

**OPENING ADDRESS BY**

**THE HONOURABLE**

**DATUK DR. EWON EBIN**

**MINISTER OF SCIENCE, TECHNOLOGY AND INNOVATION MALAYSIA**

**AT**

**THE OPENING CEREMONY OF**

**37<sup>th</sup> MEETING OF THE PACIFIC AREA STANDARDS CONGRESS  
(PASC)**

**AT**

**THE GARDENS HOTEL AND RESIDENCE, KUALA LUMPUR**

**5 MAY2014**

**9.30 AM**

**Yang Berbahagia Tan Sri Datuk Mustafa Mansur**

Chairman, Malaysian Standards and Accreditation Council

**Madam Fadilah Baharin**

Director General, Department of Standards Malaysia

**Mr. Adrian O'Connell**

Chairman, Pacific Area Standards Congress Executive Committee

**Mr. Rob Steele**

Secretary General , International Organization for Standardization (ISO)

**Dr. Junji Nomura**

President, International Electrotechnical Commission (IEC)

**Distinguished guests, speakers and delegates**

**Ladies and Gentlemen,**

Salam 1 Malaysia and a very good morning to everyone.

First and foremost, on behalf of the Government of Malaysia, I would like to extend a very warm welcome or *Selamat Datang*, to all the delegates of the 37th Meeting of the Pacific Area Standards Congress or PASC. Malaysia is indeed very honoured to be hosting this very important event, as part of our continuous efforts in participating and supporting PASC.

The PASC Meeting is a gathering for CEOs of National Standards Body – a very high level and impactful strategic meeting, to chart, shape and influence the international agenda on standards. I understand there are about 80 participants from 15 countries as well as the ISO, IEC and the International Telecommunication Union (ITU).

I am glad to see a large gathering of delegates to this meeting. We appreciate the fact that many of you have flown from various corners of the world to our country, in the spirit of strengthening the working relationship among PASC members . Your presence here, is a testament of our shared understanding and commitment, to promote standardisation activities in the

Asia and Pacific region. Your participation and contribution in this PASC Meeting is therefore significant and vital towards achieving the desired means and objectives. It is a huge responsibility, given today's increasingly complex and fast changing world.

I would also like to express my heartfelt gratitude to the Department of Standards Malaysia, for inviting me to officiate this event.

**Ladies and Gentlemen,**

Malaysia has reached a defining moment in its development path. Vision 2020 is not possible without economic, social and government transformation. To move the country forward, the Government has crafted a framework comprising four pillars to drive change. The New Economic Model to be achieved through an Economic Transformation Programme, constitutes a key pillar which will propel Malaysia to being an advanced nation, with inclusiveness and sustainability, in line with the goals set forth in *Vision 2020*. The Economic Transformation Programme will be driven by the Strategic Reform Initiatives, which will form the basis of the relevant policy measures.

The other three pillars are: the *1Malaysia, People First, Performance Now* concept, to unite all Malaysians to face the challenges ahead; the

*Government Transformation Programme* (GTP) to strengthen public services in the National Key Result Areas (NKRAs); and the 10<sup>th</sup> Malaysia Plan 2011-2015.

In essence, the goal of the New Economic Model, is to "transform the Malaysian economy to become one with high income and quality growth", by 2020. At the time of the plan's unveiling in 2010, per capita annual income in Malaysia stood at RM23,100, approximately USD\$7,000; the plan's stated goal is to reach RM49,500 or US\$15,000.

One of the Strategic Reform Initiatives mentioned earlier, is the cluster for Competition, Standards and Liberalisation or CSL. There are three components in CSL: firstly, the development of the services sector; secondly, the **adoption of international standards and best practices** and thirdly, the implementation of competition law. These together are intended to contribute to the creation of a competitive, sustainable and innovative environment, towards a high-income nation that is sustainable and inclusive.

For the standards component, the New Economic Model stresses the importance of ensuring that goods and services are on par with those in developed countries in terms of quality and performance. This will promote Malaysia as an investment destination of choice. In addition, Malaysia as

an external-oriented economy, will need to develop and use standards that meet international requirements, for its products and services. It is acknowledged that this needs to be accompanied by a framework of compliance, that will also allow Malaysia to ensure the implementation of these standards. Malaysia needs to use or adopt international standards for sustainability, good governance and at the same time, be a trend-setter in international standards, such as Islamic finance and halal products.

**Ladies and gentlemen,**

2014 is also marked as the Ministry of Science, Technology and Innovation, commercialisation year. The theme chosen for the year is “Science, Technology and Innovation for Wealth Creation”. This initiative provides opportunities to technopreneur to commercialise their R&D products while addressing key issues of commercialisation. At this juncture, standardisation complements the commercialisation initiatives and become significant tool and mechanism that fits the agenda. Hence at the Ministry, we see the value of standardisation activities and we acknowledge the impact it brings for economic and societal well-being.

Towards transforming Malaysia into a high-income nation, our government through National Key Economic Areas on Education, has undertaken initiatives which develop the spectrum of education in the country, from early childcare and education to professional skills training. The National Key Economic Areas also seeks to leverage Malaysia's strategic location, and accessibility throughout Southeast Asia and sound infrastructure, to make the country a regional education hub. Acknowledging this year PASC Meeting's Theme, that is, "Creating Quality Culture in Standardisation through Education", the agenda strongly supports the national directives and action plans in the field of education.

The intention of having 37<sup>th</sup> PASC Meeting that will be held back-to-back with the workshop pertaining to standardisation through education, will definitely results in constructive deliberations and discussions. These will benefit many, towards preparing the new generation to spearhead and become future leaders who understand standardisation and its major impact in all aspects of the value chain.

Here, I would like to thank the experts from the institutes of higher learning in Malaysia, for spending time in the workshop and being able to listen and

learn from the experiences of our colleagues, from ISO and the other countries.

**Ladies and gentleman,**

Understanding the importance of standards and conformity assessment framework of a country, Malaysia has a well-built infrastructure since the last 18 years under the auspices of Standards Malaysia of my Ministry. I would like to commend Standards Malaysia for its many initiatives and activities in the area of standardisation and accreditation, as well as its active participation in the regional and international area. I can assure you that my Ministry, through Standards Malaysia, will always continue to give full support for PASC and its activities, as we fully agree to PASC key principles as stipulated in your charter, including to improve the quality and capacity of standardisation in economies of the region.

**Ladies and gentleman,**

Despite your busy schedule during this Meeting, 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 throughout the country and the warmth and hospitality of the local people. Malaysia is a multicultural nation



with multi-ethnic group living in peace and harmony. 2014 is also the Visit Malaysia Year, with many interesting programmes that have been arranged specifically for our foreign visitors. May your stay here in Malaysia, especially in Kuala Lumpur, remain with you thereafter as a joyful, unforgettable memory.

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 activities of standards and conformance. I would also like to congratulate Standards Malaysia for the excellent arrangements.

On that note, it is now my pleasure, in declaring the 37<sup>th</sup> Meeting of the Pacific Area Standards Congress, PASC, officially open.

Thank you.