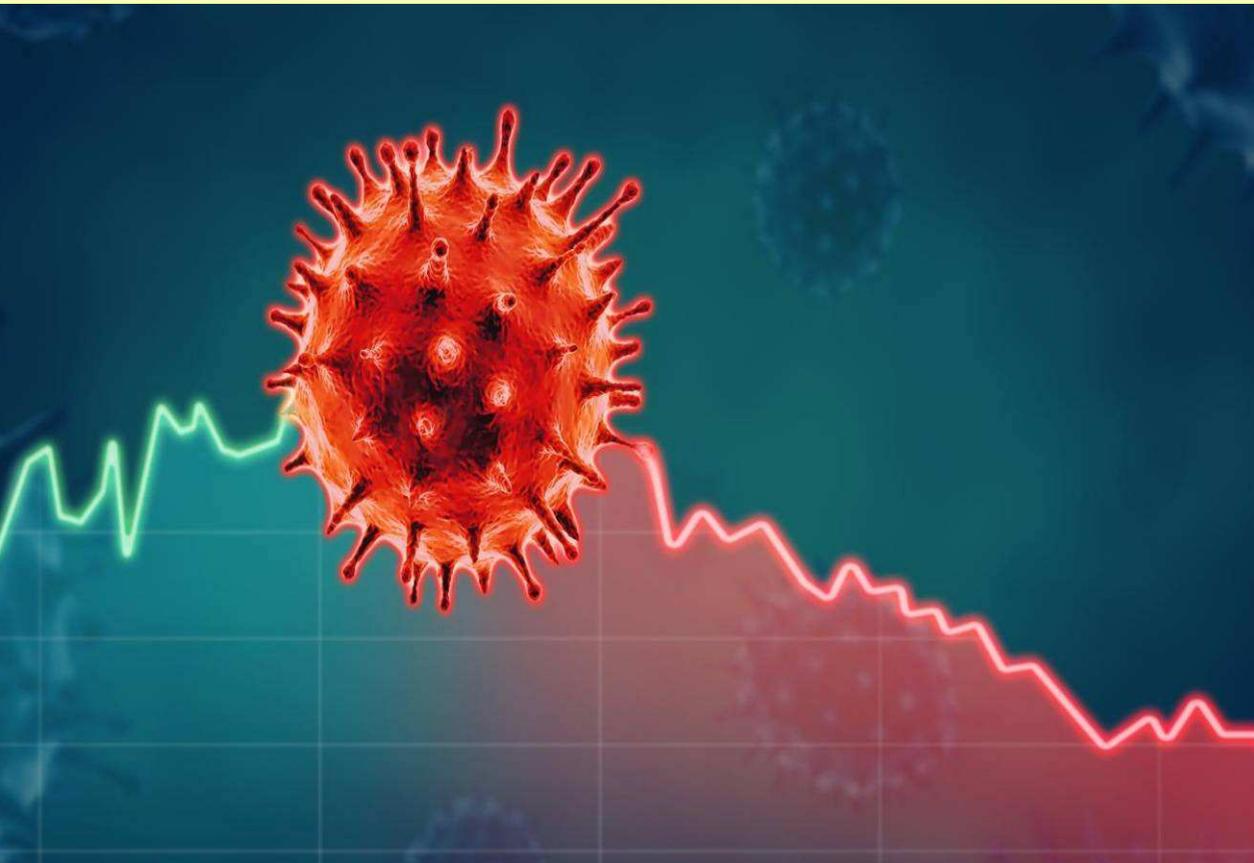
United Kingdom

**-44%**

Q2

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## 2.3 The Malaysian Economy contracted by 17.1% year-on-year in 2Q/2020 — The steepest amount since the aftermath of the Asian Financial Crisis in 1998



## 3.1 Can the UN-SDG help ?



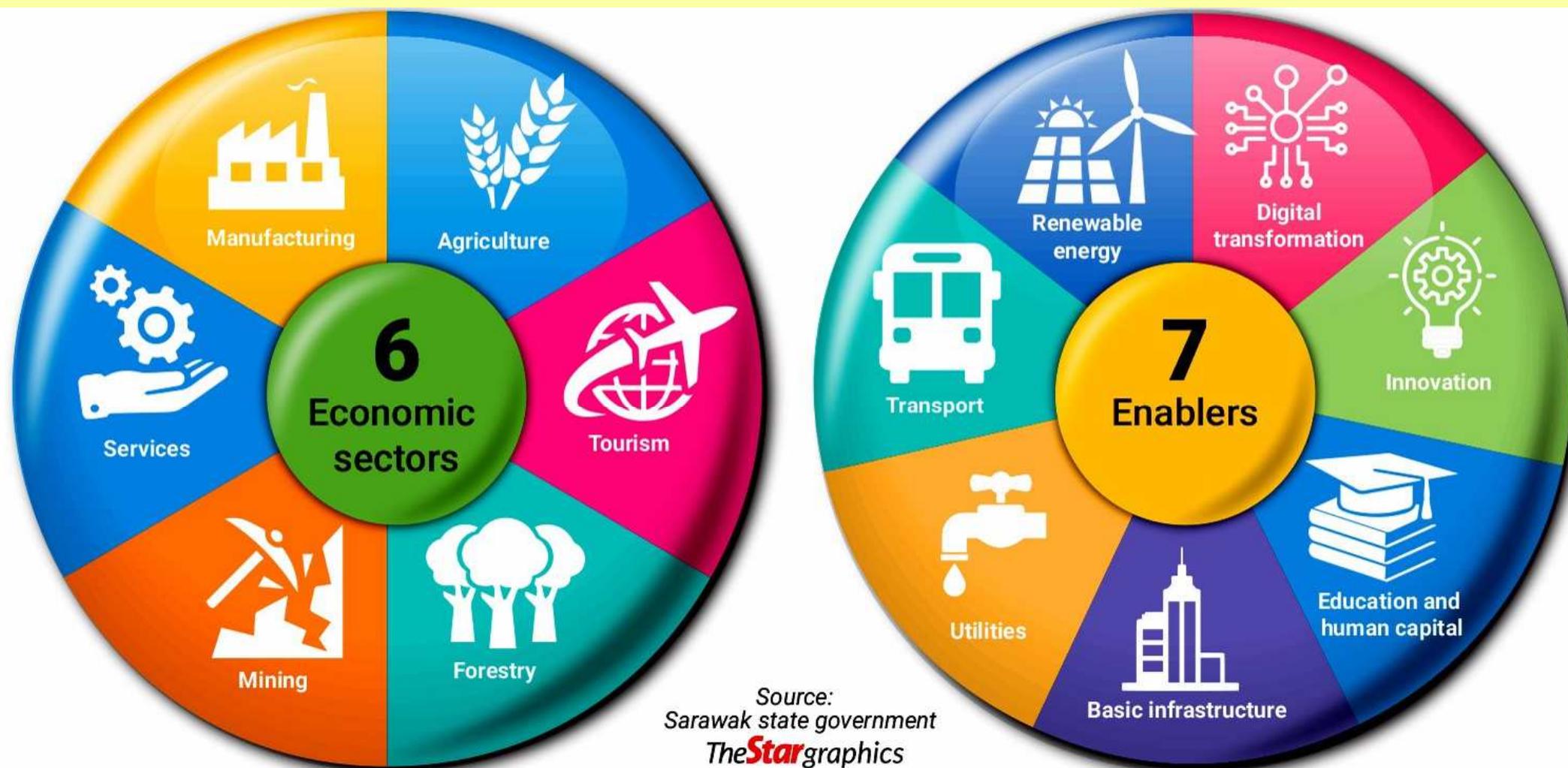
**3.2 The pandemic led to governments providing an unprecedented amount of stimulus and was also a factor in the 2021–2022 global energy crisis and 2022–2023 food crises**



## 4.1 Post-Covid Development Strategy



## 4.2 Sarawak's Post-Covid Development Strategy 2030



## 5.1 Digital Economy



## 5.2 Digital Initiatives



## 6.1 Think QUALITY



## 6.2 Do **QUALITY**



### 3 Quality Initiatives



• **5S HOUSEKEEPING**

• **QUALITY CONTROL CIRCLES**

• **EXCELLENCE COUNTER/FRONT LINE SERVICES**

• **ISO 9000 CERTIFICATION**

• **BENCHMARKING**

• **INNOVATION & CONTINUOUS IMPROVEMENT**

• **PERFORMANCE MEASUREMENT**

• **QUALITY AWARDS**



## 6.4 Manage QUALITY

What gets measured  
gets managed.



Peter Drucker

## 6.5 Measure QUALITY



# Measurement of Services:

1. Inputs

2. Outputs

3. Outcomes

\*Resources used  
\*cost incurred  
\*capital employed

\*Service actually delivered  
\*activity performed

Benefits obtained by users/  
customers of services



## Areas to be measured:

1. Economy
2. Efficiency
3. Effectiveness





# OFFICIAL PORTAL SARAWAK PUBLIC SERVICE INNOVATION AND TRANSFORMATION INITIATIVE

## 6 Government-led Initiatives



## 6.7 Time for a NEW Strategy



**Comprehensive Plan (PCDS 2030)**  
**Digital Economy**  
**Quality Initiatives**  
**(Faster, Better, Cheaper)**

## 6.8 Set for High-Income State by 2030

### Sarawak on course to become high-income state by 2030, says minister

By SHARON LING



SABAH & SARAWAK

Wednesday, 25 Oct 2023

4:19 PM MYT

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KUCHING: Sarawak is on track to become a high-income state by 2030 as targeted in its post-Covid development strategy (PCDS 2030), says a state minister.

Utility and Telecommunication Minister Datuk Seri Julaihi Narawi said PCDS 2030 focused on six economic sectors with seven enablers towards achieving this goal.

## 6.9 Case Example

 The Star < > ⋮ ✕





Sarawak to produce green aviation fuel from algae | The Star Visit >

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???



3Q



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