



## Media Release

### Australia Malaysia – Blue Ocean Synergy goal of MOU with Victorian business council

**Monday January 19, 2015.** Business growth options and opportunities for Victorian and Malaysian based small and medium businesses are set to broaden following the signing of a Memorandum of Understanding (MOU) between the Australia Malaysia Business Council (AMBC) Victoria and UCSI Blue Ocean Strategy Consulting (BOSC) announced AMBC Victoria President Mr Joe Perri and Mr Raj Kumar, Vice President of Global Consulting at UCSI Blue Ocean Strategy Consulting.

Commenting further Mr Perri and Mr Kumar said the MOU will bring the AMBC Victoria and UCSI Blue Ocean Strategy Consulting organisations together to collaboratively develop and promote programs and initiatives to assist the business council's members and stakeholders from various industries to achieve entrepreneurial excellence.

The mutual objective is the creation of an Australia Malaysia – Blue Ocean Synergy (AM-BOS) and the relationship will provide a platform to utilise Blue Ocean principles and practices that business owners (especially SMEs) can apply to realize success in local and overseas marketplaces.

“Blue Ocean Strategy is the result of a decade long study spanning more than 30 industries over 100 years and the principles cover both strategy formulation and execution” said Mr Kumar. “The overarching principle is not to out-perform the competition in the existing industry, but to create new market space or a blue ocean, thereby making the competition irrelevant”.

AMBC Victoria is acknowledged as the leading state based business council dedicated to the promotion of greater cultural awareness and bilateral trade and investment opportunities between Victoria and Malaysia. Over its 40 year history, AMBC Victoria has achieved many successes and its growing membership base consists of businesses (large and small) with operations in Malaysia or Victoria, professional business people and Malaysian born permanent residents residing in Melbourne.

UCSI Blue Ocean Strategy Consulting (BOSC) @ UCSI Consulting Group, is a certified member of the global Blue Ocean Strategy Community of Practice, with focus in Australia, Malaysia, China, Indonesia, Middle East, Singapore, India, America. BOSC has a successful track record since 2008 in helping companies, from various industries, tackle their strategic challenges, providing a comprehensive range of services to formulate, execute and sustain successful strategies to achieve fast results. All the services are based on the cornerstone principle of Blue Ocean Strategy (BOS): Value Innovation, the simultaneous pursuit of differentiation and low cost.

For AMBC Victoria the MOU will be the foundation for the development of information sharing, events, seminars and learning activities dedicated to enhancing the skills and expertise of entrepreneurial business owners.

“The Malaysian SME sector closely mirrors Australia’s with 99% of the companies in Malaysia being SMEs that contribute 32% of the nation’s GDP and 60% of the employment. My personal aspiration is that over the long term, the MOU brings Victorian and Malaysian SMEs together to explore opportunities that will be of mutual commercial benefit to the respective business owners and local economies”, said Mr Perri.

The next step for AMBC Victoria and UCSI Blue Ocean Strategy Consulting is a meeting in late February in Kuala Lumpur to discuss how best to develop and implement a framework of programs that supports the activities and calendar of events of the business council.

## ENDS

Issued jointly by:

Australia Malaysia Business Council (AMBC) Victoria  
UCSI Blue Ocean Strategy Consulting

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Notes to the editor:

Pictured below from left: Mr Raj Kumar, Vice President of Global Consulting at UCSI Blue Ocean Strategy Consulting and Mr Joe Perri, President of Australia Malaysia Business Council (AMBC) Victoria

