

THE MALAYSIAN MOSAIC

The national aspiration of achieving a developed nation status through a sustainable transformation process depends on a complex mosaic of socio-economic, political, cultural and ecological influences, contributing to create quality consciousness for better businesses, better life, and better economy. Standards and Accreditation help frame the Malaysian Mosaic for the world.



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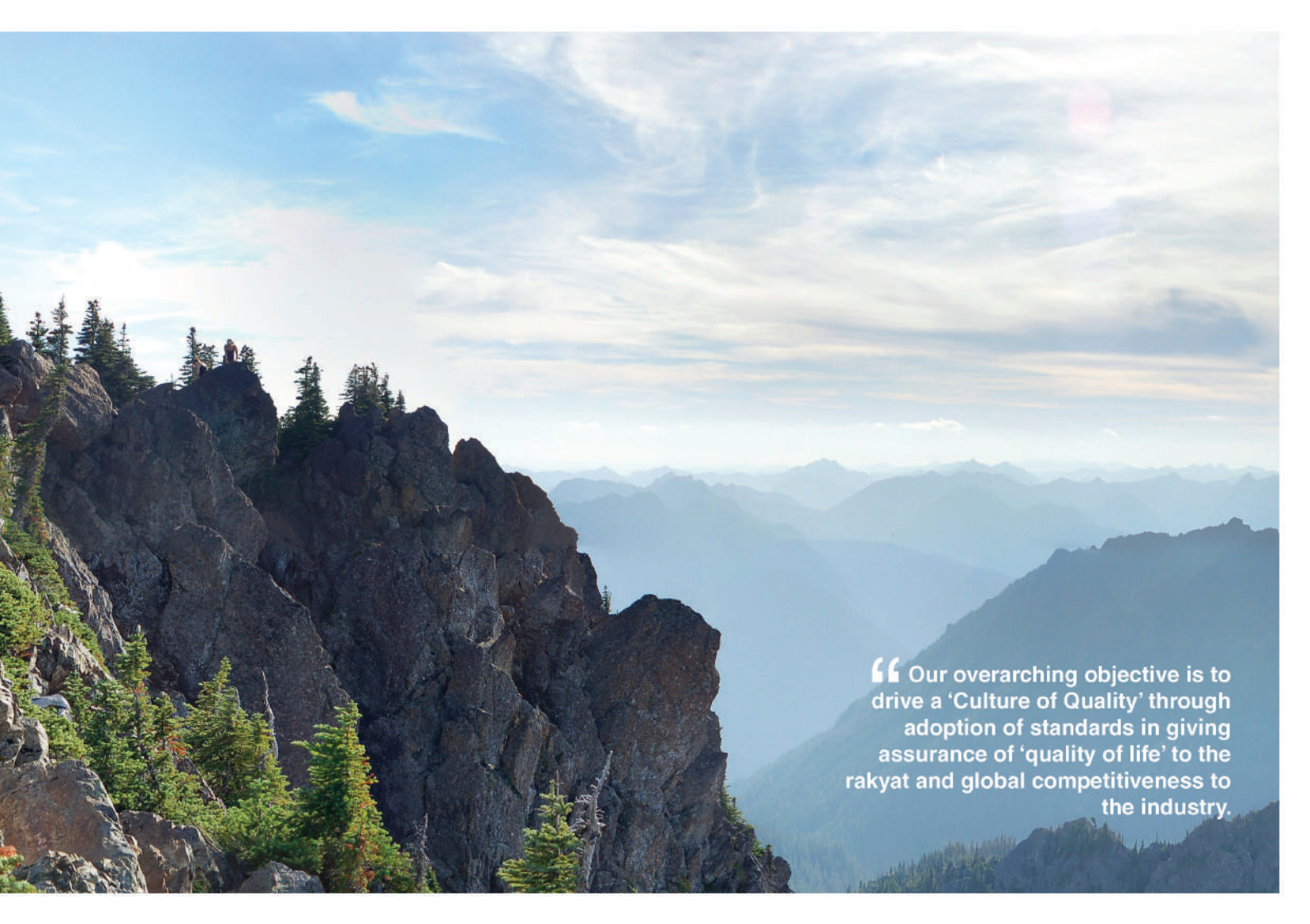
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Beyond numbers, it is all about the value that we have been able to create for multiple stakeholders including the industry and the rakyat.

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“ Our overarching objective is to drive a ‘Culture of Quality’ through adoption of standards in giving assurance of ‘quality of life’ to the rakyat and global competitiveness to the industry.

FOREWORD BY THE MINISTER

“There is need to accelerate our efforts to ensure greater understanding of standards and accreditation for achieving local, regional and global competitiveness. In doing so, it is important for us to appreciate various factors that can help motivate the industry towards standards and accreditation.

1

The WEF Global Competitiveness Report 2013-2014 ranks Malaysia at 24 (out of 148) and amongst 22 other nations, which are in transition from stage 2 (efficiency-driven) to stage 3 (innovation-driven) of development. The Report highlights Malaysia's notable advantages as its efficient and competitive market for goods and services, capacity for innovation, technological readiness, its well-developed and sound financial market and most importantly, its business-friendly institutional framework. Though our private sector has been acknowledged as highly sophisticated and innovative, I believe there is an impending need to orientate and prepare our industry players to access global markets and strengthen their positioning internationally. Towards this, the role of standards and accreditation becomes critical.

The national standards and accreditation body – Department of Standards Malaysia (Standards Malaysia) is a purpose-driven institution prescribing guidelines for standards and accreditation, to positively influence performance, competitiveness, partnerships etc. These, in turn, help our manufacturers access new markets tap export potential and contribute to GDP growth.

Over the past 18 years, Standards Malaysia has successfully developed more than 6,000 Malaysian Standards (MS) and 60% of them are aligned with international standards. This gives us a competitive edge especially in the current scenario where Malaysia is looking at ASEAN and beyond for promising trade opportunities, supported by its liberalisation policy. The industry players need to appreciate the role of standards and accreditation to optimise such opportunities.

In 2014, Standards Malaysia accelerated its efforts to strengthen industry linkages through various associations and sectorial bodies, with a view to raise awareness towards increased participation in development as well as promotion of standards and accreditation. After the initial launch of National Standards Compliance Programme in 2013, last year was very critical to reach out to the SME community, entrepreneurs and established businesses to increase quality consciousness for global competitiveness.

I appeal to the Malaysian businesses and drivers of our economy to share their business challenges and Standards Malaysia can create an ecosystem that is most conducive to their growth aspirations, with quality as the key enabler. It is important that the industry recognises Standards Malaysia as their partner in progress, helping them to capture local, regional and international market share. The first step towards this would be to

communicate their motivating factors, and join the efforts in improving standards and accreditation infrastructure and implementation framework.

I would like to reinforce (like last year) that innovation and growth through standards and accreditation is not a task that can be accomplished by Standards Malaysia in isolation. For clear socio-economic outcomes, we need continuous inputs and involvement from multiple stakeholders such as the policy makers, economists, technical talent, entrepreneurs and the rakyat, who are the end consumers. Last year, Standards Malaysia engaged with these stakeholders to revisit the National Standards Strategy and Action Plan, strategising new priorities and benchmarks towards 2020. I am happy to report that the document dubbed as the National Standards and Accreditation (NSA) Framework is currently under review and will be launched in 2015.

With such staunch commitment and the many achievements reported in 2014, I am confident that Standards Malaysia will continue to mobilise critical stakeholders to establish high quality standards, which I see as a pre-requisite to emerge as a developed economy. I take this opportunity to commend the efforts of Standards Malaysia and wish them a successful journey ahead.

**YBhg. Datuk
Dr. Ewon Ebin**
Minister
Ministry of Science,
Technology &
Innovation
(MOSTI)



SECRETARY GENERAL'S MESSAGE

“ We need to seek greater participation of the industry associations, alongside the government agencies to make standards and accreditation more relevant and valuable. There may be merit in revising the national standards and accreditation frameworks for more effective and measurable outcomes.

2

Today, with vast improvements in economic and physical infrastructure, technological advancements, evolving manufacturing as well as trading environment and most importantly, the phenomenon of globalisation with active free trade negotiations etc., the role of national standards and accreditation bodies continue to hold great relevance. More so, as the global market trends suggest the growing importance of international standardisation for all sectors of industry activity. International standards can enable world trade by effectively removing technical barriers to trade, creating new market potential and economic growth.

Since its establishment under the Standards Act, Standards Malaysia has traveled far, promoting quality infrastructure in Malaysia to include

conformity assessment, accreditation, metrology and standards. These components are instrumental for a country like Malaysia to be able to trade successfully, bilaterally. Besides, such infrastructure, with its complex and sophisticated application to achieve local and global competitiveness, can help a country move towards becoming a developed economy.

Shifting its focus from developing standards to making standards more market-relevant and most importantly, promoting its use, Standards Malaysia had taken a differentiated approach in 2014, with the support of various stakeholders and partners. To begin with, Standards Malaysia initiated the process of revisiting the existing Standards as well as Accreditation Strategies and Action Plans to document one National Standards and Accreditation Framework (2016-2020). Due for launch by end of this year, the new Framework will help set a clear direction for Standards Malaysia – one that is aligned with RMK11

priorities and development agenda. Last year, the organisation also identified more industry associations, involving them in their mandate to develop more standards, helping address specific industry issues and challenges. I am confident that such initiatives will help us evolve and gain international recognition, especially for our pioneering standards in areas such as Halal. When aspiring to be a developed nation, we also need to reach a point where Malaysian standards serve as de facto global standards, improving quality of life by contributing to safety, human health and protection of environment.

I clearly see the way forward for Standards Malaysia, which is to continue to engage with diverse local and international bodies to include governmental or treaty organisations, industry associations, global network of regulators to constantly evolve in its approach. On the other hand, our industry, our entrepreneurs and leaders must also recognise the irrefutable fact that standards provide

industry and users with a framework that is essential to achieve economies of scale, product and service quality, interoperability and competitiveness.

On a closing note, I express my gratitude to Standards Malaysia for being sincere in meeting its KPIs in 2014. Most importantly, I congratulate everyone associated with Standards Malaysia for their good performance and for staying focused even as an evolving organisation.

**YBhg. Dato' Sri Dr. Noorul
Ainur Mohd. Nur**
Secretary General
Ministry of Science,
Technology & Innovation
(MOSTI)



CHAIRMAN'S STATEMENT

“ We must gain a new perspective on standards and accreditation and how they are and can be instrumental in raising quality of life of the rakyat, which is at the centre of our New Economic Model (NEM).

3

In the abridged 10th Malaysia Plan – 10MP (2011-2015), the word ‘QUALITY’ appears more than 250 times in a 450-page document. There are also more than 25 perspectives and interpretations on ‘QUALITY’, which are acknowledged as determinants of new growth parameters of the nation as a whole. Similarly, as quoted in the 10MP, one of the recurring themes across NKEAs in the context of specialisation is the focus on Quality. The emphasis on quality as a strategy is reflected for example in terms of international accreditation of healthcare providers, targeting higher value tourists, developing E&E centres of excellence and raising the quality of education providers. This is where the role of our national standards and accreditation body, Standards Malaysia becomes extremely crucial.

Governed by an Act, Standards Malaysia endeavors to fulfill two key objectives:

1) to improve the rakyat’s quality of life and 2) achieve global competitiveness for Malaysian products and services. Since its very inception, Standards Malaysia continues to spearhead various programs to educate our stakeholders - industry players, sectoral experts, trade associations, regulators and the public – and encourage them to embrace a Culture of Quality. The organisation also recognises that ‘Quality’ is an end-objective that assures global competitiveness, cuts across various high-priority sectors and the corresponding economic transformation program elements. One sector in particular that I would like to put an emphasis on would be the services sector, which encompasses the Food and Beverage (F&B) industry, tourism, logistics and transportation and contributed about 55% to the GDP in 2014.

Standards Malaysia, in 2014, had demonstrated its unwavering commitment in all key areas – from standards development to market education; from active engagement to smart partnerships; from local and

national agenda to a global vision. I would like to take this opportunity to commend the efforts of Standards Malaysia and its formidable network of internal and external stakeholders for efficiently implementing its role in a sustainable manner for visible impact. With time, Standards Malaysia is rediscovering itself and moving away from the traditional role of developing standards or accreditation guidelines. It is today working closely with stakeholders to create quality consciousness, reaching out to not just companies; but also the rakyat to drive home the message of quality for better businesses and a better life.

Last year was also a great year for Standards Malaysia's greatest asset – its employees, owing to its internal 'brand stewardship' programme aimed at providing a reorientation on the role and relevance of the organisation in positively influencing the national agenda. One of the many objectives achieved has been to continuously devise new approaches to promoting standards and accreditation.

Overall, Standards Malaysia has reported good performance in 2014 and achieved milestones beyond their mandated, primary KPIs. I take this opportunity to acknowledge the good efforts of each and every one at Standards Malaysia and hope their journey of growth continues with the same spirit of teamwork and collaboration.

**YBhg. Tan Sri Datuk
Mustafa Mansur**
Chairman
National Standards and
Accreditation Council Malaysia



2014 NOTES FROM THE DIRECTOR GENERAL

“ We continue in our efforts to raise quality consciousness amongst various stakeholders, within and outside the system through sustainable programmes. With flagship initiatives such as the National Standards Compliance Programme (NSCP), we are able to accelerate our efforts to establish standards and accreditation as delivering both economic and social value.

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A PIONEERING YEAR

The year 2014 can be termed as ‘Pioneering’ for Standards Malaysia, especially in the context of some new programmes and many path-breaking initiatives that were launched, providing a spring board for more action and meaningful results for us as well as the industry. Our focus remained on establishing partnerships that are sustainable and will help us move away from ‘numbers’ to ‘real value’. By encouraging active engagement and participation, we have secured support from multiple stakeholders, who have contributed in the past one year to strengthen our role as the national standards and accreditation body.

ACTION & ACHIEVEMENTS

In keeping with the objectives of the Competition, Standards and Liberalisation (CSL) - one of the six Strategic Reform Initiatives (SRIs), Standards Malaysia (in 2014) successfully achieved beyond its targets. What has been most encouraging was the positive response from our SME Community to the National Standards Compliance Program (NSCP). Officially launched by the Prime Minister of Malaysia on 4 June 2014, NSCP aims to equip them with

the right tools and standards towards greater competitiveness. I am happy to report that 77 companies had signed-up last year, which was a good beginning in our efforts to reach out to the critical mass of Malaysian SMEs. I am sure that these companies will walk with us through the journey and serve as role models for other SMEs to follow. Meanwhile, the role of our partners such as SME Corp Malaysia, GreenTech Malaysia and Majlis Amanah Rakyat (MARA) is critical to raising awareness on NSCP amongst the SMEs, as well as to mobilise their support in a sustainable manner through the programme implementation.

Over the years, it has been a good problem for us to increase adoption of standards, especially in the priority sectors of the economy. I call it a ‘good problem’ because in the process, we are provided with many opportunities to educate stakeholders about the incremental value of both standards and accreditation. Last year, Standards Malaysia, through its accredited certification bodies, has certified 841 new companies (which accounts to 105% of the target) for horizontal standards in the areas of Quality Management, Environmental Management, Food Safety Management and Information Security Management amongst others. 83% of the companies adopted MS ISO 9001, followed by 14% subscribing to MS ISO 14001. These statistics are in fact promising as they show an upward trend on a year-to-year basis. I also see an increased quality and environmental consciousness

amongst companies, beyond compliance as a licence to conduct efficient businesses.

LOCAL PARTNERSHIPS

Since the last 3-5 years, we successfully communicated and established the need to identify and appoint relevant industry bodies for certification, which will help raise the bar for quality and delivery in all aspects of business through internationally aligned standards and accreditation. Similarly, our endeavour is to bridge the existing gap between the marketplace and the companies by activating the role of industry associations as Standards Development Agencies (SDAs), making standards more market-relevant. In 2014, Standards Malaysia appointed two new SDAs - Malaysian Plastics Manufacturers Association (MPMA) for Plastics and Plastic Products & The Malaysian Association of Standards Users for Consumer Interests. In addition to developing standards in line with industry requirements and national agenda, we hope that with more SDAs, we will be able to garner industry's support towards and for adoption of standards.

INTERNATIONAL PRESENCE

Beyond borders, we as a nation continued to make our presence felt amongst the coterie. Malaysia has been accepted as the new member state of the Standards and Metrology Institute for Islamic Country (SMIIC), an affiliated organ of the Organisation of Islamic Cooperation (OIC). This milestone is of

great significance for us to demonstrate our leadership and influence the global Halal agenda, opening up new opportunities for our industry players as they continue to pioneer various halal solutions. As a nation with sound technical and syariah knowledge and infrastructure, I believe, Malaysia will continue to support SMIIC for building the capacity of the member states, who wish to develop Standards, Metrology and Accreditation infrastructure.

Last year, we also hosted the 37th Pacific Area Standards Congress (PASC), presenting an opportunity for global leaders (more than 15 CEOs from National Standards Bodies) to deliberate and dialogue on some of the burning issues, challenges and solutions for greater economic and technical cooperation amongst various countries. The visibility and credibility of Standards Malaysia have also successfully attracted attention from two of the most influential people in the international standards, Mr. Rob Steele, Secretary General of International Organization for Standardization (ISO) and Dr. Junji Nomura, President of International Electrotechnical Commission (IEC) to the congress. In recognising APEC's vision of a region with free-trade market integration, we will continue to promote platforms such as PASC to establish the role of 'standards and accreditation', as extremely critical towards creating cross-border business opportunities and fostering sustainable growth.

ACKNOWLEDGMENTS

On behalf of Standards Malaysia, I would like to express my sincere appreciation to our valued stakeholders especially our Council (MSDAM), Employees and Smart Partners for their continuing association with our mission and us. With a note of special gratitude to our Minister, Yang Berhormat Datuk Dr. Ewon Ebin and Secretary General, Dato' Sri Dr. Noorul Ainur Mohd. Nur for their continued support. I also applaud my fellow members of the management for their relentless efforts in meeting our objectives in 2014.

**YBhg. Datuk
Fadilah Baharin**
Director General
Department of
Standards Malaysia
(Standards
Malaysia)



5 STANDARDS MALAYSIA NEWS

“ It is critical to tap the potential of media in educating and raising awareness on the continuing roles of standards and accreditation.”

Politeknik pertama raih MS ISO 17025

SEKOLAH ALAM A-100 Politeknik Sultan Abdul Aziz Shah, Kuala Lumpur meraih MS ISO 17025 dalam ujian sertifikasi. Ini merupakan pencapaian pertama bagi institusi pendidikan tinggi di negara ini. Ujian sertifikasi ini dijalankan oleh Lembaga Standardisasi Malaysia (MSR) dan dilaksanakan di bawah pengawasan Lembaga Standardisasi Antarabangsa (ISO).

Belanja RM5j

“MOSTI guna peruntukan daripada bajet untuk Buy Back Policies tahun depan”
KUALA LUMPUR, 14 APRIL 2014. Menteri Pendidikan, Najib Razak mengumumkan bahawa MOSTI akan membelanjakan RM5 juta untuk membeli kembali polisi (buy back policies) bagi tahun depan. Beliau berkata, peruntukan ini adalah untuk membantu industri insurans dengan membeli kembali polisi yang telah tamat tempoh atau tidak laku.

Pelajar Tingkatan Tiga menang di Korea



Malaysia negara pertama keluaran garis panduan Standard halal kenal pasti DNA babi

Eco-adventure on car-free day



RM30mil set aside for research

Ministry wants study into disabled and elderly



Standard halal kenal pasti DNA babi

PUTRAJAYA, 14 April. Malaysia merupakan negara pertama di dunia yang mengeluarkan garis panduan standard halal kenal pasti DNA babi. Garis panduan ini adalah untuk memastikan produk halal yang diperdagangkan di negara ini adalah benar-benar halal dan tidak mengandungi DNA babi.

Back to nature

Tourism Day



Pesona

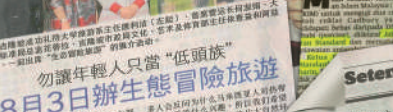
JUMAAT 11 APRIL 2014

60 produk inovasi dikomersialkan tahun ini

PUTRAJAYA, 14 April. Kementerian Perdagangan Antarabangsa dan Industri (MITI) mengumumkan bahawa 60 produk inovasi akan dikomersialkan di Malaysia pada tahun ini. Produk-produk ini adalah hasil daripada penyelidikan dan pembangunan yang dijalankan oleh industri tempatan.

Makmal uji sampel coklat patuh syarat

Jabatan Standard Iktiraf prosedur diguna JAKIM ikut piawaian dunia



Penanda aras kesan DNA babi

Penentuan MS dianggap pertama di dunia



2 国际器具展即日起隆重 3 天大放眼吸引 7 千人观

【吉隆坡 27 日讯】第 12 届国际厨具、厨具及国际炊具、厨具展 (MIA 2014) 于 4 月 27 日至 29 日在吉隆坡会展中心 (KLEJ) 开幕。本届展会吸引了来自世界各地的参展商和观众，预计将有超过 7,000 名观众参加。

勿讓年輕人只當“低頭族” 8月3日辦生態冒險旅遊

【吉隆坡 27 日讯】现代人年轻人，大都钟情于玩手机或电脑等。为了让他们能放下手机，亲近大自然，马来西亚青年团 (MYA) 将于 8 月 3 日举办生态冒险旅游。活动包括徒步、露营、划艇等，旨在让年轻人体验大自然的乐趣，并培养团队合作精神。

Patuhi piawaian ISO peringkat global

“Budu Kumpang” Setia Akhbar akan memperkenalkan piawaian ISO kepada usahawan tempatan. Piawaian ini adalah untuk memastikan produk-produk mereka memenuhi syarat-syarat global, sehingga mereka dapat bersaing di pasaran antarabangsa.

STANDARDS Malaysia and SME Corp Malaysia memorandum of signing ceremony on National Standards Compliance programme

with the presence of Prime Minister Mohd Najib Razak at Hall 1, KL Convention Centre at 2pm



2014 PERFORMANCE HIGHLIGHTS

“ We endeavour to engage with various advocates of quality in the marketplace, establishing smart partnerships to promote the agenda of standards and accreditation.

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NATIONAL STANDARDS STRATEGY AND ACTION PLAN – REVISITING AND REALIGNING OUR STRATEGIES WITH NATIONAL PRIORITIES

With the evolving business and economic landscape, we appreciate the need to continuously review our guiding strategies, benchmark with global best practices and align with national priorities. In 2014, we entered into the second and final phase of our critical review of the National Standards Strategy & Action Plan, to integrate and strategise a National Standards & Accreditation – NSA Framework (2016-2020). We have successfully completed the process of examining obsolete objectives, acknowledging positive results and recommending course correction, where needed. All new strategies or recommendations have been substantiated with strong rationale, with sustainable and measurable outcomes. Multiple

stakeholder’ consultation clinics were also organised to test and validate NSA Framework, which will be presented for review and roll-out by the Cabinet by early 2016.

With the new framework, we remain committed to fulfill our role as the national standards and accreditation body, with an important remit to position Malaysia as a globally competitive nation, with high standards of quality in all aspects of business and economy.

NATIONAL STANDARDS COMPLIANCE PROGRAMME (NSCP) – HELPING ENTREPRENEURS BUILD TRACTION FOR THEIR BUSINESSES

Our efforts to mobilise a taskforce for initiating the National Standards Compliance Programme (NSCP) took shape and gained momentum in 2014, after its official launch by the Prime Minister YAB Datuk Seri Mohamad Najib Tun Razak. In keeping with our primary objective to promote NSCP proposition, YB Minister MOSTI announced a target to reach out and register at least 30 companies committed to obtain certification through financial support from our partners such as, SME Corp Malaysia, the Council of Trust for the People (MARA) and Malaysian Green Technology Corporation (MGTC). With hard work, we have been able to garner positive responses from 77 companies, who signed their commitment for standards compliance.

For seamless implementation beyond 2014, we will continue to identify and establish smart partnerships with relevant stakeholders, raising greater awareness amongst SMEs on standards as essential to gain competitive advantages in local, regional and global marketplace. Through various incentives in the form of advisory, fiscal incentives and valuable information, NSCP will successfully position the socio-economic value of standards.



Y.A.B. Dato' Sri Mohd Najib bin Tun Haji Abdul Razak, Prime Minister of Malaysia, signing the plaque to commemorate the official launch of NSCP at KLCC.

STANDARDS FOR UNIVERSAL DESIGN - PROMOTING A DISABLED-FRIENDLY ENVIRONMENT IN MALAYSIA

On 1 December 2014, with the support of our Smart Partner - International Islamic University Malaysia (IIUM), we successfully launched the revised Malaysian Standard on Universal Design and Accessibility in the Built Environment (MS 1184: 2014). Launched by YB Datuk Dr. Abu Bakar bin Mohamad Diah, Deputy Minister MOSTI, the revision of the Malaysian Standard aims to encourage more architects, town planners, designers, regulators, developers, local authorities and professionals especially local City Councils to refer to this MS as mandatory under the Uniform Building By-Laws (UBBL). This standard will help create a barrier-free environment in order to create a better quality of life for all Malaysians regardless of age or disability.

Looking at rising statistics on the registered disabled persons in Malaysia, KL City Hall (Dewan Bandaraya Kuala Lumpur) has set a shining example as the first City Hall to have adopted MS 1184. Considering the fact that MS 1184 is in accordance with international standards of good practice, KL City Council has made the standard a pre-requisite for those who apply for the Certificate of Completion and Compliance (CCC).



The launch of Malaysian Standard - MS 1184:2014-Second Revision by YB Datuk Dr. Abu Bakar bin Mohamad Diah, Deputy Minister of MOSTI

DEVELOPING UNDERSTANDING OF STANDARDS AMONGST FUTURE GENERATIONS THROUGH STANDARDS EDUCATION PROGRAMS

As the national standards and accreditation body of Malaysia, we recognise the importance of gaining confidence of Malaysians on how Standards can positively contribute to enhance quality of life, their business and the overall competitiveness of the nation and its resources. Towards this, we continue to use innovative platforms to educate and orientate Malaysians, especially young generations, who will be future consumers and entrepreneurs.

One such platform is *Jelajah Standards*, an innovative series of outreach programs, which help promote the role of standards in ensuring consumer health, safety and environmental protection. More than 1500 students



YB Datuk Dr. Abu Bakar bin Mohamad Diah, Deputy Minister of MOSTI together with the winners of 9th Annual Standards Olympiad, Korea (SMK Aminuddin Baki, Kuala Lumpur- Gold Medal Winner and SMK Bandaraya, Kota Kinabalu – Silver Medal Winner) at StAr Awards Ceremony 2014.

from 45 schools across 13 states participate in *Jelajah Standards* every year, which includes various activities for learning and engagement such as quizzes, games, project presentations on Standards, Quality & Safety etc.

In 2014, two Malaysian schools that won the 1st and 2nd prize for National Standard Olympiad 2013 participated in the World's First Academic Olympiad i.e the 9th Annual Standards Olympiad held in Anseong, Korea on the 10 and 13 August 2014. These two Schools - SMK Aminuddin Baki, Kuala Lumpur and

SMK Bandaraya, Kota Kinabalu won Gold and Silver medals respectively at this competition.

The competition aimed at raising awareness on standards, amongst the youth, helping them to acquire standardisation skills. The students were evaluated based on their ability to demonstrate their creativity, problem-solving skills and cooperation through team-based competitive standardisation activities.

**STANDARDS AND METROLOGY
INSTITUTE FOR ISLAMIC COUNTRIES
(SMIIC) – CREATING OPPORTUNITIES
TO POSITION MALAYSIA’S TECHNICAL
EXPERTISE AND CAPABILITIES**

A significant milestone in 2014 was Malaysia's acceptance and appointment as a new member state of the Standards and Metrology Institute for Islamic Country (SMIIC), an affiliated organ of the Organisation of Islamic Cooperation (OIC). The membership was conferred with anonymous votes from 13 members of the Board of Directors (BOD) at its 9th meeting held on 19 November 2014 in Istanbul, Republic of Turkey. With the objective to develop harmonised standards and eliminate trade barriers among OIC member states, SMIIC will serve as a strategic platform for Malaysia (through the Department of Standards Malaysia) to share its expertise and experience on Halal related matters.

The membership also indicates that we are now gaining traction amongst the SMIIC member states as a credible standards and accreditation body. Besides, as a nation with sound technical and syariah knowledge and infrastructure, Malaysia will continue to support SMIIC for building the capacity of the member states, who wish to develop Standards, Metrology and Accreditation infrastructure as well as extend the benefit of our experience in other areas of mutual interest.



Malaysian delegation after being accepted as a member state of SMIIC

(Front, from left)

YBhg. Prof. Dato' Dr. Abu Bakar Abd. Majeed (UITM), Mrs. Arfah Sulaiman (MITI), Mrs. Hakimah Mohd Yusoff (JAKIM), Mr. Hussalmizzar Hussain (Standards Malaysia-Head of Delegation), Mrs. Norhariti Jalil (HDC), Mr. Nazri Marzuki (NML-SIRIM)

(Behind, from left)

Mrs. Fe Jezzareen Mor Japar Khan (Standards Malaysia's Smart Partner), Mrs Azlina Muhammad (UITM)

STAR AWARDS 2014 – PROMOTING STANDARDS AND ACCREDITATION FOR QUALITY AND CREDIBILITY

StAr Awards, since its very inception, advocated the role and relevance of standards and accreditation among various groups of stakeholders such as the industry, government, regulators as well as the rakyat. The award ceremony 2014 not only showcased companies for their excellence (both in terms of quality and business advantages) through adoption of Malaysian Standards (MS) and Accreditation services, but introduced a new category of Awards to recognise Young Malaysians, promoting quality for a better life and a better future.

In 2014, Standards Malaysia achieved its ministerial target of 800, by certifying 841 companies for popular standards such as Quality Management System (QMS), Environmental

Management System (EMS), Food Safety Management System (FSMS), Occupational Safety and Health (OSH) and Hazard Analysis and Critical Control Points (HACCP). This was an increase of 9.36 percent as compared to 697 certified companies in the year 2013. Besides, Standards Malaysia also accredited 62 laboratories, 12 certification bodies and one (1) testing facility during the year.

INTERNATIONAL THOUGHT LEADERSHIP – POSITIONING MALAYSIAN EXPERTISE GLOBALLY

History has evidenced Malaysia's leadership in creating global networks for meaningful exchange of critical information and industry best practices, even in the areas of standards and accreditation.

In 2014, officers and assessors from Standards Malaysia demonstrated their expertise in International Accreditation Activities as lead evaluators and evaluators for APLAC and Pacific Accreditation Cooperation (PAC) evaluation for accreditation bodies from countries such as Japan, Thailand and Singapore.

Such forms of recognition reflect our readiness both as an organisation and as a country to contribute and influence global standards and accreditation policies, frameworks and outcomes.



Presentation of accreditation certificate under **Skim Akreditasi Makmal Malaysia (SAMM)** to Centralized Analytical and Control and Instrumentation Laboratories, Universiti Teknologi Petronas (UTP)

MALYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP) 2014 – FOSTERING INTERNATIONAL COOPERATION AND DEMONSTRATING MALAYSIA'S LEADERSHIP IN HALAL

In aspiring to emerge as a developed economy, we must strive towards making technical cooperation platforms effective, gaining new knowledge and skills, building synergies and identifying opportunities for trade and business. During the period 2006-2013, Standards Malaysia conducted MTCP Courses for more than 165 participants from 34 countries. This also reflects our strong 'technical expertise' and our reputation as a regional centre of excellence prepared to compete in the global marketplace.

Last year, Standards Malaysia had strengthened its regional and sub-regional cooperation through three training programmes; two on Halal Standards and Conformance Infrastructure and another on Standards and Conformance Infrastructures for African Countries. Organised in the months of August, September and November 2014, the programmes were attended by 49 participants from 17



Group photo of MTCP participants at the MTCP Opening Ceremony, officiated by YB Datuk Dr. Ewon Ebin, Minister of MOSTI

countries of the Organisation of Islamic Cooperation (OIC) and 11 countries from Africa.

Moving forward, we will endeavor to improve the quality of these technical cooperation programmes, so that the participating government policy makers, global industry practitioners, and entrepreneurial development agencies can benefit from our expertise to:

- 'Build Capacity' of the organisations and individuals in the area of Standards and Conformance.

- Benefit from information on policy recommendations, economic trends and measures put in place by Malaysia.
- Help implement framework of Standards and Conformance in the participants' respective countries.
- Facilitate cooperation through exchange of talent, skills and resources through collaborative initiatives.

PACIFIC AREA STANDARDS CONGRESS (37TH PASC)

In recognising APEC's vision of a region with free trade market integration, we see the role of 'standards and accreditation' as extremely critical towards creating cross-border business opportunities and fostering sustainable growth. Towards this, we hosted the 37th Pacific Area Standards Congress (PASC) in May 2014 in Kuala Lumpur, presenting an opportunity for global leaders to deliberate and dialogue on some of the burning issues, challenges and solutions for greater economic and technical cooperation amongst various countries.

Officiated by YB Datuk Dr. Ewon Ebin, Ministry of Science, Technology & Innovation (MOSTI) and witnessed by Mr. Rob Steele, Secretary General of International Organization for Standardization (ISO) and Dr. Junji

Nomura, President of International Electrotechnical Commission (IEC), PASC sought participation from more than 15 CEOs from various national standards bodies across the Pacific Rim.



VVIPs at the 37th Pacific Area Standards Congress (PASC) - (from left) Mr. Rob Steele, Secretary General of International Organization for Standardization (ISO); YBhg. Tan Sri Datuk Mustafa Mansur, Chairman of Malaysian Standards And Accreditation Council; YB Datuk Dr. Ewon Ebin, Minister of MOSTI; YBhg. Datuk Fadilah Baharin, Director General of Standards Malaysia; Dr. Junji Nomura, President of International Electrotechnical Commission (IEC) and Mr. Adrian O'Connell, Chairman of PASC Executive Committee.

7 PERFORMANCE INDICATORS STANDARDS

TREND: MALAYSIAN STANDARDS DEVELOPMENT

In our efforts to educate and raise awareness of the industry and public at large on the role and relevance of standards, we continue to identify areas and sectors (in keeping with national priorities) where new standards could be developed and existing standards could be revised, with emphasis on improving health, safety and reliability of Malaysian products and services. Our singular message is that standards adoption and implementation will offer competitive advantages to local businesses and help enhance the quality of life of the rakyat.

MS DEVELOPED BY SECTORS

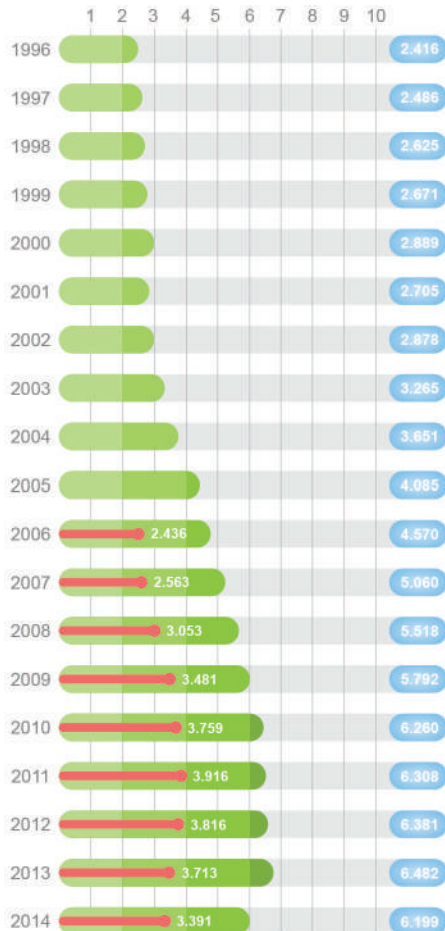
Cumulative Malaysian Standards (MS) were developed from 1996-2014 is 6199, a 3.3% higher achievement against the target of developing 6000 MS by the year 2020.

MS ALIGNED TO INTERNATIONAL STANDARDS

In fulfilling our role as the national standards body, our aim is to benchmark and align MS with international standards, which help reduce technical barriers to trade and allow high-potential Malaysian traders and entrepreneurs to access new export markets.

As of December 2014, 59.2% of the 6199 MS developed i.e. 3667 are aligned to international standards.

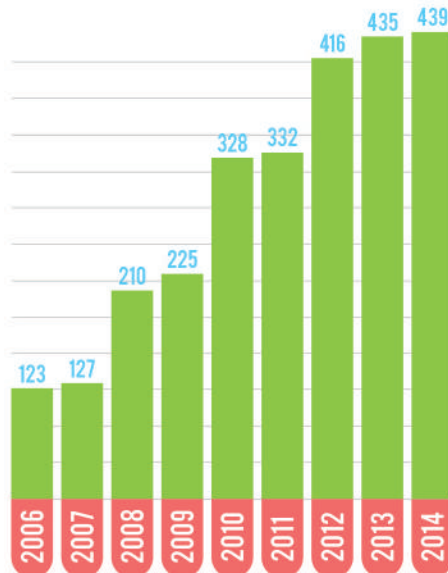
MS Developed by Sectors 
MS Aligned to International Standards 



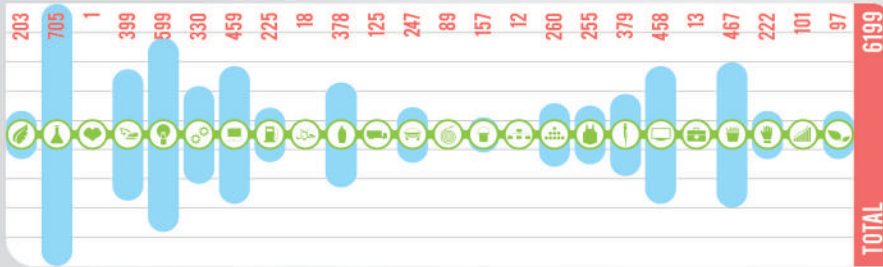
MANDATORY STANDARDS

In our aspiration to emerge as a high-income, developed nation by the year 2020, it is crucial for us to improve the quality of life, by emphasizing on health and safety of the rakyat. Towards this, we assume greater responsibility to identify or encourage products and services that meet minimum and mandatory quality and safety standards.

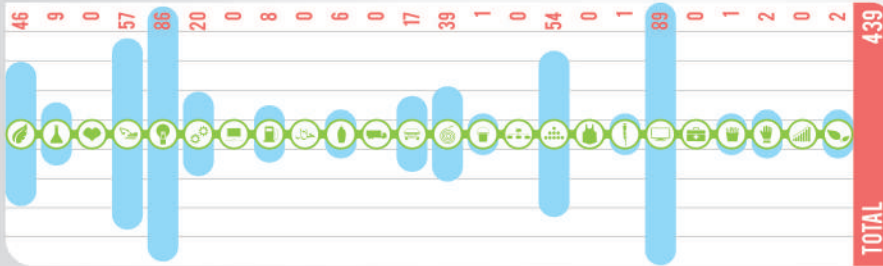
As of September 2014, an additional three (3) standards were made mandatory for Building, Construction & Civil Engineering and one (1) standard for Road Vehicles. The cumulative mandatory standards in 2014 increased to 439 as compared to only 435 in 2013.



BREAKDOWN OF MS BY SECTORS IN 2014



MANDATORY STANDARDS BY SECTOR



- ISCA Agriculture
- ISCB Chemicals and Materials
- ISCC Consumer Interests
- ISCD Building, Construction and Civil Engineering
- ISCE Power Generation, Transmission and Distribution
- ISCF Mechanical Engineering

- ISCG Information Technology, Communication and Multimedia
- ISCH Petroleum and Gas
- ISCI Halal Standards
- IS CJ Plastics and Plastic Products
- ISCK Packaging and Logistics
- ISCL Road Vehicles
- ISCM Fire Safety and Prevention

- ISCN Rubber and Rubber Products
- ISCO Organisational Management
- ISCP Metallic Materials and Semi-finished Products
- IS CQ Textiles and Apparels
- ISCR Medical Devices and Facilities for Healthcare
- ISCS Electrical and Electronic Equipment and Accessories

- ISCT Tourism, Exhibition and Hospitality Services
- ISCU Food, Food Products and Food Safety
- ISCW Occupational Safety and Health
- ISCY Quality Management and Quality Assurance
- IS CZ Environmental Management

PARTICIPATION AT ISO AND IEC LEVELS

With our experience and expertise in developing and implementing various standards programmes and initiatives, we have an opportunity to demonstrate our leadership and pioneer amongst others. Hence, as the national standards and accreditation body, seeking to establish international best practices, we proactively participate in the development of international standards.



NUMBER OF CONVENORSHIPS HELD BY MALAYSIA WITH IEC

IEC/TC82/JCW61
JCG TC 82/TC88/TC21/SC 21 A



IEC/TC115/W64
Guidelines for Asset Management on HVDC Installation

ISO/TC CHAIRMANSHIP/ CONVENORSHIP/ SECRETARIATSHIP

CHAIRMANSHIP



- **ISO/TC45**
Rubber and rubber products
- **ISO/TC45/SC4**
Products (other than hoses)
- **ISO/TC157**
Non-systemic contraceptives and STI barrier prophylactics
- **ISO/TC176/SC2**
Quality systems
- **ISO/TC207/SC7**
Greenhouse gas management and related activities
- **ISO/PC273**
Customer contact centres
- **ISO/PC278**
Anti-bribery management systems

CONVENORSHIP



- **ISO/TC45/SC3/W64**
Natural rubber
- **ISO/TC45/SC4/W65**
Gloves and other latex products
- **ISO/TC61/SC2/W62**
Hardness and surface properties
- **ISO/TC69/AH01**
Documents to support the application of statistical methods standards
- **ISO/TC218/W64**
Test methods

SECRETARIATSHIP



- **ISO/TC45**
Rubber and rubber products
- **ISO/TC45/SC1**
Rubber and plastics hoses and hose assemblies
- **ISO/TC45/SC4**
Products (other than hoses)
- **ISO/TC157**
Non-systemic contraceptives and STI barrier prophylactics

SKIM AKREDITASI MAKMAL MALAYSIA (SAMM)

Accreditation assures the competence and impartiality of the body accredited as well as testifies the credibility and reliability of the testing reports, by way of endorsing the well-trained personnel, equipment for measurement of traceability and methods of testing towards accurate testing data. To date, we have accredited a total of 688 laboratories for various types of testing and calibration.

In 2014, we accredited another 62 laboratories, providing more choice for customers and independently verified labs that are internationally recognised for their technical competence.

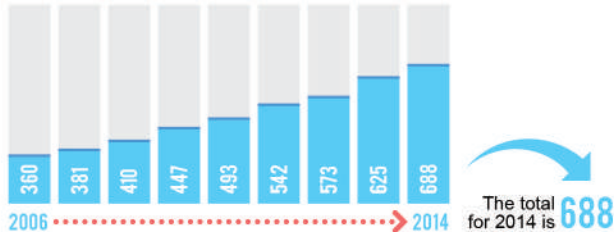
NUMBER OF ACCREDITED SAMM



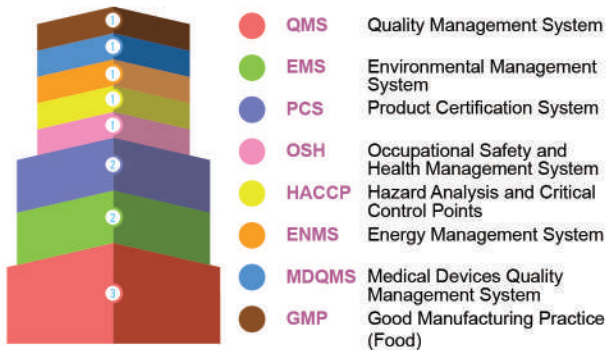
NUMBER OF WITHDRAWN SAMM LABORATORIES



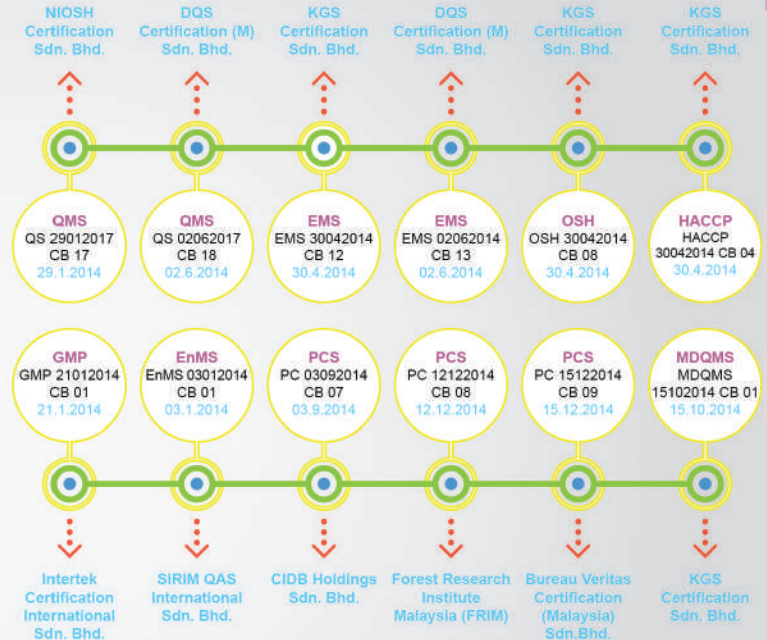
BREAKDOWN OF THE NUMBER OF ACCREDITED LABORATORIES FROM 2006-2014



ACCUMULATIVE NUMBER OF CERTIFICATION BODIES (CBs) ACCREDITED FROM 2006-2014



NEWLY ACCREDITED CERTIFICATION BODIES (CBs)



- QMS** Quality Management System
- EMS** Environmental Management System
- OSH** Occupational Safety and Health Management System
- HACCP** Hazard Analysis and Critical Control Points
- EnMS** Energy Management System
- PCS** Product Certification System
- MDQMS** Medical Devices Quality Management System
- GMP** Good Manufacturing Practice (Food)

TOTAL NUMBER OF ACCREDITED INSPECTION BODIES IN 2014

Total **11** Inspection Bodies

LIST OF COMPLIANT TEST FACILITY UNDER STANDARDS MALAYSIA GOOD LABORATORY PRACTICE COMPLIANCE PROGRAMME (GLP CP) 2010-2014



HUMAN RESOURCE MANAGEMENT

As of December 2014, a total of 101 positions were filled up.

POSITIONS FILLED



PERFORMANCE INDICATORS FINANCIAL

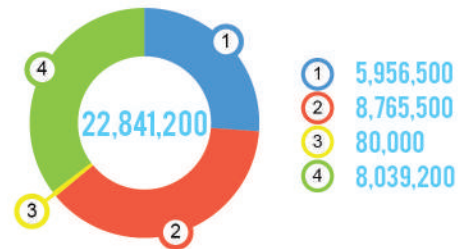
OPERATIONAL EXPENDITURE PERFORMANCE REPORT 2014

In 2014, for operational expenditure, Standards Malaysia was given an allocation of **RM 22,841,200**

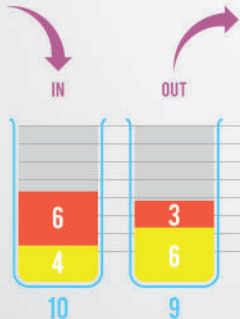
The detailed allocation is shown below

- 1 Emolument
- 2 Services
- 3 Assets
- 4 Grants

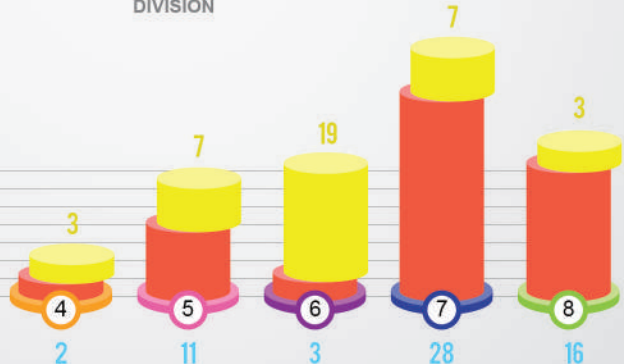
ANNUAL ALLOCATION



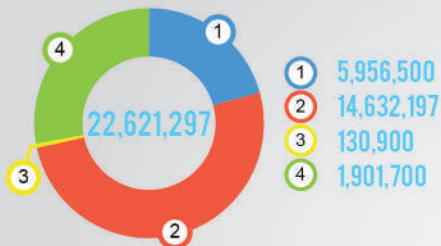
TRANSFER AND EXCHANGE OF STAFF



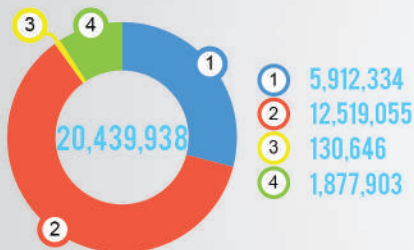
POSITIONS FILLED BY DIVISION



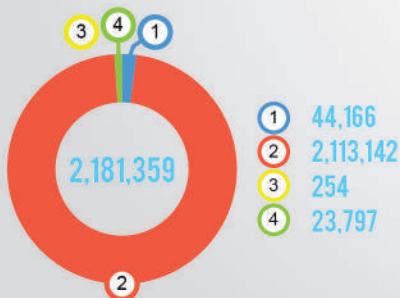
REVISED ALLOCATION



EXPENDITURE



BALANCE

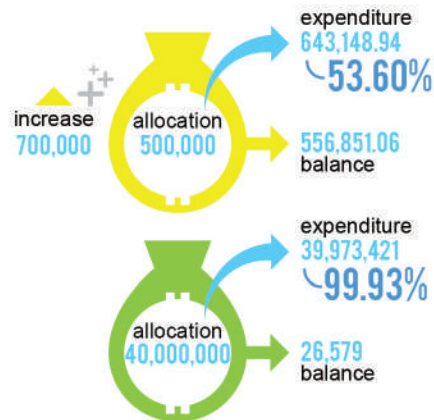
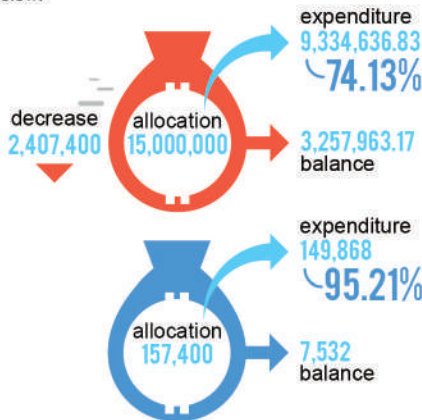


DEVELOPMENT EXPENDITURE PERFORMANCE REPORT

In 2014, for development expenditure, Standards Malaysia was given an allocation of **RM 55,657,400**

- Development of Standards
- Development of ICT Standards Malaysia Integrated
- Development of ICT System
- Malaysian Software Testing Hub

The detailed distribution of the expenditure is shown below:



REVENUE COLLECTION REPORT



Total revenue collected in 2014 was **2,322,172.89**

CORPORATE INFORMATION

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Governed by the Standards of Malaysia Act 1996 (Act 549), the Department of Standards Malaysia (Standards Malaysia) is an agency established on 28 August 1996, under the Ministry of Science, Technology and Environment (MOSTE). Standards Malaysia is the National Standards & Accreditation Body of Malaysia providing confidence to various stakeholders, through credible standardisation and accreditation services for global competitiveness. Our aspiration is to create a culture of quality amongst Malaysians, to make standards an accepted component of businesses locally and to achieve global recognition for our products and services; thus improving the overall quality of life.

As a custodian for Malaysian Standard (MS) and authoritative body, we continually engage with our stakeholders to develop MS, which will protect the interest of consumers by providing an assurance of health and safety. For more than 18 years,

we have successfully developed more than 6,000 Malaysian Standards and provided credible Accreditation services to positively contribute to the economic, societal, environmental and national well-being. Standards Malaysia is also a signatory to the regional and international Mutual Recognition Arrangements and Multi-Lateral Recognition Agreements, and are subject to rigorous evaluation processes. This further enhances Malaysia's competitive edge by facilitating trade through international recognition of our products and services through MS and Accreditation.

For further information, please visit our website: www.jsm.gov.my or contact Mrs Kee Lai Sien on Tel. +603-8318 2211 or email: kee@jsm.gov.my

VISION

Accepted by Malaysians, Recognised by
the World.

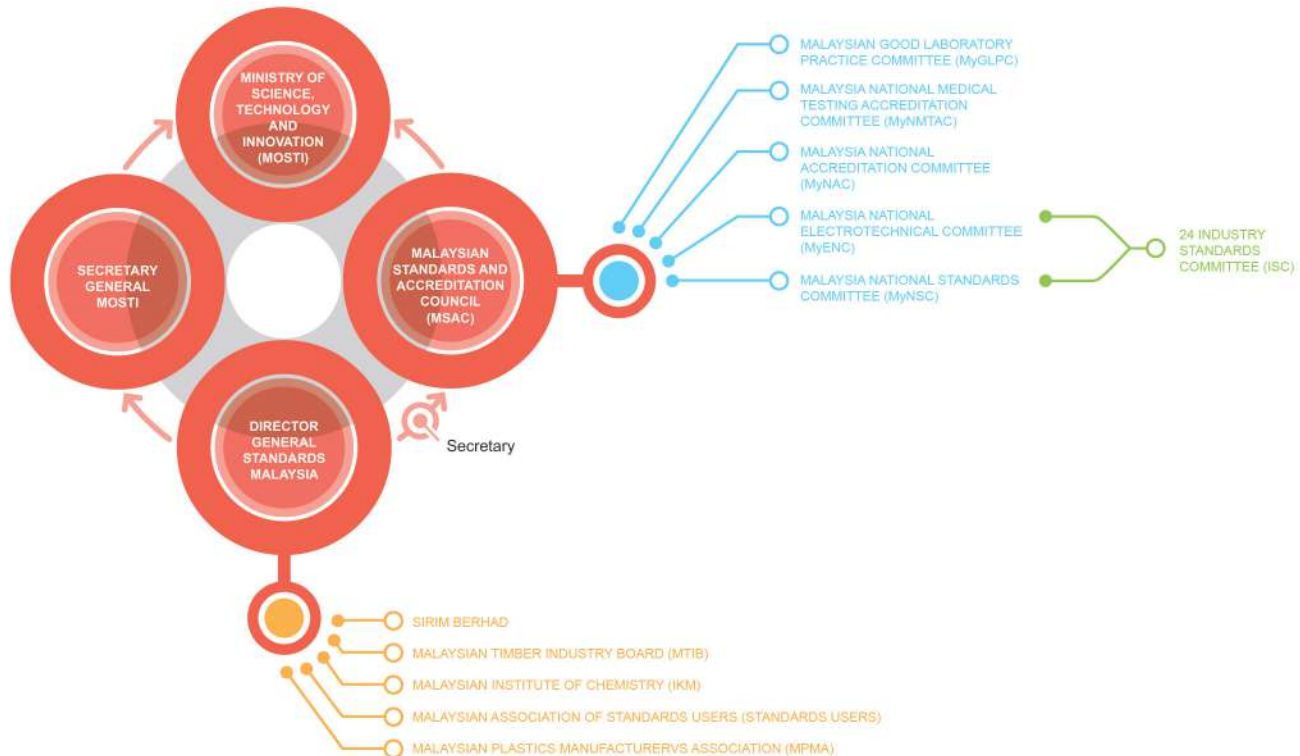
MISSION

To provide credible standardisation
and accreditation services to enhance
economic, societal and environmental
well-being.

THE VALUES THAT DRIVE US



ORGANISATION STRUCTURE



TOP MANAGEMENT

**Encik Hussalmizzar
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**Encik Shaharul Sadri
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