Welcome Address – GOAL 2010
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Dato' Ahmad Sabki Mahmood
Director General of Fisheries Malaysia

Bismillahiirrahmanirrahim
Assalamualaikum warrahmatullahi wabarakahtuh,
and a very good morning.

Dr. George Chamberlain
President
Global Aquaculture Alliance

Distinguished Guests and Speakers,
Ladies and Gentlemen,

Selamat Datang and Welcome to Malaysia.

First and foremost, on behalf of the Department of Fisheries Malaysia, let me express my appreciation for being able to be here today to welcome all of you to the Global Outlook for Aquaculture Leadership Conference, Kuala Lumpur 2010.

It is indeed a great honor for Malaysia to be hosting GOAL for the first time, and I would like to thank especially the Global Aquaculture Alliance for having chosen Kuala Lumpur as the venue for GOAL 2010. The department is pleased to be associated with this meeting because we are very committed to promote environmentally sustainable and socially responsible aquaculture practices giving due regard to food safety as a non-negotiable entity.

Ladies and Gentlemen,

I am grateful to all you resource persons, experts and distinguished participants for taking time out of your busy schedules to travel here to share your own knowledge and experiences in the pursuit of mutual learning. We look forward to your contributions and active collaboration during the next two days so that we all meet our goals and expectations from the conference. This also serves as a golden opportunity for all of us in the seafood industry, especially in the aquaculture and fish-processing industries, who have come from different parts of the world to network and get to know each other better.

The immediate challenges for future aquaculture development are to ensure that the full potential of aquaculture is realized, and that a highly nutritious, safe, quality product is produced that is affordable, acceptable and accessible to all sectors of society. The sector needs a different approach giving emphasis to long-term environmental, social and economic sustainability, and must adapt its goals to these requirements.

We are now in an era where aquaculture is considered an industry involved in producing high-quality and healthy food which is greatly needed to feed the world population. In the context of growing agricultural prices and renewed concerns about food sufficiency, the strategic importance of this industry is undisputed. To realize our sector's full potential, the

exchange of information, experience and technology, especially in production supply, safety and innovation, will yield great mutual benefits among regional countries. It will also help to facilitate more innovative ideas for effective production in order to advance further in the development and trade of aquaculture produces globally.

Malaysia's seafood industry is progressing in a well-planned, responsible and sustainable manner that will further enhance Malaysia's fisheries portfolio. This conference is a platform to promote the strengths of this agenda set by the Ministry of Agriculture and Agro-based Industry. Through effective management of sea resources and the aquaculture industry, seafood and aquaculture exports will continue to offer around RM 2.5 billion yearly and are expected to rise to RM6.2 billion based on good aquaculture practices and post-harvest handling. It is hoped that these strategic developments through Best Aquaculture Practices will position Malaysia as a nation with high-quality and safe fisheries products.

In conclusion, I welcome you all to Malaysia once again, wishing you success in your endeavors and a pleasant stay in Malaysia. I hope that in the next few days you will make time to see for yourself the true vibrant city of Kuala Lumpur, often referred to as "The Garden City of Lights" and "The Vision City." Of course, if you could stay longer, you would be able to see more of the beauty of different parts of Malaysia.

Once again, I would like to record my appreciation and thanks to the organizer for this opportunity.

Thank you.