

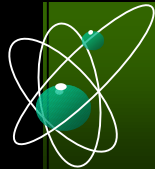
COUNTRY REPORT MALAYSIA



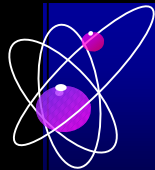
OBJECTIVE



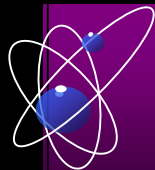
To achieve excellence in research, application and management of nuclear and related technologies



To expand market and diversify applications of nuclear and related technologies



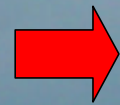
To increase acceptance for nuclear and related technologies



To achieve self-financing targets

STRATEGIC THRUSTS

1. Corporatisation and Commercialisation



2. Image Enhancement

3. Professional Excellence

4. Technology Acquisition and Adaptation

5. Efficiency and Responsiveness

6. Application Competitiveness



STRATEGIC THRUST II

IMAGE ENHANCEMENT

Strategic Programmes

1. Projecting a new, improved organisational image.
2. Improving communication skills.
3. Widening the dissemination of nuclear technology information and MINT's research.
- ➡ 4. Establishing a more effective public relations programme.
- ➡ 5. Enhancing media links.
6. Enhancing staff- social interactions with clients and the public.



Visiting MINT



Publicity



**Public
Information**



Exhibition



Lecture Series

