

Fatimah: Cognitive science vital for Sarawak to move forward

BY DOREEN LING

KUCHING: Improving human performance and productivity is vital to cope with undergoing transformations to meet the objectives of Vision 2020, said Minister of Welfare, Women and Family Development Datuk Hajah Fatimah Abdullah.

"Malaysia's rapid social, economic, and technological transformations have created a challenge for us to continuously develop human capability and potential to remain globally competitive," she said.

She said this during the opening ceremony of the 9th International Conference on Cognitive Science 2013 (ICCS 2013) which was held at Hilton Hotel here on Wednesday.

The conference was jointly organised by University Malaysia Sarawak (UNIMAS) and the International Association of Cognitive Science (IACS) from last Tuesday which ends today.

"As Malaysia is quickly progressing towards becoming a developed nation by the year 2020, ICCS 2013 is indeed a timely forum to deliberate on ways to achieve our national aspirations from a cognitive science perspective.

"New approaches to solving problems, learning, teaching, developing human resource, managing organisations, and enhancing human performance can help produce a knowledgeable work force essential for the nation's continuing growth.

"In Sarawak, we are keen to explore the potential of human



FATIMAH (left) receives a souvenir from UNIMAS vice chancellor Prof Dato' Dr Mohamad Kadim Suaidi witnessed by UNIMAS Faculty of Cognitive Sciences and Human Development Dean Associate Prof Dr Shahren Ahmad Zaidi Aduce.

cognition, specifically to expand the competencies of young and experienced talents who will contribute to Sarawak's Corridor for Renewable Energy (SCORE) which will soon become South East Asia's industrial backbone," she said.

She added that cognition tools, which could enhanced productivity and increase the value of life and job performance and satisfaction, would be crucial to ensure Sarawak

and SCORE to be able to attract the best brains and talents from all over the world.

"Cognitive science is an important field for Sarawak to move forward, and consequently it is essential in making Malaysia a competitive choice for industrial development in this region.

"Research into the functions, mechanisms, and dynamics of human intelligence leads to innova-

tions and technology that enhance individual work performance, and thus increase productivity,

"Ongoing efforts to understand the mechanism of human mind help improve our decision-making techniques, and our capacity to think and generate new ideas from our observations of the mechanisms of human systems leads to inventions that enable us to live better lives," she said.