



**SPEECH FOR NAEEM KHAN  
CEO AND CHAIRMAN OF PHILIPS GROUP OF COMPANIES MALAYSIA**

Dr. Saunthari (Medical Director of National Cancer Society Malaysia),

Breast Cancer survivors,

Judges,

Members of the media and

Honoured guests.

Ladies and gentlemen - a very good morning to you.

It is my pleasure to be here today in National Cancer Society Malaysia (NCSM) to launch and share with you *Best Breast Cancer Screening and Awareness Competition* campaign.

*Best Breast Cancer Screening and Awareness Competition* is to reach out all local NGOs, government hospitals and institutions to submit proposals for new innovative breast cancer screening awareness programs that can reach out to the public effectively and successfully.

Breast cancer as one of the four most prominent non-communicable diseases continues to be the most common type of ailment among women - and is a growing concern.

37,000 women are diagnosed with breast cancer every year and one of every 20 women is at risk of suffering breast cancer in her lifetime. We do not want to take the risk by only looking at combating the disease, but we want an early intervention, an early prevention to help reduce the number of breast cancer patients in Malaysia.

Philips Malaysia understands the impact of health burden towards individuals, public, and even the government. Without any measureable steps taken to prevent healthcare problems especially non-communicable diseases like breast cancer, the country may in serious finance problem in 10 years' time. Treatment especially is expensive for non-communicable diseases.

Ladies and gentlemen,

NCDs are a growing concern in Southeast Asia, causing more than 2.5 million deaths in the region every year and will continue to rise. In Malaysia, NCDs, especially obesity, diabetes mellitus, hypertension and smoking related diseases, continue to dominate the headlines of media. While significant improvements in healthcare infrastructure have been made over the years, more will be required and we need to act quickly to implement sustainable methods of controlling and preventing NCDs before they cripple the healthcare system of the nation.

As a company devoted to health and well-being, we are committed to assisting in every way we can – be it in terms of domain expertise or resources. At the recent Philips' inaugural ASEAN Healthcare Consultation 2012: Addressing Non-Communicable Diseases in Southeast Asia, we took the initiative in bringing together a group of experts to take a holistic view of the challenges posed by NCDs and considered the diverse drivers of their continued growth in the region and the challenges this growth poses to national health systems.

We recognised the need for proactive and sustained thought leadership combined with effectively targeted local advocacy would be required to achieve this – hence our partnership today with National Cancer Society Malaysia. It is our pleasure be associated with National Cancer Society Malaysia who has been extremely aggressive in propelling breast cancer awareness in the country.

Ladies and gentlemen,

We are looking forward to the winning proposal worth RM40,000 for the program implementation and looking to empower and educate the public or individuals through lifestyle modifications, early detection and screening for breast cancer.

We wish that, in return, more Malaysians are aware of the consequences of breast cancer towards the country and individuals. More women will step forward for early detection and screening, higher health education in rural areas, and decrease in number for non-communicable diseases patients annually.

I believe that through high impact essential interventions, breast cancer can be reduced through a primary healthcare approach to strengthen early detection and timely treatment. Evidence does suggest that such interventions are excellent economic investments because, if applied to patients early, can reduce the need for more expensive treatment.

Ladies and gentlemen,

We hope to see positive responses and for participants to share with us their innovative ideas to increasing Malaysians' awareness towards early screening of breast cancer. This will give Malaysians an indication that many of us are stepping up and saying "hey, let's fight breast cancer together".

I would like to take this opportunity to once again express my appreciation to National Cancer Society Malaysia in standing beside us and support us in this movement. They are always reminding and sharing with us how important early prevention for cancer is.

Malaysia, there are still hopes for battling breast cancer.

Terima Kasih

