

SPEECH

**YB DATUK HJ FADILLAH BIN YUSOF
DEPUTY MINISTER OF SCIENCE, TECHNOLOGY AND INNOVATION**

**CERTIFICATE PRESENTATION IN CONJUNCTION WITH AJA
MALAYSIA'S 13TH ANNIVERSARY**

**FRIDAY | 13 JULY 2012 | 9.30 AM
BANKER'S CLUB, JALAN IMBI
KUALA LUMPUR**

Y.BHG EN. SATHEESH KARAT,
GROUP MANAGING DIRECTOR OF AJA MALAYSIA,

Y.BHG PN.JACQUELINE FRANCIS,
GROUP CHIEF EXECUTIVE OFFICER OF AJA MALAYSIA,

Y BHG PN FADILLAH BAHARIN
KETUA PENGARAH, STANDARDS MALAYSIA,

AJA MALAYSIA GOVERNING COUNCIL MEMBERS

DATO'-DATO', DATIN-DATIN,

DISTINGUISHED GUESTS,

LADIES AND GENTLEMEN,

السلام عليكم ورحمة الله وبركاته , SALAM SEJAHTERA AND A VERY GOOD
MORNING TO ALL OF YOU

1. TODAY , IT IS AN HONOUR FOR ME TO BE ABLE TO JOIN YOU IN YOUR CERTIFICATE PRESENTATION CEREMONY AND TO CELEBRATE AJA MALAYSIA'S 13TH ANNIVERSARY . I WOULD ALSO LIKE TO CONGRATULATE AJA MALAYSIA FOR THEIR ROLE IN PROMOTING "MALAYSIAN STANDARDS AND ACCREDITATION IN THE LOCAL AND GLOBAL MARKET" .

2. NOTABLY , INTERNATIONAL STANDARDS SUCH AS INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO) ARE CRUCIAL FOR US TO INCREASE EFFICIENCY AND PRODUCTIVITY . THIS COUPLED WITH THE ISSUE OF SUSTAINABILITY AND FINANCIAL STABILITY , HAS COME TO THE FOREFRONT OF OUR CHALLENGE IN A COMPETITIVE AND COMPLEX GLOBAL ENVIRONMENT TO ACHIEVE BETTER RESULTS AND LESSER WASTAGE .

3. QUITE SIMPLY , EFFICIENCY AND PRODUCTIVITY EQUATES TO THE ABILITY TO MEET OBJECTIVES BY IMPLEMENTING SYSTEMS AND PROCESSES TO DEVELOP PRODUCTS AND SERVICES OPTIMALLY WITH MINIMAL WASTE . THIS IN TURN CAN HELP ORGANIZATIONS MAXIMIZE PROFITS AND MEET GOALS WHICH ARE CRUCIAL FOR SUCCESS ON THE WORLD ECONOMIC STAGE .

4. UNDENIABLY , INTERNATIONAL STANDARDS ARE POWERFUL TOOLS FOR ENABLING AND EMPOWERING ORGANIZATIONS TO CAPITALIZE THEIR POTENTIAL IN THE GLOBAL MARKETPLACE .

5. THIS IS WHY THE INTERNATIONAL STANDARDS DEVELOPED BY EXPERTS AROUND THE WORLD CONTAINS INTERNATIONALLY HARMONIZED BEST PRACTICES WHICH CAN BE USED BY ENTERPRISES OPERATING ANYWHERE IN THE WORLD TO MEASURE , BENCHMARK AND INCREASE EFFICIENCY AND PRODUCTIVITY .

LADIES AND GENTLEMEN

6. INTERNATIONAL STANDARDS IN A NUTSHELL HELPS ENSURE PROFITABLE AND SUSTAINABLE GROWTH , OPEN DOORS ON A GLOBAL SCALE , FACILITATE BUSINESS AND PRODUCT DIFFERENTIATION , STRENGTHEN AND SUPPORT INNOVATION , AND ALSO TO LIGHTEN THE REGULATORY BURDEN .

7. THE STATE-OF-THE-ART KNOW-HOW CONTAINED IN INTERNATIONAL STANDARDS IS ALSO ACCESSIBLE TO ALL ON A GLOBAL SCALE AND WILL ENSURES THE BEST USE OF HUMAN AND MATERIAL RESOURCES THROUGH MORE EFFICIENT INDUSTRIAL AND BUSINESS PROCESSES STRENGTHENED BY STANDARDS .

8. NEEDLESS TO SAY , THE INCREASING INTENSE COMPETITION AMONG ENTERPRISES IN THE GLOBAL LANDSCAPE CALLS FOR THE ADOPTION OF INTERNATIONALLY-HARMONIZED STANDARDS TO GAIN COMPETITIVE EDGE IN THE MARKET PLACE WHERE PRODUCTS AND SERVICES OF DIFFERENT ORIGINS ARE COMPATIBLE AND INTER-OPERABLE .

9. THEREFORE , IT IS THE VISION AND MISSION OF THE MINISTRY OF SCIENCE , TECHNOLOGY AND INNOVATION (MOSTI) TO INCULCATE THE ADOPTION OF SCIENCE , TECHNOLOGY AND INNOVATION (STI) AS A CULTURE AMONGST OUR CITIZENS FOR KNOWLEDGE GENERATION , WEALTH CREATION AND SOCIETAL WELL-BEING . BY UTILIZING STI AND HUMAN CAPITAL TO VALUE-ADD ACROSS ALL SEGMENTS OF OUR ECONOMIC VALUE-CHAIN PARTICULARLY AGRICULTURE , BIOTECHNOLOGY , INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) , OIL AND GAS , OUR COUNTRY IS POISED TO ACHIEVE THE NATIONAL ASPIRATIONS SET

OUT BY THE GOVERNMENT IN THE VARIOUS TRANSFORMATION PLANS IN ACHIEVING HIGH INCOME NATION.

10. IN THIS REGARD , MOSTI THROUGH STANDARDS MALAYSIA AIMS TO VALUE-ADD LOCAL ENTERPRISES BY DEVELOPING NEW STANDARDS , CREATING GLOBAL BRANDS AND TRADE FACILITATION THROUGH BILATERAL AND MULTILATERAL COOPERATION .

LADIES AND GENTLEMEN

11. STANDARDIZATION AND CONFORMANCE PLAYS A DECISIVE ROLE IN THE ECONOMIC DEVELOPMENT OF A NATION IN FACING THE CHALLENGES POSED BY THE DRAMATIC TRANSITION OF THE WORLD ECONOMY . STANDARDS MALAYSIA , BEING THE NATIONAL STANDARDS AND ACCREDITATION BODY HAS TAKEN A PROACTIVE AND LEADING ROLE TO BE AT THE FOREFRONT IN MOVING THIS AGENDA OF VALUE-ADDING THE ECONOMY THROUGH STANDARDS AND ACCREDITATION .

12. TWO OF THE KEY RESULT AREAS OF STANDARDS MALAYSIA IN THE NINTH MALAYSIA PLAN WERE ACCREDITATION AND BRANDING WITH THE STRATEGIC THRUSTS TO :

- I. ENHANCE GLOBAL ACCEPTANCE OF MALAYSIAN PRODUCT AND SERVICES THROUGH CREDIBLE AND INTERNATIONALLY RECOGNIZED ACCREDITATION.
- II. POSITION STANDARDS MALAYSIA AND MALAYSIA AS A LEADER AND INFLUENTIAL CONTRIBUTOR IN STANDARDIZATION AND ACCREDITATION NATIONALLY AND INTERNATIONALLY RESPECTIVELY.

13. IN ORDER TO ACHIEVE THE ABOVE RESULTS , BOTH THE PUBLIC AND PRIVATE SECTOR IN MALAYSIA MUST DEMONSTRATE THEIR SUPPORT BY BEING ACCREDITED BY STANDARDS MALAYSIA AND TO EDUCATE THEIR CUSTOMERS AND COUNTERPARTS ON THE ACCEPTANCE OF STANDARDS MALAYSIA , A SIGNATORY TO THE PAC AND IAF MULTILATERAL RECOGNITION AGREEMENTS (MLA) SINCE 1999 .

14. I AM HAPPY WITH AJA MALAYSIA'S OVERSEAS OPERATIONS AND WOULD LIKE TO CONGRATULATE THEM ON THE OPENING OF THEIR FIFTH OFFICE IN SRI LANKA AND THEIR EFFORTS IN PROMOTING STANDARDS MALAYSIA IN THE INTERNATIONAL MARKET . AJA MALAYSIA IS THE FIRST CERTIFICATION BODY FROM MALAYSIA TO TAKE THIS INITIATIVE AND THEIR OBJECTIVES ARE IN LINE WITH OUR MISSION OF CREATING A GLOBAL BRAND AND PROMOTE THE USE OF NATIONAL STANDARDS AS OUTLINED IN THE NATIONAL STANDARDS STRATEGY ACTION PLAN .

15. AFTER WHAT I HAVE SAID EARLIER LET US NOT FORGET THAT A QUALITY MANAGEMENT SYSTEM DEFINES AND FOLLOWS PLANNED ACTIONS IN A SYSTEMATIC WAY THAT GENERATES APPROPRIATE LEVEL OF TRUST WITHIN AN ORGANIZATION AND ITS CUSTOMERS . IT IS FOR THIS REASON I URGE ALL CERTIFICATION BODIES TO BE TRANSPARENT AND OPERATE WITH INTEGRITY TO AVOID ABUSE BY UNSCRUPULOUS INDIVIDUALS AND ORGANIZATIONS WHICH CAN DEGENERATE INTO DISTRUST .

16. FINALLY, PLEASE ALLOW ME TO ONCE AGAIN CONGRATULATE AJA MALAYSIA FOR THEIR ACCOMPLISHMENTS THUS FAR AND TO WISH THEM EVERY SUCCESS IN ALL THEIR FUTURE ENDEAVOURS .
THANK YOU.