

WORLD COMMUNICATION FORUM DAVOS KYIV 2016



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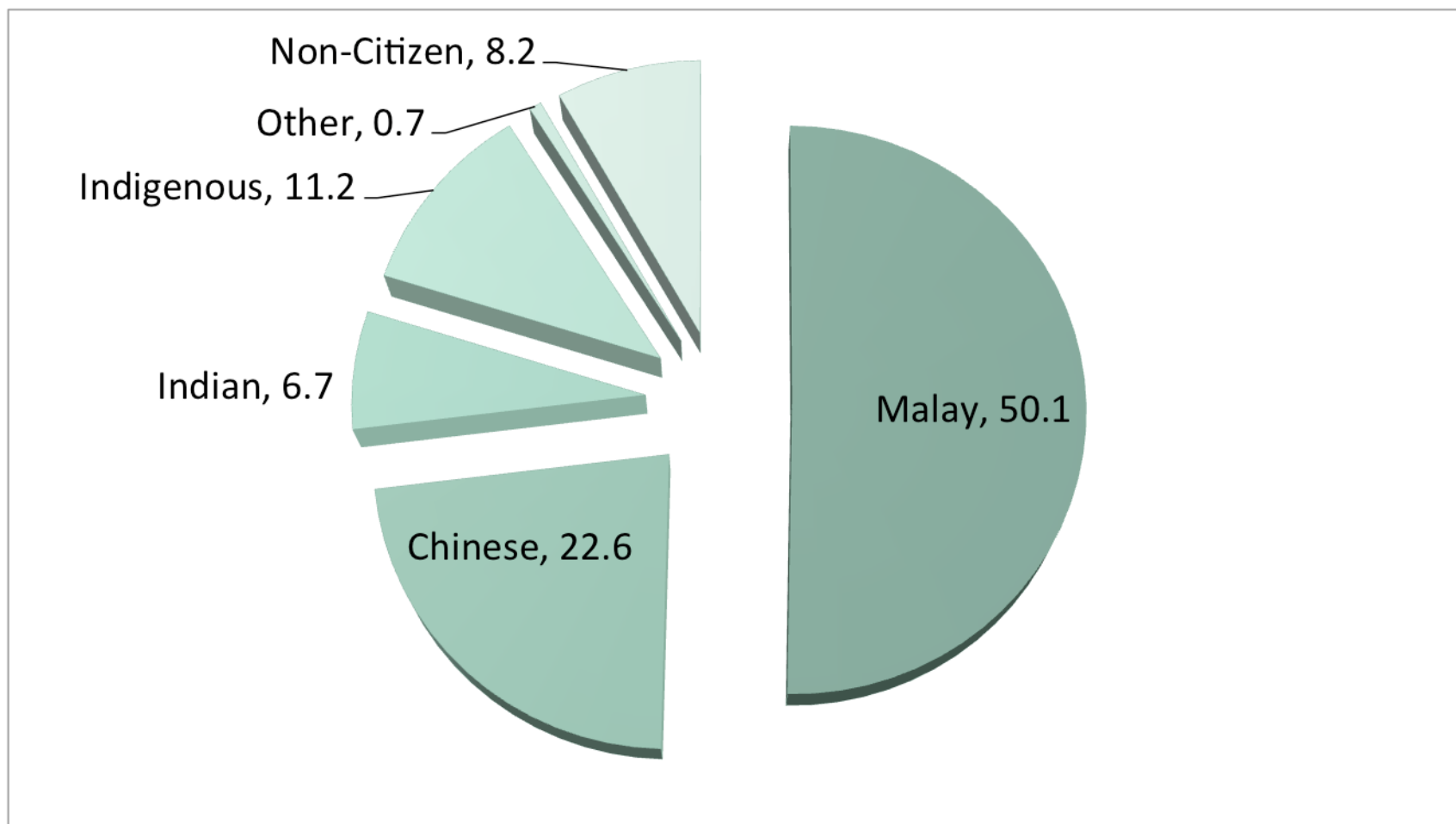


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Managing Country Reputation in Multicultural Society The Malaysian Story



Fun Facts!









Challenges



**Politics
Ethics Diversity
Education
Language**



Ways On Eliminating Barriers



New Economic Policy 1 **Malaysia** Concept Education



1 Malaysia

“Under the concept of **1Malaysia**, being tolerant is just the beginning, the next paradigm is to move from tolerance to **total acceptance**.

In other words, when we accept the differences in our society we accept **diversity** as something unique, something that provides us with a very colorful tapestry in our society, something can give us strength and not otherwise.”













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Managing Reputation

Top 10 Countries in the World




Rank	Country	RepTrak® Pulse Score
1	SWEDEN 	78.3
2	CANADA 	77.8
3	SWITZERLAND 	77.0
4	AUSTRALIA 	76.8
5	NORWAY 	76.2
6	FINLAND 	75.2
7	NEW ZEALAND 	74.7
8	DENMARK 	74.3
9	IRELAND 	74.1
10	NETHERLANDS 	73.9



- Sweden ranks first in 2016
- Even though it ranks first, Sweden is on par with Canada and Switzerland as countries with best reputation
- 7 of the top 10 countries are in Western Europe, 2 in Australia/New Zealand region, and 1 in North America
- What do these countries have in common? They are on the top lists for happiest countries, peaceful and socially progressive (same sex marriage, best education, healthcare)

Normative Scale

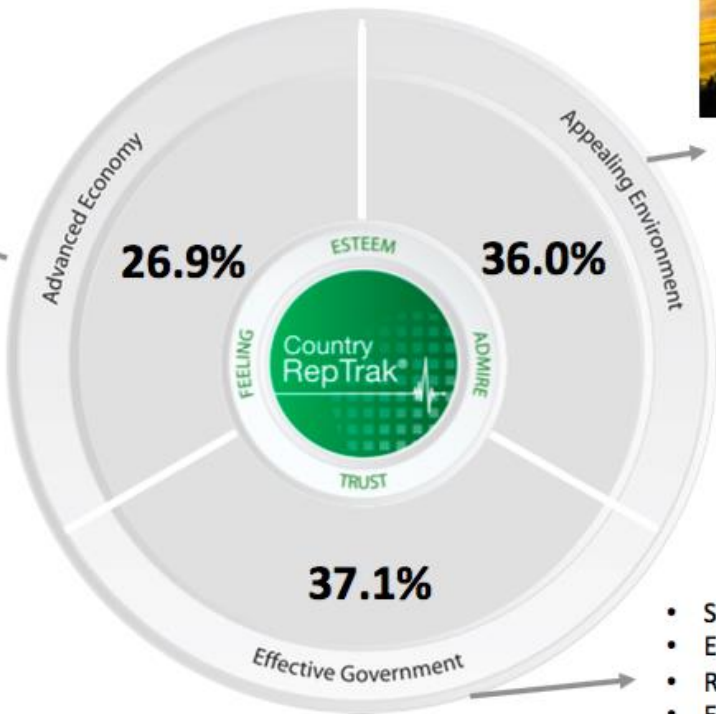
	Excellent/ Top Tier	80+
	Strong/ Robust	70-79
	Avg./ Moderate	60-69
	Weak/ Vulnerable	40-59
	Poor/ Lowest Tier	<40

Key Drivers of Reputation

- Contributor to global culture
- High quality products & services
- Well-educated and reliable workforce
- Well-known brands
- Values education
- Technologically advanced



2016 Country RepTrak®



Adj R² = 0.680
N = 58,822



- Friendly and welcoming
- Beautiful country
- Appealing lifestyle
- Enjoyable country



- Safe place
- Ethical country
- Responsible participant in the global community
- Effective government
- Progressive social and economic policies
- Operates efficiently
- Favorable environment for business

Being welcoming, safe and beautiful are the top 3 drivers of a country's reputation

EFFECTIVE GOVERNMENT
37.1%



ATTRIBUTE	WEIGHT
Safe place	7.1%
Ethical country	6.4%
Responsible participant in the global community	6.4%
Effective government	6.1%
Progressive social and economic policies	6.1%
Operates efficiently	5.7%
Favorable environment for business	5.2%



APPEALING ENVIRONMENT
36.0%



ATTRIBUTE	WEIGHT
Friendly and welcoming	7.3%
Beautiful country	6.9%
Appealing lifestyle	6.6%
Enjoyable country	6.5%



ADVANCED ECONOMY
26.9%



ATTRIBUTE	WEIGHT
Contributor to global culture	5.5%
High quality products & services	5.4%
Well-educated and reliable workforce	5.3%
Well-known brands	4.7%
Values education	4.6%
Technologically advanced	4.2%



Country's Reputation Can Take Years to Build But Can Drop in An Instant



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New Level Added Value

2010





**To know Malaysia,
is to love Malaysia.**



Thank You