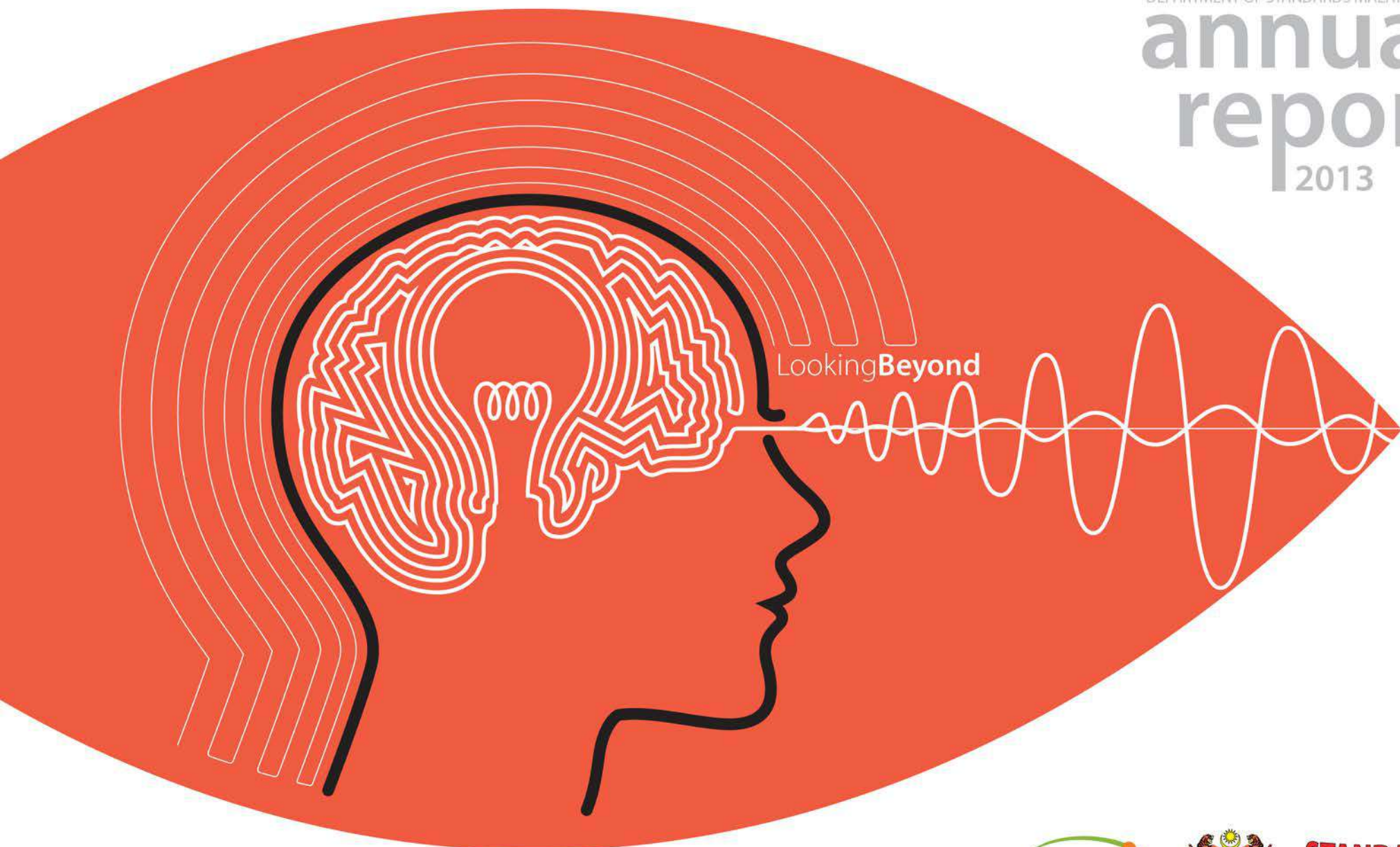


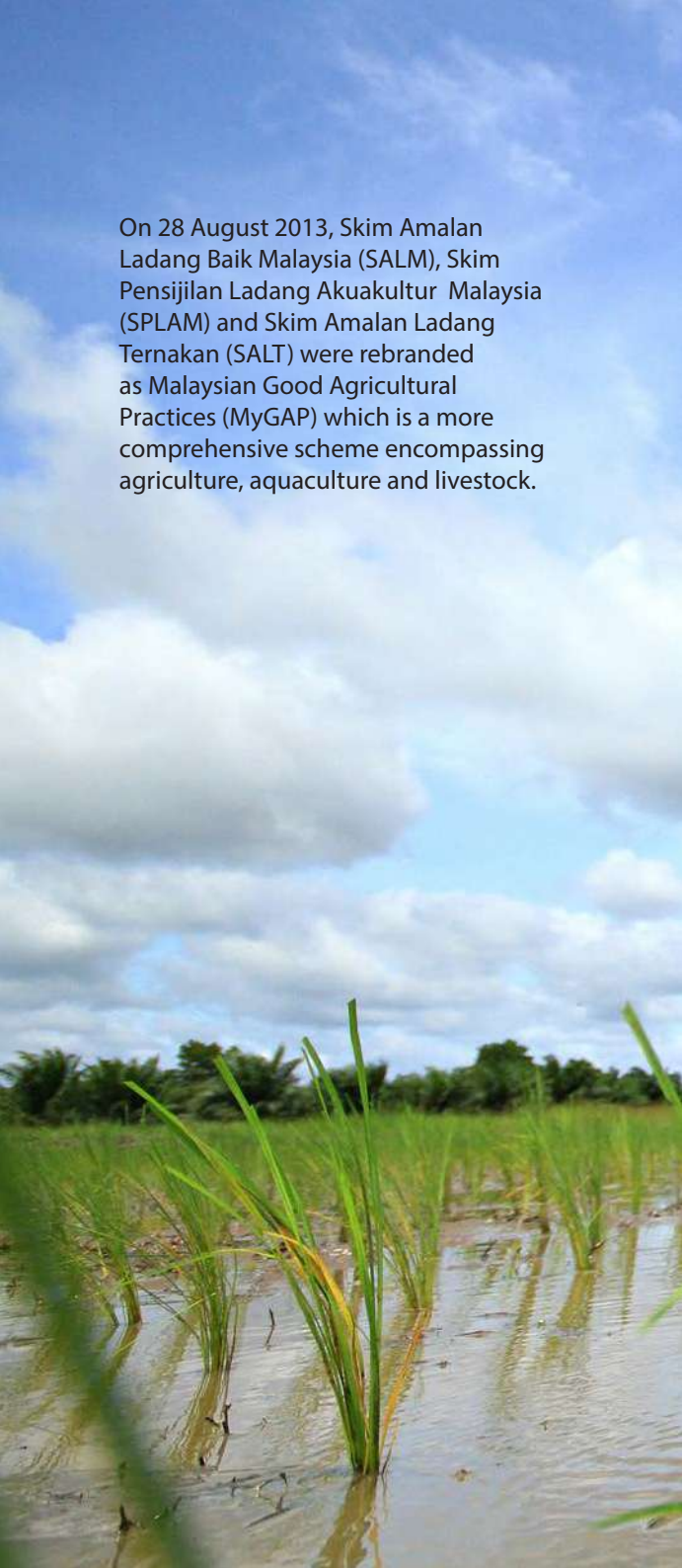
DEPARTMENT OF STANDARDS MALAYSIA  
**annual  
report**  
2013



LookingBeyond

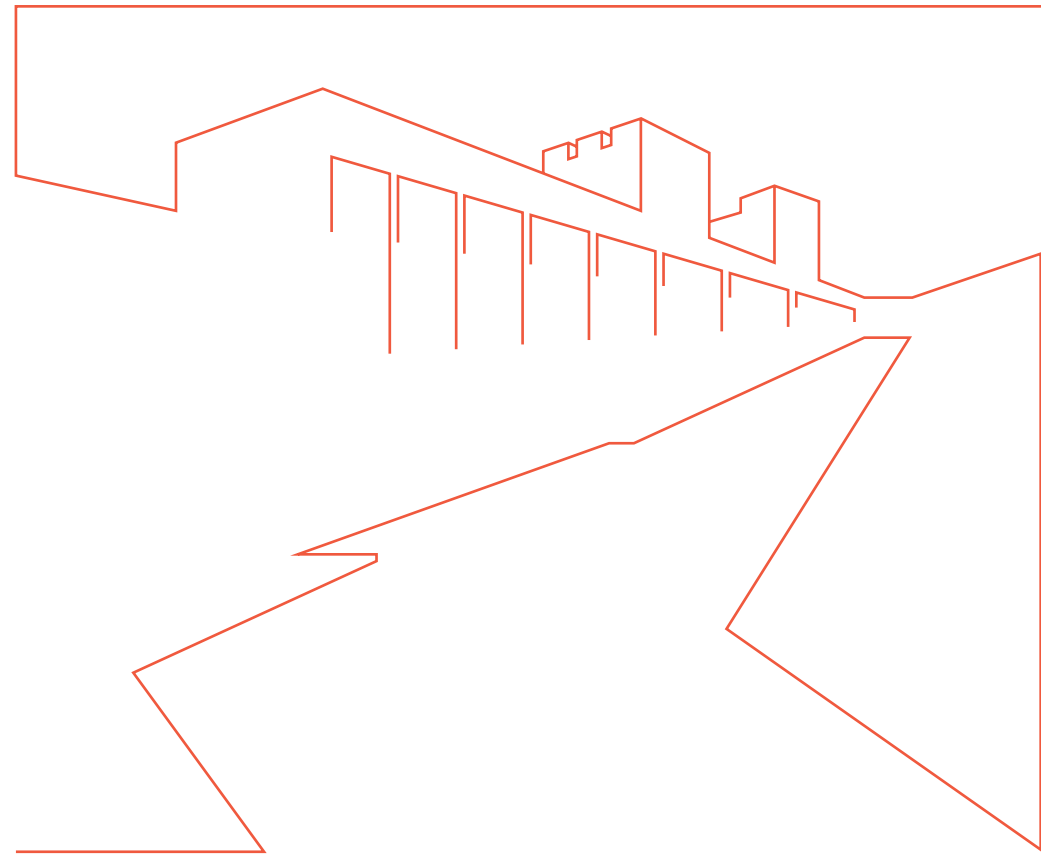


**STANDARDS**  
MALAYSIA



On 28 August 2013, Skim Amalan Ladang Baik Malaysia (SALM), Skim Pensijilan Ladang Akuakultur Malaysia (SPLAM) and Skim Amalan Ladang Ternakan (SALT) were rebranded as Malaysian Good Agricultural Practices (MyGAP) which is a more comprehensive scheme encompassing agriculture, aquaculture and livestock.

# contents



	04
	05
	07
	09
	12

**Looking Beyond • A New Wave of Change •**  
Our commitment to demonstrate positive change by looking beyond the obvious, by promoting the new paradigm of quality that is meaningful to all stakeholders to progress.

20

32



### Foreword by the Minister

“ Beyond Sectoral Performance, our aim is to promote national agenda of growth through innovation and our aspiration to achieve a developed nation status

---

### Chairman's Statement

“ Beyond Policies, our aim is to promote and prepare local industries for global markets

---

### Director General's Message

“ Beyond Standards & Accreditation, our aim is to sensitise Malaysians to embrace a culture of quality for better business, better economy and better life

---

### Standards Malaysia in News

“ Beyond visibility, our greater objective is to educate and raise awareness on the continuing roles of Standards and Accreditation

---

### 2013 Performance Highlights

“ Beyond Standards Malaysia and its members, our aim is to engage with multiple stakeholders and create an ecosystem that advocates quality for global competitiveness

---

### Performance Indicators 2013

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

---

### Corporate Information

- Organisational Structure
  - Top Management
- 





**“ Standards help initiate the process of building confidence of customers, which is critical for the survival and sustenance of any business.**

**Dr. IR. Cheong Kam Hoong**  
Managing Director  
TNB Research Sdn. Bhd.

## Foreword

01

*“Beyond sectoral performance, our aim is to promote national agenda of growth through innovation, while aspiring to achieve a developed nation status by 2020. But, innovation demands us to look beyond and change for the better. Such positive change will hold a promise of better businesses and better quality of life for the rakyat...”*

As a nation fast emerging into a developed economy, we are on our endeavour to explore opportunities to innovate towards greater evolution and development of our social, economic, political and environmental landscapes. Innovation is always about change and all future development of our high-potential businesses will increasingly depend on application of innovation for catalysing such positive change.

However, in embracing innovation, we must (at all times) be mindful of Standards, which offer a baseline or by setting common standards for emerging or frontier technologies, more efficient processes, new product lines, improved productivity, enhanced economic value of trade etc. We are fortunate to have our national standards and accreditation body – Department of Standards Malaysia (Standards Malaysia) – determining as well as prescribing various guidelines, standards and accreditation for quality,

performance, interoperability etc. These provide an added advantage to manufacturers allowing them to access new markets, facilitating exports and advancing the economy.

For more than 18 years now, Standards Malaysia has successfully developed more than 6,500 Malaysian Standards (MS) and 60% of them are aligned with international standards. This in itself is extremely relevant for Malaysia as it moves towards liberalisation of trade and economy. Similarly, there is an opportunity for the industry to improve their competitiveness multi-fold by not just adopting these relevant standards, but by innovating their products and services, giving way to new standards for application.

In 2013, Standards Malaysia took a strategic decision to shift their focus from ‘development of standards’ to ‘awareness and usage of standards’ across the identified / priority sectors,

which have and will continue to impact our national output or GDP. The launch of National Standards Compliance Programme (NSCP) was a commendable start for Standards Malaysia to reach out to our critical mass of SMEs, offering them a springboard for new growth and global competitiveness in the form of standards. In the next 2-3 years, we will see Standards Malaysia working closely with the industry players, the Government as well as the relevant agencies to achieve the task at hand i.e. educate SMEs on the role and relevance of standards and enhance the application or usage in targeted sectors.

Against this background, my message to Malaysian businesses and drivers of our economy is to embrace innovation that leads to positive change and adopt standards to translate ‘change’ into economically viable solutions. As I always keep reinforcing, innovation is not a job for a single mind. Multiple stakeholders from policy makers, economists, strategists, technical talent, and entrepreneurs to end-consumers, everyone needs to help create an environment or ecosystem where quality through standards is an accepted culture.

Just the way it takes sustainable development of talent, investment, institutional support and the right mind set for successful innovation; it takes sustainable efforts to create a developed economy powered by high standards of quality. Towards this, I am

happy and encouraged by the efforts and initiatives of Standards Malaysia in 2013 and beyond and I congratulate the Management team for their continuing commitment and dedication as our one and only national standards and accreditation body.



**Datuk Dr. Ewon Ebin**  
Minister of Science  
Technology & Innovation





# 02 Chairman's Statement

*“In pursuing our objective to promote and prepare local industries for global markets, we need to enhance Malaysia's competitiveness to go beyond our borders. There is a need to go beyond adoption or usage of standards and recognise its value and benefits in promoting quality that leads to growth...”*

Malaysia, Truly Asia. As a country, we not only personify the dynamism of the continent, but we also demonstrate huge potential, resilience, the socio-economic and political will to explore new growth opportunities. In our pursuit towards achieving a developed economy status, every aspect of our society must evolve to gradually reflect high standards of quality – whether it is about our products and services, our lifestyles, technology, human capital etc. This will be extremely critical in helping the nation achieve global competitiveness in all respects.

Department of Standards Malaysia (Standards Malaysia) has been entrusted with an important role i.e. to instil confidence amid local, regional and international stakeholders in Malaysia – the brand, and establish its association with everything that mirrors quality of international standards. For almost two decades now, Standards Malaysia has

been successfully identifying various areas for standards development, and working with the industry players, associations, agencies and other local and international stakeholders to propagate the relevance and value of using standards across sectors. It gives me great pleasure to also acknowledge Standards Malaysia's contribution in the areas of standards and accreditation in 2013. Beyond its developmental role, Standards Malaysia assumed its responsibility to educate manufacturers, entrepreneurs, and even consumers about standards through various engagement platforms last year.

One of the many significant milestones include the soft launch of National Standards Compliance Programme (NSCP), which will aim to help the SME Communities in Malaysia to have a better understanding of standards, its application and competitive benefits. Then year 2013 was a starting point for

Standards Malaysia to initiate dialogue with various industry players, ministries and agencies, with a view to integrate efforts and seek synergies for successful and efficient implementation of the NSCP targets and objectives.

In parallel, Standards Malaysia also started (in 2013) to reach out to the SMEs, who have already realised the economic benefits of adopting standards, with a view to share their success stories with industry at large, inspiring them to opt for standards for their business growth.

Overall, Standards Malaysia has reported commendable performance in 2013 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.



**Tan Sri Datuk Mustafa Mansur**  
Chairman  
Malaysian Standards and  
Accreditation Council







There are 372 Malaysian Standards developed under Industrial Standards Committee (ISC) D for Building, Construction and Civil Engineering. In 2013 MS 1525 was revised establishing guidelines for energy efficiency and reusable energy in non-residential buildings, in line with Local Agenda 21 for sustainable cities.



# Director General's Message

## 03

*“Beyond standards & accreditation, our aim is to ‘change’ by sensitising the Rakyat to embrace a culture of quality for better business, better economy and better life. It is our tireless journey to strike a balance between our strategies on both the demand and supply sides i.e. between our approach to raise consumer awareness through education and establish economic value of standards amongst manufacturers...”*



### Strength

Malaysia continues to be ranked amongst the top 25 countries in the World Economic Forum's Global Competitiveness Index 2013-14, which is also an indication of our market readiness to explore new opportunities of growth locally, regionally and internationally. While the Government's Economic Transformation Programme (ETP) continued to drive our economic growth in 2013, private sector initiatives including robust business blueprints and organic growth plans augured well for the market and income stability.

Against this backdrop, Standards Malaysia, as the national standards and accreditation body, continued in its efforts to contribute to the economic, societal, environmental and national well-being. All along, our objective and emphasis has been on creating and embracing a culture of quality amongst Malaysian manufacturers and consumers alike, contributing to national competitiveness.

### Salience

The year 2013 was extremely significant for us in terms of building a foundation to achieve more of this objective, and create new impetus for Competition, Standards and Liberalisation (CSL) - one of the six Strategic Reform Initiatives (SRIs) that lay the very foundation of economic transformation for the country. Similarly, following the amendments to the Standards of Malaysia Act 1996 (Act

549) (gazetted and enforced in 2012), in 2013, Standards Malaysia entered into strategic arrangements with credible and experienced industry bodies and appointed them as new Standards Development Agencies (SDAs). This, I believe, will further enable us to make standards more market-relevant, and timely for their respective industries, with market information to support development of new standards and enhance the reach of the existing standards in terms of usage.

Another development in 2013 worth a mention was the soft launch of National Standards Compliance Programme (NSCP) on 12th November, which marked the beginning of a new journey. With active support from various industry players and government agencies such as SME Corporation Malaysia, NSCP will encourage usage of standards and provide domestic advantage and global competitiveness to our high-potential Malaysian Small and Medium Enterprises (SMEs).

In the same breath, I would also like to acknowledge that more and more testing laboratories across sectors are coming forward for accreditation. Last year, the Royal Malaysia Police Forensic Laboratory at Cheras, Selangor became the first-ever forensic laboratory in the country to be accredited by Standards Malaysia to international standards through MS ISO/IEC 17025. We remain confident that this adds a new dimension of 'quality' to law enforcement; there will be greater public



confidence and trust in the outcomes of various forensic tests, that will help to resolve many crime and security issues. With the evolving market conditions as well as the dynamic industry, I am also happy to share that in 2013, we were able to pioneer solutions in the form of newly introduced accreditation fields and programmes such as the Energy Management System (EnMS), Good Manufacturing Practices (GMP), Food Safety System Certification (FSSC), Malaysia Proficiency Testing Provider Accreditation Scheme (MyPTP).

### Strategy

Our overarching strategy in 2013 and beyond is to substantiate Malaysia's efforts and her aspiration to emerge as a developed economy; a regional centre for excellence with quality lifestyles, business and trade.

So, beyond our business of promoting the value of standards and accreditation, our intent has also been to sensitise and educate Malaysians at various touchpoints on quality consciousness. Towards this, last year, we organised an innovative series of exploration programmes with school children. Through them, we aimed to reach out to their parents, who play a crucial role in shaping the personality and behaviour of our future consumers and future entrepreneurs. For instance, a Standards Awareness Programme was planned in collaboration with Giant Hypermarket,


to raise quality consciousness amongst the Rakyat. The process of standards education and quality must be sustained with not just consumers and the supply chain, but also the industry through regularised forums and platforms, debates and discussions etc.

### Support

On behalf of Standards Malaysia, I would like to express my sincere appreciation to our valued stakeholders especially our Smart Partners for their continuing association with our mission and us. With a note of special gratitude to our related Ministries and Agencies, I also applaud my fellow members of the management and staff for their relentless efforts in meeting our objectives in 2013 and beyond.

**Madam Fadilah Baharin**

Director General  
Department of Standards Malaysia

An aerial photograph of a tropical island. The island is lush with green vegetation and has a small settlement with several buildings and a pier extending into the water. The water is a vibrant turquoise color, indicating a shallow reef flat. In the background, there are more islands and a blue sky with scattered white clouds.

On an average, about 20 million tourists visit Malaysia every year. Recognising the potential of eco-adventure tourism, Standards Malaysia has formed a Smart Partnership with MyLEAF, an NGO involved in eco-adventure tourism to promote standards for highest quality.



# Standards Malaysia in News

# 04

“Beyond visibility, our greater objective is to educate and raise awareness on the continuing roles of standards and accreditation...”

## Globalising high standards

Standards Malaysia and NPCB to bring country's chemical products to international market



National Pharmaceutical Control Bureau  
Ministry of Health Malaysia

### STANDARDS MALAYSIA

OECD  
ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

## Standards Malaysia kaji kefahaman rakyat terhadap industri halal

Oleh FAHAMI AHMAD  
fahami.ahmad@kosmo.com.my

MOSTI



“IPEC美容科学认证”活动开幕仪式的出席嘉宾，左一起为苏志平慧、阿兹迈、花蒂拉及马尼姆都及黄伟强。

### 黃偉強：提升消費者信心 IPEC專業培訓美容業者

(吉隆坡15日)

## ISSUES

### Creating Quality Culture Among Malaysians

With MS, Malaysian products and services will gain wide international acceptance, increasing trade, to global markets and enhancing economic

## Ensuring high standards in products, services

QUALITY CULTURE: Need to also develop demand



Shaharui said in fulfilling his vision to be accepted by Malaysia and recognised by the world, the “fully adherent” status is an important milestone for Standards Malaysia



OECD GLP Adherent Ceremony

## Report to aspects of

### TAPPING POTENTIAL: Standards Malaysia spearheads pioneer effort with partner

ELVINA FERNANDEZ  
elvinaf@ms.com.my

THE 1st Malaysia Halal Industry Market Report 2012 will be a reality with special research being undertaken jointly by Department of Standards Malaysia (Standards Malaysia) and smart partner, Pemas Management & Services Sdn Bhd.





FOCUS

# Going universal in design

Standards Malaysia to raise the bar on sustainable built environment



Professor Datuk Dr Asiah Abdul Rahim with the Guests of Honors, speakers and participants of 'Kursus Kesejahteraan Persekitaran dan Perancangan Perbandaran Siri 2/2013' in conjunction with the 10th Malaysia Plan 2013 jointly organised by Standards Malaysia, KAAD Universal Design Unit and Urban Wellbeing, Housing and Local Government Training Institute on Sept 27.

By ROZHMAH ABDUL JABBAR  
getreal@mm.com.my

ONE of the five strategic thrusts as articulated in the 10th Malaysia Plan is to build an environment that enhances quality of life, and this also means valuing our environmental endowments and regulating the built environment.

Currently, the country has developed 262 Malaysian Standards under the category of Building, Construction and

development in order to make our cities world class by creating accessible and functional environment.

"Accessibility in the built environment is increasingly relevant to Malaysia, not only to prepare for the ageing population, children and the disabled but also the whole population at large," she said.

She said that the application of universal design are used worldwide which is design for all and not limited to certain types of people; other concepts such as architecture for all which creates accessible environments and useful products that can function for the highest percentage of people of all ages.

"In our aspiration to achieve a developed nation status by the year 2020, a sustainable environment

# Timber industry needs restructuring: MTIB

> Local players told to give greater emphasis to high value-added products

By LIEW JIA TENG  
sunbiz@thesundaily.com

CYBERJAYA: Regulators have called for a restructuring of the country's timber industry for it to remain competitive, pointing out that local timber players should give greater emphasis to producing downstream or high value-added products over primary processing of the commodity.

“这个研究已经完成，报告预计在2月份出炉，这个研究涉及家具、药剂品以及食物。”

（梳邦7日讯）从2004年至今，我国近4700名业者申请售

# Ejen halal perlu latihan bertaraf dunia

Ejen utama transformasi industri halal harus berwibawa dan bertaraf dunia. Ia bagi menyiapkan menjadi lebih berdaya saing wujudkan 'budaya korporat'.

Ketua Pengarah Jabatan Standard Malaysia, Fadilah Baharin berkata ini memberi sumbangan positif kepada jayawan atau peratus mendapati

# Standard Malaysia berkeyakinan

Golongan wanita akan lebih yakin untuk membeli produk-produk di pasaran

Director-general, is a

developed during the most trying

in patient care and facilities to ensure that we, as the patient, receive the best service.

Furthermore, with the establishment of the National Cancer Institute which is currently under construction, it will provide world-class facilities and services that will indirectly provide a conducive environment to attract more women to come for breast cancer and cervical cancer screening and treatment, becoming an emerging industry amongst us. For this, I thank the government for such

organisation have a programme for women

health  
the advisor  
SPANITA  
Wanita  
ongly  
ular  
erally aerobic  
re  
as well



CAROL LEONG/THE SUN

# highlight all 'halal' concept



# Kerjasama serantau elak penjenayah bolos

KUALA LUMPUR 4 Sept. - Polis Diraja Malaysia (PDRM) akan menggunakan apa sahaja pendekatan dalam menangani sebarang isu jenayah di negara ini terutama-jenayah melibatkan militan dan kongsi gelap.

Timbalan Pengarah Jabatan Siasatan Jenayah (Risikan/Operasi), Ibu Pejabat Polis Bukit Aman, Datuk Mazlan Mansor berkata, pendekatan itu termasuk kerjasama erat, perbincangan, bertukar maklumat serta perundingan dengan negara luar.

"Sejak Ops Cantas Khas dilancarkan, ada penjenayah melarikan diri terutama ke negara jiran namun polis sentiasa menjalin hubungan baik dengan polis negara luar bagi mengesan mereka ini.



Life is a journey  
Your health is your wealth  
You also enjoy your serenity and health possibility





**“ Standards are fundamental to survival of businesses. It is not an option, but a prerequisite to seamless growth and sustainability.**

**Koay Chee Seng**  
Managing Director  
Hume Cemboard Industries Sdn. Bhd.



# 2013 Performance Highlights

## 05

“Beyond Standards Malaysia and its members, our aim is to engage with multiple stakeholders and create an ecosystem that advocates quality for global competitiveness...”

### National Standards Compliance Programme

*Tapping the Potential of SMEs across High-Value, Priority Sectors*

In 2013, we have established some significant milestones in terms of identifying focal points, where we not only advocate use of standards, but also document the benefits of its application. On 12th November 2013, the National Standards Compliance Programme (NSCP) was fully operationalised. This programme, piloted in collaboration with SME Corporation Malaysia (SME Corp), aims to assist Small Medium Enterprises (SMEs) to comply with standards through active engagement, awareness, advisory,



(From left)

Madam Fadilah Baharin, Director General, Standards Malaysia; YBhg. Tan Sri Datuk Mustafa Mansur, Malaysian Standards and Accreditation Council (MSAC) Chairman; YBhg. Datuk Ir. (Dr.) Mohamed Al Amin Hj Abdul Majid, SME Corp Malaysia Chairman; Mr. Saifol Bahri Mohamad Shamlan, Deputy Chief Executive Officer (Implementation) SME Corp Malaysia & Mr. Ridzwan Kassim, Senior Director of Standardisation, Standards Malaysia

fiscal and financial incentives, as well as information dissemination. An NSCP One Stop Centre (OSC) has also been set up at SME Corp Malaysia's One Referral Centre (ORC), to attend to walk-in SMEs and educate them about standards.

With the support of various partners, Standards Malaysia will target to reach out to more SMEs over a period of three years and elevate the competitiveness of SMEs, in local and global markets.

## Standards Awareness Programme

*Raising Quality Consciousness Amongst Consumers*

In 2013, we looked beyond our remit of developing market-relevant standards, to educate the consumers and help them appreciate the importance of choosing products with standards for safety, reliability and quality. More than 500 Malaysians participated in the first of our efforts - The Standards Awareness Programme officiated on 27th October 2013 by the Deputy Minister of Ministry of Science, Technology and Innovation (MOSTI), YB Datuk Dr. Abu Bakar Muhammad Diah, Deputy Minister MOSTI. The programme was also attended by Deputy Secretary General of MOSTI (Policy), Dato' Dr. Mohd Azhar bin Haji Yahaya and MSAC Chairman Tan Sri Datuk Mustafa Mansur.

Organised in collaboration with our Smart Partners at Giant Hypermarket Bandar Kinrara, we planned fun-filled games and activities such as a Treasure Hunt, Lego Competition and Shopping Spree to engage with young and old consumers.

In our aspiration to achieve a developed nation status, greater awareness and quality consciousness amongst consumers must increase



YB. Datuk Dr. Abu Bakar Muhammad Diah,  
Deputy Minister MOSTI

*Accompanied by (from left)*

Mr. Ridzwan Kassim, Senior Director of  
Standardisation, Standards Malaysia

Mr. Mohd Khairul Adib Bin Abd Rahman  
Undersecretary (Industry) MOSTI

YBhg. Tan Sri Datuk Mustafa Mansur,  
Malaysian Standards and Accreditation Council  
(MSAC) Chairman

phenomenally, pushing the need for both demand and supply of products as well as services with globally recognised and credible standards. This programme was a sincere effort to familiarise the consumers about various standards and their identification when making their purchase decisions. We are in planning to institutionalise this as an annual affair.

### Did you know?

*The Standards Awareness Programme was a collaborative effort with nine (9) Smart Partners including Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC), CyberSecurity Malaysia, Energy Commission (ST), International Islamic University Malaysia (IIUM) CCM Berhad, Nestle Malaysia, My CO2 Sdn Bhd, Malaysian Association of Standards Users (Standards Users) and Persatuan Keselamatan Pengguna Kuala Lumpur (PKPKL).*



## National Standards Olympiad for Secondary Schools

*Creating Quality Consciousness Amongst Future Citizens*

Our children are the future citizens and consumers of our country and it is important to sensitise them (and through them, their parents) on the need to look for standards for a better quality of life.

In order to achieve this, the first-ever (pilot) School Olympiad was organised by Standards Malaysia in collaboration with Standards Users; in continuing with its efforts to encourage and seek participation of young Malaysians in nation-building initiatives. The Olympiad was a grand finale to the innovative series of 37 exploration or outreach programmes called 'Jelajah Standard', with participation from 1,500 students from 45 secondary schools across the country. The 10 schools from Jelajah Standard, with highest scores based on their performance competed at the 3-days programme (6-8 September 2013) at Felda Residence, Trolak, Perak.

The students applied their understanding of the role of standards in ensuring consumer health, safety



*(From right)*

Mr. Mohamed Yamin Mohamed Yusof, Senior Principal Assistant Director, Co-curricular and Arts Division, MOE and Madam Fadilah Baharin, Director General, Standards Malaysia attending to a participating student from SMK Bandaraya, Kota Kinabalu Sabah on "My Dream City" project

and environmental protection. The champion, SMK Bandaraya Kota Kinabalu, Sabah together with other participating schools were awarded with certificates, trophies, medals and gift hampers for their outstanding achievement throughout the programme.

This programme provided an opportunity to young Malaysians to showcase their talent by way of performances, quizzes and intelligent group interactions, alongside raising their awareness on standards and conformance. Despite the strenuous

activities, the students had great fun and gained a lot of useful information and updates pertaining to standards. We have received positive feedback both from teachers and students.

## Standards Development Agencies (SDAs)

*Towards making Standards Market-Relevant & Sector-Driven*

With Standards of Malaysia (Amendment) Act 2012 [A1425], which came into effect on 15 April 2012, we are empowered to identify and appoint more SDAs with sector-specific expertise. The objective is to ensure timely delivery, market-relevant, market-driven, and more efficient development and implementation of standardisation activities as well as to cater to specific needs of our local industries, and adhere to global best practices.

On 21 August 2013, Malaysian Timber Industry Board (MTIB) was appointed as the SDA for timber, timber products and timber structures. Similarly, on 3rd December 2013, Institute of Chemistry Malaysia (IKM) became the second newly appointed SDA in the field of chemistry and materials, including nanotechnology and applications of industrial biotechnology.

With SDAs in action, standards will ensure positive change in terms of enhancing the overall quality and productivity of our priority sectors or industries.

## More Accreditation Certificates Awarded

*Recognising 'Quality' for Consumer Safety and Quality of Life*

Beyond certifications and accreditations, there is a bigger story of winning consumer confidence in Malaysian products and services. In 2013, we conferred MS ISO/IEC 17025:2005 certificate of accreditation to the Quality Control Laboratory (QC Lab) of Dutch Lady Milk Industries Berhad for complying with international standards of quality. The QC Lab was accredited under Skim Akreditasi Makmal Malaysia (SAMM),

as it not only meets both technical and management requirements for competence of testing, but also operates in accordance with ISO 9001, Quality Management Systems.

Similarly, the Royal Malaysia Police Forensic Laboratory at Cheras, Selangor became the first-ever forensic laboratory in the country to be accredited by Standards Malaysia to international standards through MS ISO/IEC 17025. Under Skim Akreditasi Makmal Malaysia (SAMM), the accreditation is an assurance of the accuracy of the test reports issued by the forensic lab, which include DNA profiling, ballistics (firearm

identification), questioned documents (e.g. examination of signatures/inks/handwriting) and vehicles examination. We are confident that this adds a new dimension of 'quality' to law enforcement; there will be greater public confidence and trust in the outcomes of various forensic tests, that will help to resolve many crime and security issues.

Another development was with the IPEC Bureau that announced its Beauty Therapist and Aesthetician Certification Scheme (BTaA). Accredited by the Standards Malaysia, under MS ISO/IEC 17024, the Scheme was first initiated in the year 2012 to



*(From left)*

Mr. Arthur Van Berlo, Operations Director, Dutch Lady Malaysia

Mr Rahul Colaco, Managing Director, Dutch Lady Malaysia

Madam Fadilah Baharin, Director General, Standards Malaysia

Ms. Noraidah Subakin, Assistant Director (Accreditation) Standards Malaysia



provide national certifications and international recognition for beauty therapists and aesthetic professionals. The certification will help the Beauty Science industry professionals to gain credibility on the strength and merit of their personal qualifications, professional recognition and skill-based competencies. To date, 19 beauty professionals have been certified and 14 fresh applications are already in the process. The accredited scheme and certification provide an assurance of safety to the consumers, by endorsing industry best practices and quality treatments adopted by credible and capable Malaysian beauty practitioners.

We encourage more manufacturers to embrace a culture of quality and opt for standards and accreditation, towards building trust and enhancing their value proposition to consumers as well as for supporting the national agenda of improving the rakyat's quality of life.

## Newly Accredited Fields and Programmes Introduced

*Continually pioneering solutions for greater reach and impact*

In 2013, a total of four accreditation fields and programmes were introduced, with a view to consolidate the industry efforts towards establishing accepted norms of quality and standardisation.

- **Good Manufacturing Practices (GMP)** based on MS 1514 was launched on 18 June 2013 to promote food hygiene practices. Food manufacturing operators need to fulfil regulatory requirements related to hygiene and good manufacturing practices in order to successfully market their products as safe and quality products. Before implementing Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practice (GMP) certification must be implemented as a prerequisite. The certification covers all the aspects involved in food manufacturing in accordance with best practices and good hygienic practices in the food industry. The GMP certifications give assurance of safety to the customers.
- **Energy Management System (EnMS)** was launched on 18 June 2013. The EnMS also substantiates the National Green Technology Policy, which aims to position the country towards a low carbon economy with sustainable development. Efficient use of energy helps organisations save money as well as conserve resources while tackling issues related to climate change. ISO 50001 enables organisations in all sectors to use energy more efficiently, through development of an energy management system.
- **Malaysia Proficiency Testing Provider Accreditation Scheme (MyPTP)** was launched on 31 December 2013. MyPTP provide the recognition of the competency of PTP accordance to MS ISO/IEC 17043. Participation in the Proficiency Testing (PT) programme is a mandatory requirement for accredited laboratories / inspection bodies according to MS ISO/IEC 17025 or MS ISO 15189 or MS ISO/IEC 17020, provided that PT programme is available. Therefore, Malaysia needs to have a sufficient and competent proficiency testing provider (PTP) to meet the needs of laboratories and also inspection bodies in Malaysia.
- **Food Safety System Certification (FSSC)** was launched on 1 October 2013. FSSC indicates the organizations' food safety system is in conformance with the requirements of FSSC and shows efforts made by the organisation to maintain that system and its commitment to continuously improve its performance. The FSSC 22000 has gained full recognition through the Global Food Safety Initiative (GFSI).

## Accepted by Malaysians, Recognised by the World

.....  
*Striving to Remove Technical Barriers to  
Global Trade*

Malaysia underwent a stringent evaluation process for the fourth consecutive term of 4 years in 2012, conducted by the Pacific Accreditation Cooperation (PAC). After due diligence and review of our competencies by an experienced team comprising of experts from Australia, China and India. Standards Malaysia successfully maintained our status as a signatory to the PAC MLA.

The signatory status will ensure that all the certificates issued by Malaysian Certification Bodies (CBs) accredited by Standards Malaysia under the PAC MLA are recognised as equivalent by all PAC member countries. To date, there are 22 PAC MLA signatories including United States of America, China, Australia, United Arab Emirates (UAE), Japan, and Republic of Korea, which could potentially be our trading partners in near future, in view of our signatory status.

At Standards Malaysia, we continually strive to keep up with international standards as far as our knowledge, our skills and expertise, our documentation

systems, our compliance programmes and strategies etc. are concerned. Our greater objective is to help Malaysian manufacturers gain global advantage through accreditation that is recognised internationally.

29 March 2013, Malaysia was also given recognition to become fully adherent to the Organisation for Economic Co-operation Development (OECD) Mutual Acceptance of Data for Good Laboratory Practices. This is one of the many efforts taken by Standards Malaysia as the Compliance Monitoring Authority of Malaysia alongside the National Pharmaceutical Control Bureau (NPCB) to reduce technical barriers to trade, enhance local and foreign investment in research and development, besides enhancing cooperation amongst OECD countries especially in the fields of industrial chemicals, pesticides, feed additives and biotechnology.

What was even more encouraging was the appointment of Malaysia as the Chair for the WG-1 (Working Group) on Standards and Mutual Recognition Arrangement (MRA) as well as WG-2 on Conformity Assessment at the 40th ASEAN Consultative Committee on Standards and Quality (ACCSQ) held from 8-12 April 2013 in Kuala Lumpur. It presented an opportunity to deliberate a meaningful discussion on

various areas of interest in the fields of standardisation and accreditation. Our participation in such platforms signify our positive contributions to harmonise standards and acceptance of data, while the ASEAN Economic Community is fast emerging and will be a reality by the year 2015.



The estimated value of Halal Industry is USD 2.3 Trillion per year and Malaysia exported an estimated USD 10 billion worth of products in 2013 alone. To support the ever-growing Halal Industry, we have developed 13 Malaysian Standards (MS) to date. ▶





Relationship: Happy To Be Alone  
Ornament: Green Crystal "Ru Lai Fo Sa" Neckless

怡東旅店

Billar

MANDA

03-2070  
www.alanandahotels.com

ZHEN-AO 珍奧  
你健康 我自豪  
「天賞時代」  
「The Millionaire's Nutrition」  
Your Health, My Glory!  
www.zhen-ao.com.my

ZHEN-AO 珍奧  
你健康 我自豪  
「天賞時代」  
「The Millionaire's Nutrition」  
Your Health, My Glory!  
www.zhen-ao.com.my

CHINA TOWN (2)

LEE LEE  
LEE LEE  
LEE LEE





**“ Standards positively enhance commercial value, to help strategise corporate growth exercises and achieve organic growth.**

**Edward Law**  
Chief Executive Officer  
SecureMetric Technology Sdn. Bhd.



# Performance Indicators 2013 Standards

*“Beyond numbers, it is all about the ‘value’ that we have been able to create for multiple stakeholders including the industry and the public...”*

While we focussed on efforts to educate the industry and public at large on the role and relevance of standards, we continued to identify areas and sectors where new standards could be developed, ensuring health, safety and reliability of Malaysian products and services. Overall, our endeavour has been to encourage standards adoption and implementation to achieve a competitive advantage for businesses locally and globally, as well as towards creating quality of life for the rakyat.

### MS Developed by Sectors in 2013

Cumulative Malaysian Standards (MS) developed from 1996-2013 was 6,482 – an 8% higher target of developing 6,000 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 at 31 December 2013, 59.64% of the 6,482 MS developed i.e. 3,713 are aligned to international standards.

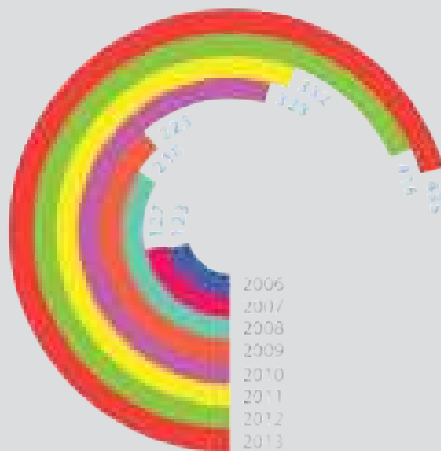
- Number of MS developed
- Number of MS aligned to international standards



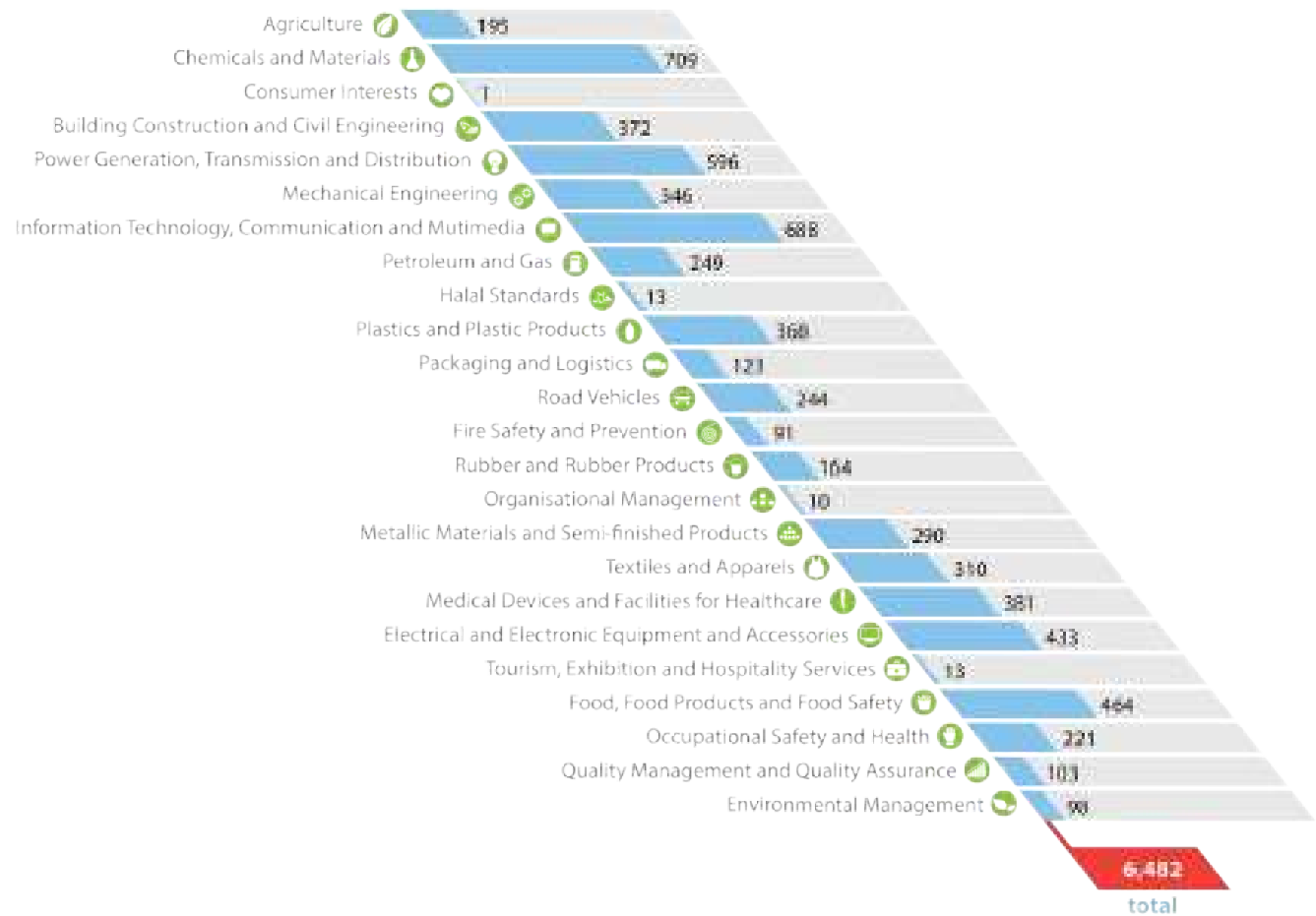
### Mandatory Standards

In our aspiration to emerge as a high-income economy and a developed nation by the year 2020, it is critical for us to improve the quality of life, with emphasis on health and safety of the rakyat. Towards this, we have assumed greater responsibility to identify products and services that must meet minimum quality and safety standards, termed as mandatory.

As at 31 December 2013, an additional 19 standards were made mandatory in the interest of public health and safety. The cumulative mandatory standards in 2013 increased to 435 as compared to only 416 in 2012.



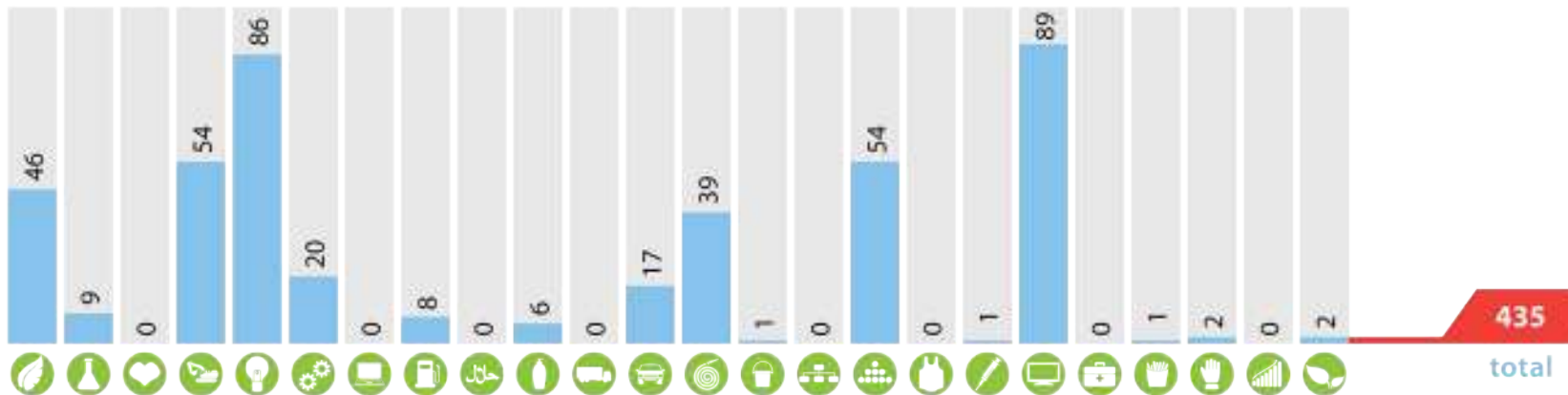
### Breakdown by Sector





## Breakdown of Mandatory Standards by Sectors in 2013

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



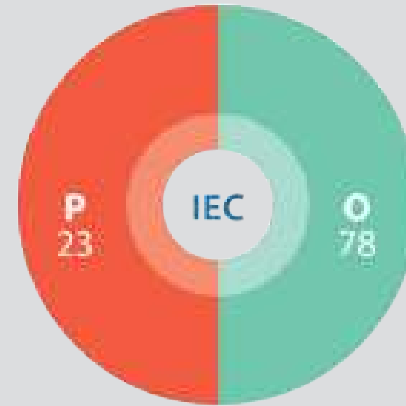
### Participation at ISO and IEC levels

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

### Memberships with ISO during the period 1969-2013

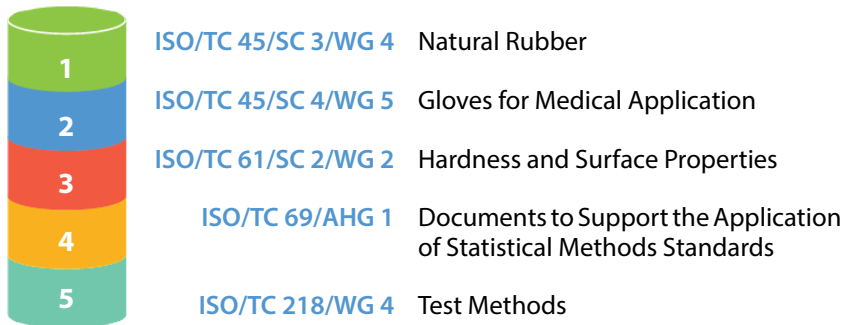


### Memberships with IEC during the period 1991-2013

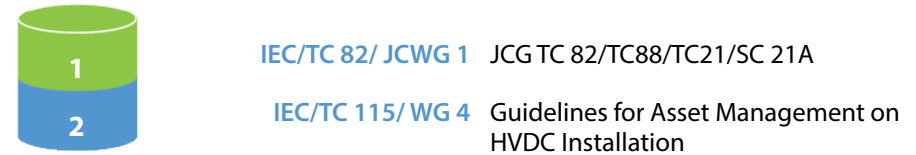


● Participating  
● Observing

### Number of Convenorships held by Malaysia with ISO



### Number of Convenorships held by Malaysia with IEC





# Performance Indicators 2013 Accreditation

## Skim Akreditasi Makmal Malaysia (SAMM) Accredited Laboratories

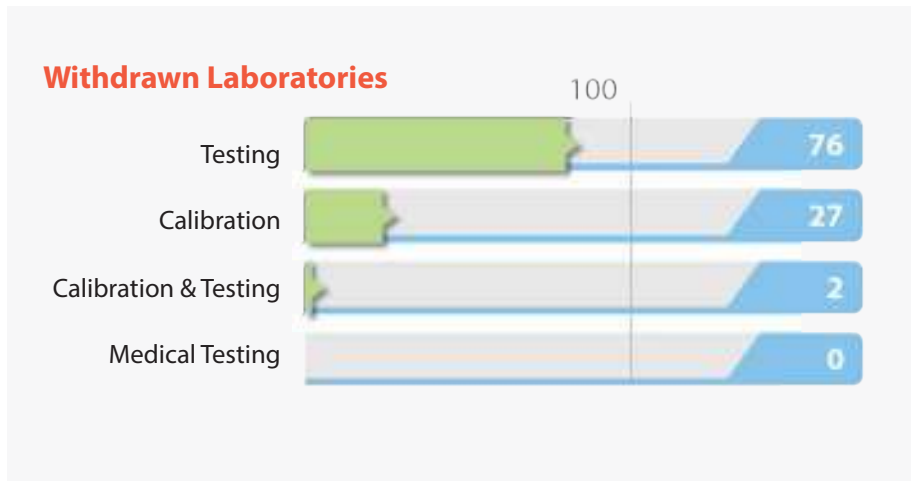
Accreditation testifies the reliability and credibility of the testing reports, by way of endorsing the well-trained personnel, equipment for measurement of traceability and methods of testing towards accurate testing data. To date, we have accredited 625 laboratories for various types of testing and calibration.

In 2013, we accredited another 53 laboratories, providing more choice for customers; independently verified labs that are internationally recognised for their technical competence.

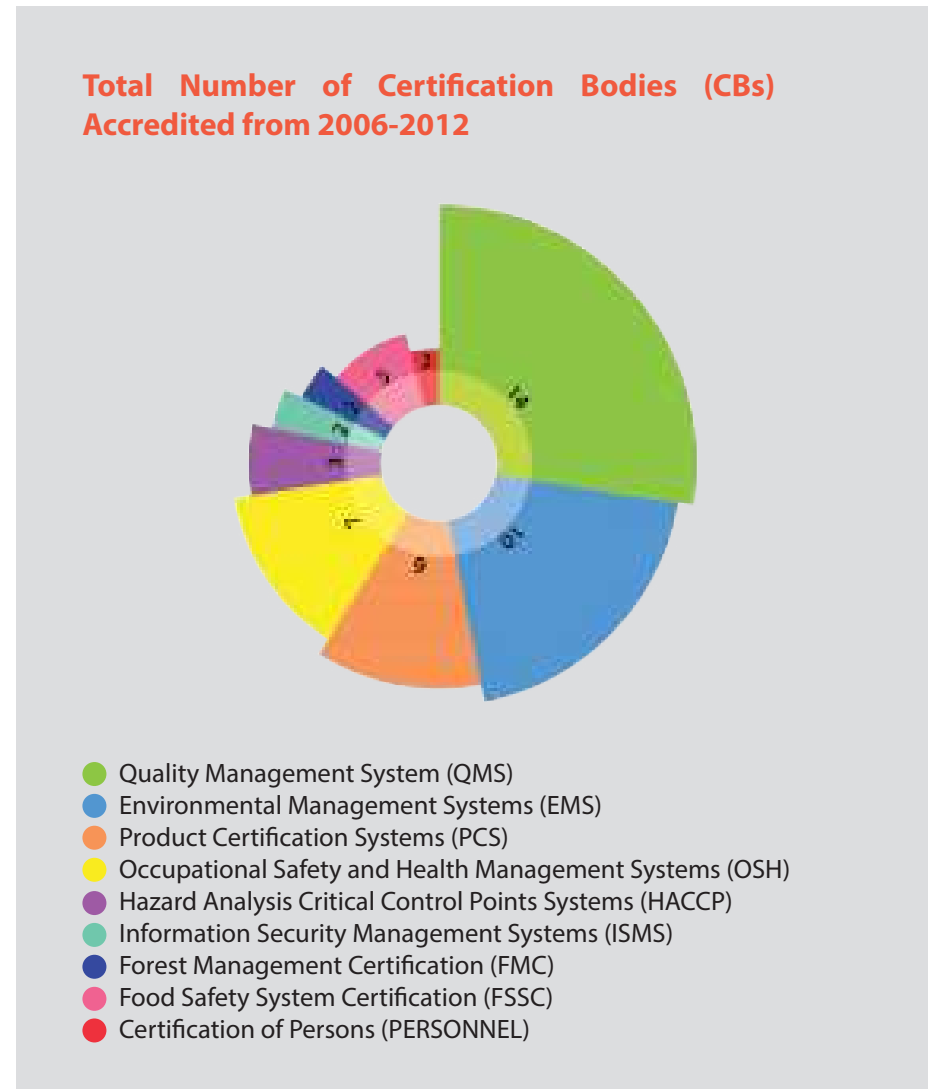
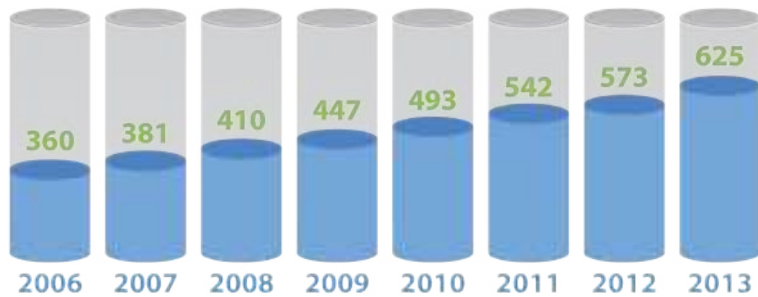


### Number of Malaysian Laboratories Accredited





### Breakdown of the Number of Accredited Laboratories from 2006-2013





### Newly Accredited Certification Bodies (CBs) in 2013

Cybersecurity Malaysia		<b>Information Security Management Systems (ISMS)</b> 2 August 2013	16 December 2013		BSI Services Malaysia Sdn. Bhd
CARE Certification International (M) Sdn. Bhd		<b>Environmental Management Systems (EMS)</b> 23 August 2013	3 December 2013		NIO SH Certification Sdn. Bhd
BSI Services Malaysia Sdn. Bhd		<b>Quality Management Systems (QMS)</b> 16 December 2013			

● Field of Accreditation

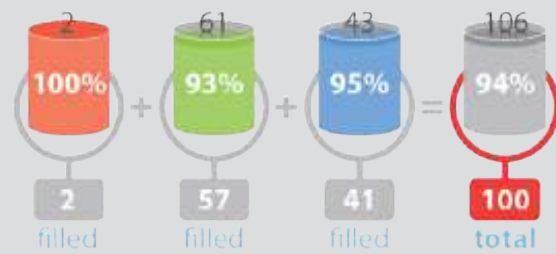
### Newly Accredited Inspection Bodies in 2013

		
--	---	--

### Human Resource Management

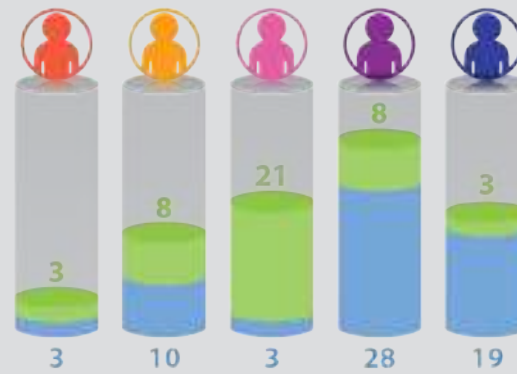
There were a total of **106** positions by December 2013 as approved by the Public Service Department in September 2011. Out of these, a total **100** positions or **94%** were filled-up.

Positions that are filled-up in the Department of Standards Malaysia



- Top Management Level
- Managerial & Professional
- Support Group

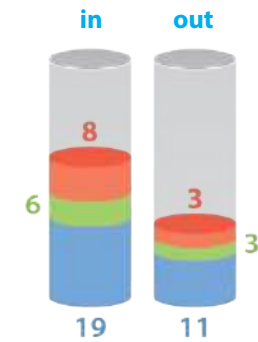
Positions that are filled-up by division



- Top Management Level
- Strategic Management
- Management Services
- Accreditation
- Policy and Standards
- Support Group
- Managerial & Professional

Besides the permanent staff, Standards Malaysia is also supported by **19** temporary staff to include Short-term Service Officers.

Transfer and exchange of Standards Malaysia staff



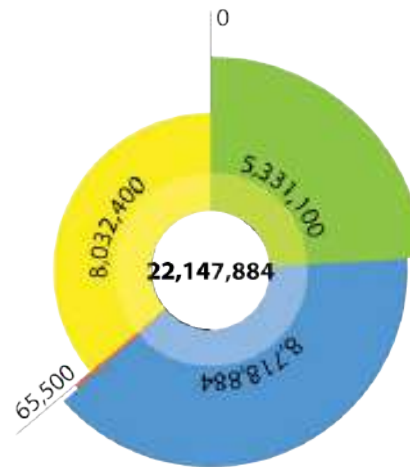
- Managerial & Professional
- Support Group
- Temporary Staff



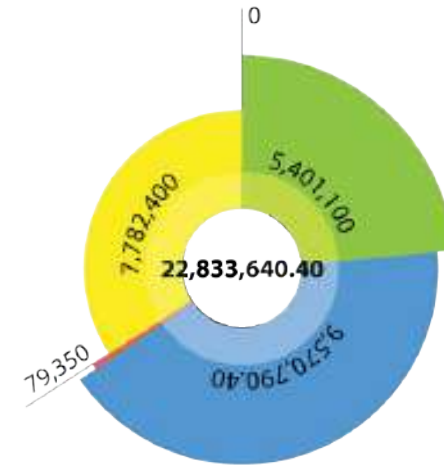
# Financial Management

## Operational Expenditure Performance Report 2013

In 2013, Standards Malaysia was given an allocation of **RM 22,147,884.00** for operational expenditure. The detailed allocation is shown below.

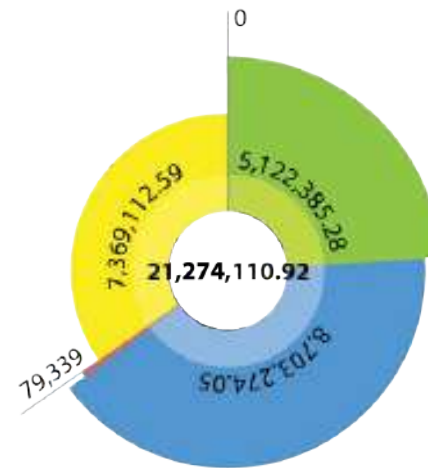


annual allocation

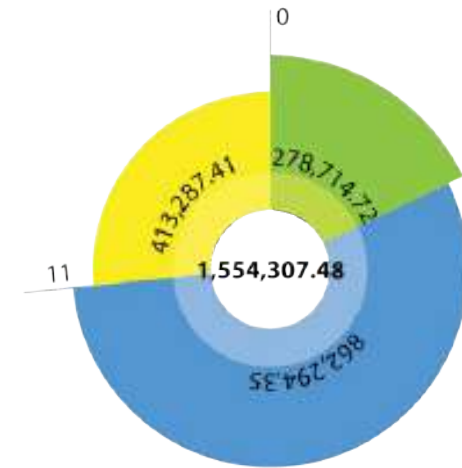


revised allocation

Emolument	94.84 %
Services	90.99 %
Asset	99.99 %
Grants	94.69 %
Others	0 %
<b>total</b>	<b>93.19 %</b>



expenditure

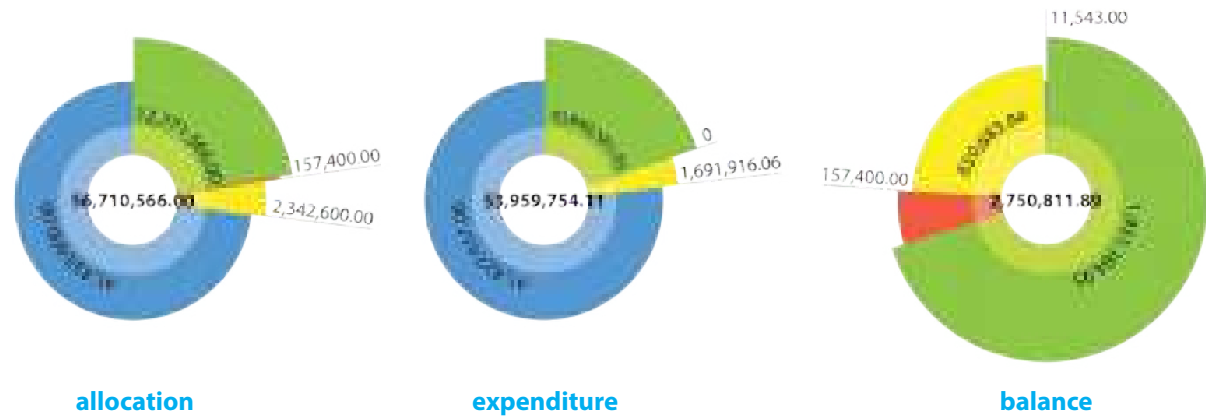


balance

### Development Expenditure Performance Report 2013

For the year 2013, Standards Malaysia was given an allocation of **RM 56,710,566.00** for development expenditure. The detailed distribution of the expenditure is shown below.

- Development of standards **84.88 %**
- Development of ICT Standards Malaysia Intergrated **0 %**
- Development of ICT System **72.22 %**
- Malaysia Software Testing Hub **99.97 %**
- 95.15 %**
- total**



### Revenue Collection Report 2013

The total revenue collected in 2013 amounted to **RM3,298,294.65**.

- Fees for Accreditation Scheme **98.55 %**
- Sale of Documents **1.45 %**
- 100 %**
- total**



MS ISO 15189 ensures competency of medical testing laboratories. ▶







**“ Standards help pioneer and promote new areas of innovation, with great potential to capture local and global markets for trade.**

**Amirul Feisal Wan Zahir**  
Group Managing Director, CCM Pharmaceuticals Sdn. Bhd.  
(Chemical Company of Malaysia)



# Corporate Information

## 07

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 & 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 Standards (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 6,500 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 (MRA) and Multi-lateral Recognition Arrangements (MLA), 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](http://www.jsm.gov.my) or contact Mrs Kee Lai Sien on Tel. +603-8318 2211 or email: [kee@jsm.gov.my](mailto:kee@jsm.gov.my)

## vision

---

Accepted by Malaysians,  
Recognised by the World.

---

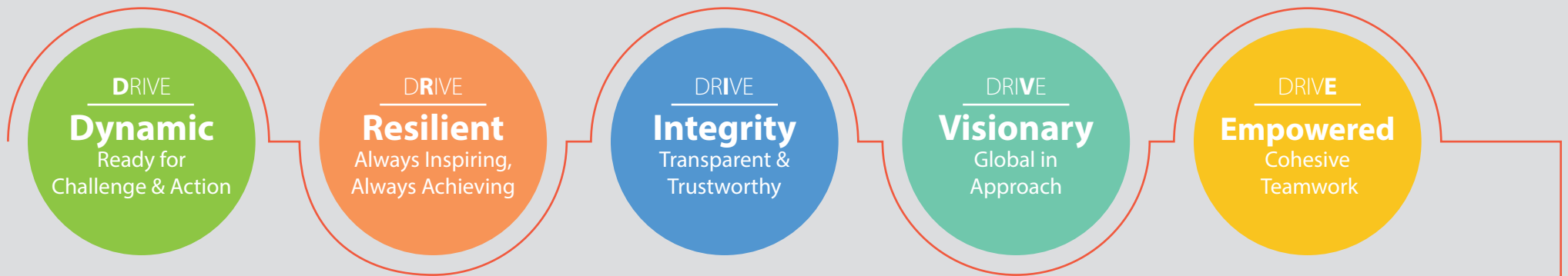
## mission

---

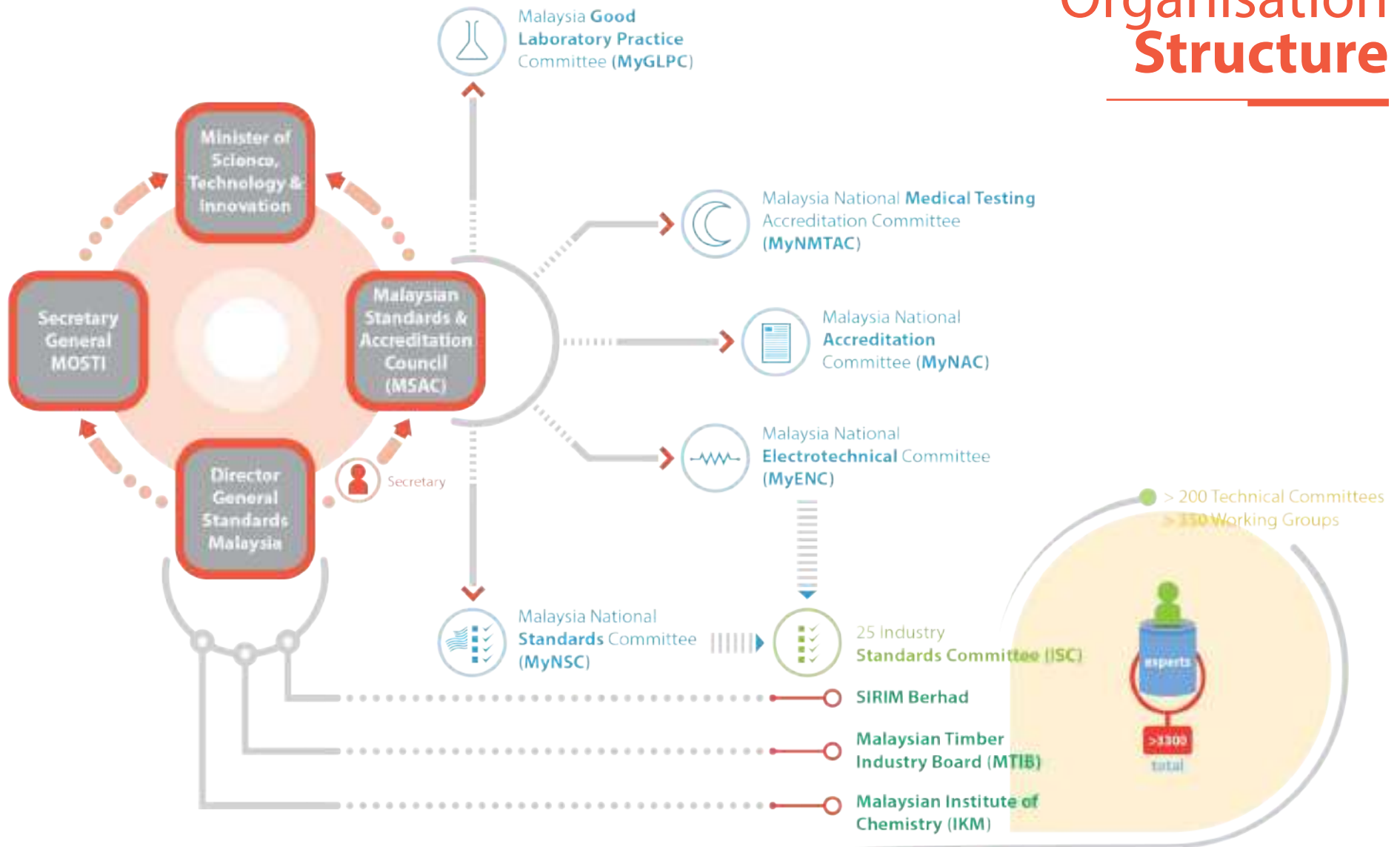
To provide credible standardisation  
and accreditation services to  
enhance economic, societal and  
environmental well-being.

---

## the values that **DRIVE** us



# Organisation Structure







# Top Management

**(Seated)**

**Madam Fadilah Baharin**  
Director General  
fadilah@jsm.gov.my

**(From Left)**

**Mr. Shahrul Sadri Alwi**  
Director of Accreditation  
shahrul@jsm.gov.my

**Mr. Akmal Ariff Zainul Ariff**  
Director of Management Services  
akmal@jsm.gov.my

**Mr. Ridzwan Kasim**  
Senior Director of Standardisation  
ridzwan@jsm.gov.my

**Ms. Nor Latifah Hussin**  
Director of Strategic Management  
norlatifah@jsm.gov.my