

OPENING ADDRESS
BY PUAN FADILAH BAHARIN
DIRECTOR GENERAL
DEPARTMENT OF STANDARDS MALAYSIA
AT THE OFFICIAL OPENING OF
CONSULTATION ON “ QUALITY MANAGEMENT : LINKING
TRADE PROMOTION ORGANIZATIONS AND NATIONAL
STANDARDS BODIES FOR EXPORT SUCCESS
1 DECEMBER 2009
SHERATON IMPERIAL HOTEL, KUALA LUMPUR

Y. Bhg. Dato’ Noharuddin Nordin,
Chief Executive Officer of MATRADE.

Distinguished guests, delegates, ladies and gentlemen.
Assalamualaikum and Good Morning to all of you.

I am indeed delighted to be given this opportunity to address all of you for the “Consultation On Quality Management : Linking Trade Promotion Organisations and National Standards Bodies for Export Success” jointly organised by the Department of Standards Malaysia, and the Malaysia External Trade Development Corporation or MATRADE.

On behalf of the Department of Standards Malaysia, I would like to extend a very warm welcome or as we say it in Malaysia, ‘Selamat Datang’, to all participants and guests especially those visiting our country for the first time. I hope all of you had a pleasant and comfortable journey to Kuala Lumpur.

Malaysia is indeed very honoured to be given the privilege to be the host for this consultation. Your presence here is a testament of our shared understanding and commitment, to promote the activities of NSBs and TPOs. Your participation and contribution in this consultation, is therefore significant and vital towards achieving the desired means and objectives. I also would like to thank MATRADE for co-hosting this event.

Ladies and gentlemen,

I would like to take this opportunity to briefly explain the roles and responsibilities of the Department of Standards Malaysia or in short STANDARDS MALAYSIA. We are a Government agency, under the Ministry of Science, Technology and Innovation. We were established in August 1996 under the Standards of Malaysia Act 1996. Our primary role is to develop standards and promote their

usage. In addition, STANDARDS MALAYSIA is also the National Accreditation Body, entrusted with the responsibility to manage the accreditation of conformity assessments bodies such as testing and calibration laboratories and certification and inspection bodies, as well as to promote the benefits of accreditation to the industry and to Government agencies and regulators.

As the National Standards Body, STANDARDS MALAYSIA is responsible for the development of Malaysian Standards in support of the country's vision to become a developed nation by 2020. Malaysia's current standardisation activities are being guided by the National Standards Strategy and Action Plan, approved by the Government in October 2004. The main objective of this Plan is to provide a common approach to Malaysia's standardisation activities. Among the strategic action plans is to create greater awareness and usage of Malaysian Standards by the Government, private sector and the consumers in procurement, trade, production, manufacturing and provision of services. For this, STANDARDS MALAYSIA has invested significant amount of resources in activities related to intensive promotion and awareness programmes on the significance and benefits of standards; as well as organising sector-specific seminars and workshops to highlight new standards which

have special significance or impact to a specific target group or industry.

STANDARDS MALAYSIA as the National Standards and Accreditation Body, has been actively involved in providing necessary input and support to the lead agency Ministry of International Trade and Industry (MITI) in matters pertaining to Free Trade Agreement or FTA for the chapter on standards on conformance. Malaysia is currently negotiating several bilateral FTAs and at the regional level, FTAs are also being negotiated between ASEAN and some other countries. STANDARDS MALAYSIA's inputs are crucial to promote Malaysian interests.

Ladies and Gentlemen,

At the international level, Malaysia has been an active member of ISO since 1969 and we will continue to be active in ISO and support its activities. Malaysia has been elected 6 times as the ISO Council member so far, the latest being for the 2010-2011 term. Additionally, we have also been elected for the ISO Technical Management Board (TMB) for a total of 4 terms, latest being for the 2010-2012 term. We have been active as 'Participating or P' Member in 117 of the ISO Technical Committees and Sub-Committees. We will

continue to participate actively and we hope this consultation helps to strengthen Malaysia's standing within the international standardisation framework.

Ladies and Gentlemen,

STANDARDS MALAYSIA implements programmes that assist exporters by indirect means. These include pursuing an active plan for harmonisation with international standards, promoting and supporting Malaysian participation in international standardisation activities and conducting awareness-raising sessions for industry on new developments in international standardisation. The provision of direct services to industry is undertaken by other organizations such as industry associations, professional associations, government ministries and regulators. Both STANDARDS MALAYSIA and MATRADE have our own unique objectives and at the same time complements each other in providing services to the private sector to facilitate export trade. MATRADE as the TPO has a focus on marketing support, trade data services and links to provide business support. Export industry additionally requires information and support on standards and technical regulations and on conformity assessment, information that is available in STANDARDS

MALAYSIA. We will continue to work and cooperate with MATRADE to enable integrated programmes to be developed.

Ladies and Gentlemen,

Despite your tight schedule during these meetings, I do hope that all of you will have the opportunity to experience and enjoy the diversity of our true Malaysian culture, the beautiful places, and the hospitality of the local people. May your stay in Malaysia remain with you as a joyful, unforgettable memory.

I sincerely hope that through this consultation, the cooperation between NSBs and TPOs can be strengthened in order to support the international competitiveness of SMEs in developing countries.

In conclusion, I would like to wish all of you great success in your deliberations and hope that you will continuously contribute your expertise in the development of NSBs and TPOs.

Thank you.