



## PRESS RELEASE

### STANDARDS MALAYSIA BRIDGING SMITA, YOUTHSTODAY AND IPEC BUREAU – CHARTING NEW DIRECTION TOWARDS 2050 AGENDA

**Cyberjaya, 8 August** – The Department of Standards Malaysia (Standards Malaysia) is driving it unconventional way formulating the fundamental quality awareness for SME businesses and to engage the younger generation leading the way forward for the National Transformation 2050 (TN50). Standards Malaysia stands testament on the government’s resolve in ensuring that our nation continues to remain relevant in the face of changes at the national and global levels where standards and quality form an integral part of the transformation.

Today, YBhg. Datuk Fadilah Baharin, Director General of Standards Malaysia, witnessed two (2) Memorandum of Understanding (MoU) signing between IPEC Bureau with SME International Trade Association of Malaysia (SMITA) and IPEC Bureau with YouthsToday.

“These strategic alliances’ response to the SME marketplace revolution and anticipate the shifting global economic landscape that to be inherited by the future generations. With our national agenda to raise the quality of human capital and to enhance SMEs productivity through the competencies of business and services excellence, an unconventional ecosystem is essential for the Gen Z, Y, X, and “Baby Boomers” to

instill TN50 vision and to face current megatrends challenges specially on the 4th Industry Revolution for Digital Transformation and Robotics. Standards Malaysia envisions these strategic alliances as national mission to embrace in economy transformation” said Datuk Fadilah Baharin.

The first MoU signing between IPEC Bureau and SMITA meant to explore the way forward together fostering the growth of SME excellence and economy revolution capabilities through the implementation of ISO/IEC 17024 Certification of Persons for SME Business and Services Excellence.

IPEC Bureau is a fully accredited ISO/IEC 17024 Certification Bureau by Standards Malaysia that focused on extensive range of human capital certification.

“This strategic co-operative initiative will gear towards charting a new direction for regional SME, not only in increasing the competitive advantage of local products in the global exports market. It can be instrumental to support the delivery of the human resources certification training in support of global talent mobility agenda. ISO/IEC 17024 Certification of Persons will prove to be of great value, especially in creating new employment opportunities, new businesses and quality professionals,” said Dr. Juliana Lim, CEO of IPEC Bureau.

Miss Megane said “SMITA and IPEC signed the MoU to reaffirm our commitment to empower Malaysian SMEs with this instrumental ecosystem to expand their business globally. SMITA has been working closely with Standards Malaysia and various government agencies locally and agencies from different countries to promote the use of standards and certifications. Besides, with the opening of AEC, SMITA will assist Malaysian SMEs to tap on a 650 million single market population. SMITA can foresee with the human capital empowerment and the growth in exports within the ASEAN region; more Malaysian SMEs will start to excel their business services as they enjoy the benefits of free flow of trades, free flow of services and many other benefits.”

Concurrently today, IPEC Bureau signed MoU with YouthsToday to outreach and enrich the development of the youth marking the entry to roar for the new era of future generation; instilling quality awareness among the youth. This partnership will explore various sectors of the industry and create various opportunities, schemes, programs and incentives which will empower youths to strive creative mindset and adapt to current market trend. These will cover skills training, education and scholarship, job

fair, young entrepreneurs funding and affordable homes. “With the collaboration with IPEC Bureau, we will be able to help more young people build their dreams. Our vision has always been to become the world’s number one youth experience enrichment provider, and we will continue to strive towards creating a better society through youth empowerment and engagement. I am glad that Dr Juliana, who is also the TN50 Youth Ambassador invited us to embark in this significant national service.” said by Jazz Tan Yee Mei, CEO of YouthsToday.

YouthsToday has more than 40,000 active youth event organisers on board, which are reaching out to millions of young adults and university students across Malaysia. The platform is officially endorsed by the Malaysian Ministry of Higher Education as a preferred extracurricular partner for over 60 universities and 300 student clubs.

These MoU(s) were signed in the presence of President of Association International Certified Aesthetician (AICA), Prof. Dr. Ng Wee Kiong, IPEC Head of Business Excellence Industry Scheme Committee, Mr. Michael Wong, SMITA’s International Senior Advisor, Mr. Thomas Soo, officers of Standards Malaysia, committee members of SMITA, members of YouthsToday, and university’s leaders and management.

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**About Department of Standards Malaysia (STANDARDS MALAYSIA)**

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 Innovation (MOSTI). STANDARDS MALAYSIA is the National Standards Body (NSB) and the National Accreditation Body (NAB) 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 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 20 years, we have successfully developed more than 6,000 Malaysian Standards (MS) 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 about Department of Standards Malaysia (STANDARDS MALAYSIA), please visit our website: [www.jsm.gov.my](http://www.jsm.gov.my)**

### **About IPEC BUREAU**

IPEC BUREAU is a fully accredited ISO/IEC 17024 Certification Bureau by Standards Malaysia that focuses on extensive ranges of industry human capital certification. In support of ASEAN free movement of certified skilled workers agenda, IPEC certification is globally accepted benchmark for human resources enhancement, upskilling and reskilling that focuses on examining competence of persons. **For further information about IPEC CERTIFICATION BUREAU, please visit our website: <http://www.ipecbureau.org> or contact Ms. Priscilla Lim on Tel: +603-2026 7733 or e-mail: [priscilla@ipecbureau.org](mailto:priscilla@ipecbureau.org).**

### **About SMITA**

SME International Trade Association of Malaysia (SMITA), is an organisation that encourages SMEs to go global by organising meetings & trade missions, international trade conferences and educational seminars. SMITA facilitate and nurture SMEs entrepreneurs to the global arena by providing training, expertise and support services. Its Vision is to grow the members to be leading global trading companies while its Mission is to be the launching pad for members who aspire to compete in the regional and global markets. **For further information about SMITA, please visit our website [www.smita.org.my](http://www.smita.org.my) or contact Ms. Mary Low on Tel: +6019-2866 355 or e-mail: [mary@smita.org.my](mailto:mary@smita.org.my).**

### **About YouthsToday**

Founded in 2013 by a social entrepreneur, Jazz Tan. Our mission is to fund, educate and support students and young professionals by turning their ideas into successful projects through experiential events. With more than 40,000++ active youth event organizers connected to our portal, YouthsToday.com is the first and largest platform to connect over 50 corporate brands reaching out to millions of youth across the world through student events. **For further information about YouthsToday, please visit our website: <http://www.youthstoday.com> or contact Ms. Jazz Tan on Tel: +603-7988 0805 or e-mail: [jazz@youthstoday.com](mailto:jazz@youthstoday.com).**