



KEMENTERIAN PEMBANGUNAN WANITA,
KELUARGA DAN MASYARAKAT

SPEECH TEXT

**YB DATO' SRI HAJAH NANCY SHUKRI
MINISTER OF WOMEN, FAMILY AND COMMUNITY DEVELOPMENT
OF MALAYSIA**

IN CONJUNCTION WITH

**OPENING CEREMONY OF
THE NEW FRONTIERS IN THE CARE ECONOMY CONFERENCE (CARECON)
AND THE LAUNCH OF THE MALAYSIA CARE STRATEGIC FRAMEWORK AND
ACTION PLAN 2026–2030**

VENUE/ DATE / TIME

**4 NOVEMBER 2025 | 9.00 AM
GRAND MILLENNIUM HOTEL, KUALA LUMPUR**

SALUTATIONS TO BE INCLUDED ONCE FINALISED

Bismillahirrahmanirrahim.

Assalamualaikum Warahmatullahi Wabarakatuh,
Salam Sejahtera, and Salam Malaysia MADANI.

Distinguished delegates, ladies and gentlemen.

1. On behalf of the Government of Malaysia, it is my honour to welcome all of you to Kuala Lumpur for this important gathering - ***The New Frontiers in The Care Economy Conference (CareCon)***. This conference is more than just a meeting of minds; it is a meeting of hearts. This is where compassion meets policy — reaffirming that caring for others is not a burden, but a strength.

2. The ASEAN Community has always thrived on the principles of unity in diversity. **Our collective strength lies not only in our economies or our policies, but in our ability to care — for our people, our families, and our future generations.**

APPRECIATION TO STRATEGIC PARTNERS

3. Before I continue, I'd like to extend our warmest greetings to all our ASEAN family members who have travelled from near and far — across land, sea, and sky — to be with us today. **Your presence here is a reflection of our shared hopes for a region that is peaceful, prosperous, and people-centred.**

4. My heartfelt appreciation to our strategic partners — the Government of Australia, our UN agencies, research institutions like La Trobe University, and local innovators such as Kiddocare and Ashikin Holdings. Your collaboration drives our shared mission to make care visible, valued, and sustainable.

5. **Today, let us say it clearly and with pride: Malaysia and ASEAN value care. Malaysia and ASEAN value caregivers.**

ASEAN's COLLECTIVE COMMITMENT

Ladies and gentlemen,

6. Last year, ASEAN made history with the ASEAN Declaration on Strengthening the Care Economy and Fostering Resilience Towards the Post-2025 ASEAN Community.

7. This declaration is not just a policy milestone — it is a moral commitment. It recognises that care is not only a personal or family matter, but a shared social and economic responsibility that lies at the heart of sustainable development.

8. I still remember pledging at the 3rd ASEAN Women Leaders' Summit in Vientiane that Malaysia would take the lead. Today, we fulfil that promise as we host CareCon 2025 with our valued partners.

RECOGNISING THE TRUE VALUE OF CARE

9. Across Malaysia, much of unpaid care work is carried by women — mothers, daughters, community members. Behind every statistic is a story of love and sacrifice that keeps our society alive.

10. This issue is deeply personal to me. Years ago, I experienced the challenges of caregiving when my late mother fell ill in her old age.

11. Like many daughters, I had to navigate the emotional and practical realities of balancing work, family, and care. That experience opened my eyes to how invisible yet vital this labour is — and it strengthened my resolve, as Minister, to ensure that no caregiver feels alone or unsupported.

12. A recent study by the **Institute of Strategic and International Studies (ISIS) Malaysia** estimated that the value of unpaid care and domestic work could reach USD 90.4 billion — the second-largest contributor to GDP after manufacturing.

13. This is a wake-up call: care work is not charity — it is the backbone of our economy. Yet, it remains invisible and undervalued. We must reframe care as shared work, where both women and men are recognised and empowered.

TOWARDS A NATIONAL STRATEGY FOR THE CARE ECONOMY

Ladies and gentlemen,

14. In alignment with the values and aspirations of *Malaysia MADANI*, today the Government is proud to introduce **the Malaysia Care Strategic Framework and Action Plan 2026–2030 — a roadmap for a future where care is professional, inclusive, and sustainable.**

15. The framework and action plan is built on five pillars: strong governance, career pathways, advocacy, strategic collaboration, and promoting research, data and technology.

16. This plan will elevate both paid and unpaid care work, ensure fair pay, and promote shared responsibility between genders and sectors. Together with our partners, we will translate this plan into real impact — starting with time-use surveys, investments in community care, and measures that expand women’s participation in the workforce.

CLOSING

Distinguished delegates, Ladies and gentlemen,

17. As we begin this conference, let us approach our discussions with respect, collaboration, and shared purpose — focusing on improving real lives. Care is the bridge between generations, families, and nations — our shared heritage and our shared hope.

18. May this gathering spark ideas, build partnerships, and strengthen our resolve to make care count for every family and every nation in ASEAN.

Thank you.

Wabillahi taufik walhidayah. Wassalamualaikum
Warahmatullahi Wabarakatuh.

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