PRESENTATION OUTLINE

1. Functions of STANDARDS MALAYSIA
2. Malaysian Standards Development Infrastructure
3. Going Global: From Local to International
4. Halal Opportunity
5. STANDARDS MALAYSIA: International Stage
Develop and promote **Malaysian Standards (MS)**

Principals for MS development are based on Annex 3 to WTO/TBT Agreement, ISO/IEC Guide 59 & ISO/IEC Guide 21

Accredit **Conformity Assessment Bodies**

Conformity assessment bodies consist of testing & calibration labs, inspection bodies and certification bodies

**Functions of STANDARDS MALAYSIA**

Established on 28 August 1996

Governed by Standards of Malaysia Act 1996

Amended Act will be enforceable = Q1 of 2012
Vision & Mission

Vision
• Accepted by Malaysians, recognised by the World

Mission
• To provide credible standardisation and accreditation services to enhance economic, societal and environmental well-being
Functions of Policy and Standards Division

- Implement policies and strategies for national standardisation
- Recommend Malaysian Standards for approval
- Promote the usage of Malaysian and international standards
- Represent Malaysia in regional and international standardisation activities
- Promote co-operation in standardisation activities within the country as well as with regional and international organisations
Strategy 1: Wider adoption of MS in technical regulations

Strategy 2: Ensuring stakeholder participation and support for standardisation at regional and international level

Strategy 3: Strategic involvement in regional and international standardisation activities

Strategy 4: Timely delivery of MS that meet the current and future needs of stakeholders

Strategy 5: Greater awareness and usage of MS by the Government, private sector and the consumers
Malaysian Standards (MS)

Consensus documents at national level

Developed by standards development committees under the Malaysian Standards development system. Public comment is part of transparency process

Approved by the Minister of Science, Technology and Innovation, in accordance with the Standards of Malaysia Act 1996.
Malaysian Standards Development Process

Process takes between 6 months to 3 years

Request for New Standard

Acceptance of NWIP by the ISC & NWIP Registered

Committee Draft

Issue for Public Comment

Review of Public Comments

ISC Acceptance of Final Draft

Verification by STANDARDS MALAYSIA

Approval by Minister of Science, Technology & Innovation

Publication of Malaysian Standard

Responsibility

SIRIM Berhad

STANDARDS MALAYSIA

STANDARDS MALAYSIA

SIRIM Berhad

SIRIM Berhad

Technical Committee

Technical Committee/Working Group

SIRIM Berhad

STANDARDS MALAYSIA and/or SIRIM Berhad
Public Comment

**Media:** Major national newspapers (Berita Harian & NST)

**On-line:** STANDARDS MALAYSIA’s and SIRIM’s website (texts of draft standards could also be accessed)

**Release:** 1st day of February, April, June, August, October & December

**Period:** Two months

**Mailing list:**
Governments Ministries/Departments, Quasi-government bodies, Professional/ Scientific bodies and trade/industrial associations (including licencees of ISO 9000/14000/product certification)
Industry Standards (ISC)

- ISC A Agriculture
- ISC B Chemicals & Materials
- ISC C Consumer Interests
- ISC D Building, Construction and Civil Engineering
- ISC E Power Generation, Transmission and Distribution of Energy
- ISC F Mechanical Engineering
- ISC G Information Technology, Communication and Multimedia
- ISC H Petroleum & Gas
- ISC I Halal Standards
- ISC J Plastics & Plastic Products
- ISC K Packaging and Logistics
- ISC L Road Vehicles
- ISC M Fire Safety & Prevention
- ISC N Rubber & Rubber Products
- ISC O Organisational Management
- ISC P Metallic Materials and Semi-Finished Products
- ISC Q Textiles & Apparels
- ISC R Medical Devices and Facilities for Healthcare
- ISC S Electrical and Electronics Equipments and Accessories
- ISC T Tourism, Exhibition & Hospitality Services
- ISC U Food & Food Products
- ISC W Occupational Safety & Health
- ISC Y Quality Management & Quality Assurance
- ISC Z Environmental Management
### MS Status as of 31 January 2012

<table>
<thead>
<tr>
<th>ISC</th>
<th>Field</th>
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<tr>
<td>A</td>
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<td>Packaging and Logistics</td>
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<td>M</td>
<td>Fire Safety and Prevention</td>
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<td>O</td>
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</table>
ISC I : Halal

Scope: Standardisation in the field of generic management systems, food and non-food from Islamic perspectives

Membership:
- Department of Islamic Development Malaysia (JAKIM)
- STANDARDS MALAYSIA
- Department of Veterinary Services
- Malaysian Association of Standards Users (Standards Users)
- Federation of Malaysian Manufacturers (FMM)
- Institute of Islamic Understanding Malaysia (IKIM)
- Institute of Quality Malaysia (IQM)
- Malaysian Agricultural Research and Development Institute (MARDI)
- Ministry of Domestic Trade and Consumer Affairs
- Ministry of Health (Food Safety and Quality Division)
- Ministry of Health (National Pharmaceutical Control Bureau)
- Ministry of International Trade and Industry, Malaysia (MITI)
- Muslim Consumers Association of Malaysia (PPIM)
Industry Standards Committee (ISC) on Halal

ISC I - Halal

Technical Committee on Halal Food and Islamic Consumer Goods

Technical Committee on Management Systems from Islamic Perspectives
Malaysian Standards on Halal

- **MS 1500:2009**
  - Halal Food – Production, Handling and Storage – General Guidelines (second revision)

- **MS 1900:2005**
  - Quality Management Systems – Requirements from Islamic Perspectives

- **MS 2200-1:2008**
  - Islamic Consumer Goods – Part 1: Cosmetic and Personal Care – General Guidelines

- **MS 2300:2009**
  - Value-Based Management System - Requirements From An Islamic Perspective

- **MS 2400-1:2010**
  - Halalan-Toyyiban Assurance Pipeline - Management System Requirements For Transportation Of Goods And/Or Cargo Chain Services
Malaysian Standards on Halal

- **MS 2400-2:2010**
  - Halalan-Toyyiban Assurance Pipeline - Management System Requirements For Warehousing And Related Activities

- **MS 2400-3:2010**
  - Halalan-Toyyiban Assurance Pipeline - Management System Requirements For Retailing

- **MS 2424:2012**
  - Halal Pharmaceuticals – General Guidelines

- **MS 2200-2:2012**
  - Barang Gunaan Islam – Bahagian 2: Penggunaan Tulang, Kulit dan Bulu Haiwan – Garis Panduan Umum

- **MS 2393 (P)**
  - Prinsip Islam dan Halal – Definisi dan Penafsiran Istilah
* Not all standard can be made mandatory unless it affects safety of consumers, environment & health

MANDATORY USE

Relevant Acts of Parliament

Regulatory Body

Technical Regulation

a) Compliance/Reference to MS
b) Conformity assessment requirements – testing, inspection & certification
c) Penalty for non-compliance

SUPPORTED BY

Complied by

Industry/ Business/Government

MANDATORY USE

Industry/ Business/Consumers

VOLUNTARY USE

*MS

Mandatory Implementation

Develop

Voluntary Implementation

* Not all standard can be made mandatory unless it affects safety of consumers, environment & health
Voluntary Standards

MS 2446: 2012 – Accommodation Premise – Classification – Criteria and Requirement for Hotels

MS ISO 9001:2008 – Requirements for QMS
- ISO 9001:2008 – Requirements for QMS
- E.g. used by organizations and manufacturers all over the world

MS 1500:2009
Halal food - production, preparation, handling and storage - general guidelines (second revision).
# Regulators and no. of Mandatory Standards as of 31 January 2012

<table>
<thead>
<tr>
<th>No.</th>
<th>Regulator</th>
<th>Number of Mandatory Standards</th>
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<tbody>
<tr>
<td>1</td>
<td>Energy Commission (ST)</td>
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<tr>
<td>2</td>
<td>Royal Malaysian Customs Department (Customs)</td>
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<tr>
<td>3</td>
<td>Fire and Rescue Department of Malaysia (BOMBA)</td>
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<td>4</td>
<td>Construction Industry Development Board (CIDB)</td>
<td>36</td>
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<tr>
<td>5</td>
<td>Federal Agriculture Marketing Authority (FAMA)</td>
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<td>Local Government Department, KPKT</td>
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<td>Road Transport Department (JPJ)</td>
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<td>Malaysian Communications and Multimedia Commission (MCMC)</td>
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<td>9</td>
<td>Ministry of Domestic Trades, Co-operatives and Consumerism (MDTCC)</td>
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<td>10</td>
<td>Department of Environment (DoE)</td>
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<td>Town Planning Department, KPKT</td>
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<td>Malaysian Palm Oil Board (MPOB)</td>
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<td><strong>TOTAL</strong></td>
<td><strong>373</strong></td>
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</tbody>
</table>

6.16 % - mandatory standards
Going Global: From Local to International
“Going global has always been our mission. Through careful planning and strategising, we have successfully developed internationally recognised standards and accreditation guidelines and practices to help the country deliver globally accepted Malaysian products and services.”
Economic Transformation Programme (ETP): Strategic Reform Initiatives

- Public Finance
- Public Service Delivery
- Human Capital Development
- Government’s Role in Business
- Narrowing Disparities
- International Standards & Liberalisation
SRI: International Standards & Liberalisation (ISL)

COMPETITION LAW
Competition Act 2010 aims to promote economic growth and protect consumer interest through preventing anti-competitive practices and abuse of a dominant position.

LIBERALIZATION OF SERVICES
Opens markets to foreign investment, encouraging competition.

STANDARDS
Improves quality of Malaysian goods and services and also improves access to international markets.

OVERALL INCREASE IN COMPETITIVENESS

ISL- Standards: Case for change

- Sub standard products within domestic market
- Low global market recognition
- Inefficient enforcement mechanism

- Ensure quality products which comply to safety and environmental regulations
- Develop a Brand Malaysia that will increase access to international markets
- Establish framework to enforce compliance and consumer protection

Note: The implementation of standards will not only ensure the quality of products and services in the market and enhance our competitiveness, it can also deter the entry of substandard products into the market. It will also help ensure that quality products comply with safety and environmental regulations. Additionally, it will increase access to international markets and establish a framework to enforce compliance and consumer protection.

ISL – Standards: Key Focus Area

- **Adoption of International Standards**
  - Identify market segments requiring adoption of standards to increase market access.

- **Internationalise Malaysian Standards**
  - Leverage and monetise indigenous Malaysian products.
  - Leverage Malaysian Standards towards international recognition.
  - Improve Malaysian standards to meet global demands

- **Effective governance structure**
  - Establish a governance mechanism that includes specific regulations and enforcement body.

ISL – Standards: Framework

Halal Opportunity
1.57 billion Muslims, representing 23% of an estimated 2009 world population of 6.8 billion.

- **Americas**: Muslim: 4.6 million, Market size: US$170 billion
- **Sub-Saharan Africa**: Muslim: 240.6 million, Market size: US$170 billion
- **MENA**: Muslim: 315.3 million, Market size: US$44 billion
- **Europe**: Muslim: 38.1 million, Market size: US$67 billion
- **Asia/Oceania**: Muslim: 972.5 million, Market size: US$130 billion

*(Pew Report, 2009)*
Estimates Halal Trade Value

- Food (US$ 0.58 trillion)
- Services (US$ 1.0 trillion)
- Non-Food (US$ 1.52 trillion)
Key Enablers for Halal Industry

- Legislation & regulatory framework
- Human Capital
- High level of standards & widely accepted accreditation
- Funding & Incentives
- Public Delivery System
- Physical Infrastructure

Role of STANDARDS MALAYSIA
The Importance of harmonisation for Halal Standards
Strategic Partnership
Current Initiatives on Halal

**OIC**
- Working Group, of Standardization Expert Group, COMCEC, OIC
- To host 1st Technical Committee on on standards on Pharmaceutical and Vaccinette at OIC level

**ASEAN/IMT-GT**
- ASEAN Working Group on Halal Food
- IMT-GT Working Group on Halal Products and Services

**MOU/Technical Cooperation Program**
- Saudi Arabia,
- Egypt
- Uganda
- China
- Syria
- China
STANDARDS MALAYSIA: International Stage

World Trade Organisation (WTO) Technical Barriers to Trade (TBT)

ISO member since 1969

IEC member since 1991

APEC Sub-Committee on Standards and Conformance (APEC SCSC)

Pacific Area Standards Congress (PASC)

ASEAN Consultative Committee on Standards & Quality (ACCSQ)
ISO Council Member

- 6 terms
- 2010-2011 (YBhg. Tan Sri Datuk Dr. Ahmad Tajuddin Ali)

Technical Management Board (TMB)

- 4 terms
- 2010-2012 (Pn. Khalidah Mustafa/ En. Azim Ng)
Technical Committees - ISO

*as of 31 December 2011
Technical Committees - IEC

*as of 31 December 2011
Conclusion

The establishment of MS development system/process is to ensure the development of MS through a transparent and consensus-based process that involved the participation of all stakeholders based on international guidelines of ISO & WTO.

One of STANDARDS MALAYSIA’s key strategies is to continue to use available platforms and opportunities to strengthen international collaborations.
Thank you

Department of Standards Malaysia
Century Square
Level 1 & 2, Block 2300, Jalan Usahawan,
63000 Cyberjaya,
Malaysia

www.standardsmalaysia.gov.my
www.msonline.gov.my

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