



MALAYSIA

PERMANENT MISSION TO THE UNITED NATIONS



CANDIDATE
to the
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SECURITY COUNCIL
for the term 2015-2016

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**STATEMENT BY
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PERMANENT REPRESENTATIVE OF MALAYSIA TO THE UNITED NATIONS**

**ON AGENDA ITEM 11 : SPORT FOR PEACE AND DEVELOPMENT: BUILDING A
PEACEFUL AND BETTER WORLD THROUGH SPORT AND THE OLYMPIC IDEAL**

**OF THE PLENARY MEETING
68TH SESSION OF THE UNITED NATIONS GENERAL ASSEMBLY
NEW YORK, 6 NOVEMBER 2013**

Mr. President,

Even before the first Olympic torch was lit or before a ball was kicked for the first time at the World Cup, sport has become the socio-cultural essence of mankind. Many types of sport have evolved since and the spirit of the competition carried by each sport is no longer just about winning or losing anymore. It has gone beyond that, sport is associated with everything that defines us as human: courage, determination, emotions, perseverance, acceptance, discipline, teamwork and many more.

2. Sport somehow has a unique charisma to attract, mobilize and inspire people all around the world. It is like a language that we all speak and understand. It plays significant role as a social instrument that could promote social integration and economic development, strengthen social ties and networks as well as to promote ideals of peace, fraternity, solidarity, non-violence, tolerance and justice.

Mr. President,

3. Malaysia as a developing nation attributes sport as the medium which serves as a catalyst to its nation-building process. Since independence, sport has been seen as a means in contributing to the development of the spirit of nationalism and national integration. In sports, nationalism formed the natural framework into which people unite and structures the valuable consolidation in Malaysia's society. Malaysia is fully aware of the positive influence of sport, and would continue to utilise sport and its potentials by integrating its values into our national development strategies and approaches in our society's capacity building process.

4. The Ministry of Youth and Sports of Malaysia had outlaid its Strategic Plan 2010-2015 with the objective to cultivate Malaysians from all walks of life to embrace the motto "*Anima Sana in Corpora Sano*" (A healthy mind in a healthy body). Through

this Strategic Plan, we aim to become a true sporting nation, where its people would do physical exercise and play various sports on daily basis, emulating positives trends from many countries all around the world.

5. Among the main thrusts to achieve this target are:

5.1 Cultivating sports for all – The Ministry of Youth and Sports has undertaken programmes and activities to ensure participation by all, among others: establishment of variety of sports clubs; promotion and demonstration of various sports; building and upgrading sports infrastructures and facilities; and collaborating efforts with the Ministry of Education and the Ministry of Health in creating awareness on the merits to be actively engaged in sports and its relations to good health and good results in education. So far, our efforts along with relentless awareness campaigns have yielded encouraging results as Malaysians show great interests in running, futsal, paintball, cycling, wall climbing and many more. Align with the spirit to ensure access for sports is for all, Malaysia has also taken initiatives in promoting and raising awareness of disability sport, as well as its development to ensure our active participation in various multi-disability competitions, single-disability competitions and single-sport competitions, including the Paralympics Games.

5.2 Strengthening the Development of High Performance Sports – Malaysia is currently producing champions in certain fields of sport. Nevertheless, we cannot rest on our laurels because compared to the achievements of sports by major sporting countries, there is still a long way to go for Malaysia. Malaysia aims to increase its performances and improves its ranking in several sports by investing in their development, identifying and nurturing talents and producing world-class national coaches via “train the trainers” programme. Success of this strategic thrust could only be measured by one outcome – number of medals achieved in international arena: the Olympics, Commonwealth and Asian Games.

5.3 Development of Sports as Industry – Malaysia has a vision to create a strong industry based on sports that could boost the economy and further contribute to the GDP. To achieve this, strong partnerships between corporate sectors and sporting industry need to be fostered. The progress in achieving this goal is on the right track, with Malaysia being continuously entrusted to host many international sporting events such as the Formula 1, MotoGP, Le Tour de Langkawi, and Regatta in Selangor, Kedah, Terengganu and Sarawak, to name a few.

6. Malaysia’s efforts are not confined to our national setups. Through the ASEAN Ministerial Meeting on Sports (AMMS), Malaysia continues its interest in sports development and lends its support to the former and its various bodies, among others the ASEAN Football Federation, ASEAN Basketball League, ASEAN Volleyball League

and ASEAN Para Sports Federation. Realising ASEAN's potential of sports in a region of 600 million people, Malaysia had proposed for 2013 to be the ASEAN Sports Industry Year, which was accepted by the AMMS. Malaysia is optimistic that the sports industry will benefit ASEAN as the latter is moving towards one community by 2015. The free movement of trades and goods would also accelerate the growth of the sports industry, which presents valuable commercial opportunities through an open market, allowing larger cross-border transactions in sponsorships, licensing and merchandising; sports tourism; and broadcasting distribution rights. In addition, the sports industry will also encourage the growth of areas related to sports medicine, sports marketing, events and management.

7. In conjunction with the ASEAN Sports Industry Year 2013, Malaysia would convene MySportsFest this year, an event that will feature 100 sports-related activities, including competitions, exhibition, carnival, sports clinic and talent search. Apart from encouraging Malaysians to lead a healthy lifestyle, MySportsFest will provide an opportunity for companies involved in the sports industry to promote their products.

Mr. President,

8. While sport alone cannot prevent conflict or build peace, it can assist in peace-building interventions. Sport can contribute to an atmosphere of tolerance and understanding among peoples and nations. Through collaboration and cooperation, governments should strengthen their efforts to use sport to overcome development challenges and, in turn, to achieve the Millennium Development Goals by 2015.

9. To conclude, Malaysia believes in the concept of sport for development and peace as it transcends socio-cultural and political barriers. The ability of sport to reach millions of people all over the world and its potential to empower, motivate and inspire is amazing and has no boundaries.

I thank you, Mr. President.