
ARISE PLUS MALAYSIA

DRIVING PROGRESS: BOOST MALAYSIA'S QUALITY INFRASTRUCTURE ALIGNMENT WITH GLOBAL STANDARDS

CHALLENGES AND OPPORTUNITIES

The alignment of Malaysia's quality infrastructure system, encompassing standards, certification, and metrology, with the Association of Southeast Asian Nations (ASEAN) and the European Union standards stands as a pivotal development for the country. This demonstrates Malaysia's dedication to adopting best practices and staying abreast of evolving global standards. By adhering to the stringent standards set by both ASEAN and the EU, Malaysia showcases its commitment to producing goods and services of the highest quality, fostering trust among trading partners and consumers alike. Such a strategic synchronization not only ensures the seamless integration of Malaysian products and services into regional and international markets but also elevates the country's global competitiveness.

RESULTS AND IMPACT

ARISE Plus Malaysia adopted a multifaceted approach, encompassing policy development, industry awareness, and collaborative initiatives between different sectors.

The project worked in close partnership with the Department of Standards of Malaysia (DSM) and benefited 750 representatives from 190 public and private organizations across the country.

Key results:

- Elevated standards through the formulation of a National Quality Policy, poised for submission for regulatory approval and subsequent enactment into law by 2024.
- Fostered awareness and provided technical training on the EU Medical Devices regulation, impacting around 300 medical devices companies in Malaysia.
- Fortified the collaboration between the public and private sectors in addressing greenhouse gas issues, leading to two Malaysian companies seeking accreditation as verification bodies.
- Supported project-based carbon accounting and export management on refining standards related to packaging and labeling for agricultural products, thus supporting Malaysia's efforts to fortify its position in environmental stewardship and to align with global efforts to address climate change.

VOICES OF PROJECT BENEFICIARIES

"Enrolling in this program has provided me with a deep understanding of EU Medical Device Regulation requirements, contributing significantly to my role in the International Affairs Division. This

knowledge allows me to assist local exporters in navigating and complying with EU standards, facilitating their entry into the European market and enhancing our division's impact on global trade.”
– Norfazlin Rasidi, Malaysia Medical Device Authority (MDA)

“This is the workshop that I been waiting for so long. I can start coaching agri SMEs with confidence after this ARISE Plus Malaysia training workshop.” – Daranaquiah Mokhtadin, Department of Agriculture of Malaysia (DOA)



About ARISE Plus Malaysia: The project (2021-2024) supported sustainable trade growth in Malaysia by enhancing a sustainable business and investment environment in Malaysia, improving product quality and competitiveness, and enhancing sustainable and internationally quality-compliant practices in the agri-food sector. The project was funded by the European Union (EU), and implemented by the International Trade Centre (ITC) (<https://intracen.org/>) jointly with the Government of Malaysia, in collaboration with the Ministry of Investment, Trade and Industry (MITI) (<https://www.miti.gov.my/index.php>). It was part of the broader EU “ARISE Plus” regional programme, supporting greater connectivity and economic integration in ASEAN, through regional thematic projects and national ARISE Plus projects (<https://ariseplus.asean.org/>).

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