

# National Standards Conference 2010

The Pre-requisite for Survival: Meeting Standards in a Globalised Economy

21st October 2010, Crowne Plaza Mutiara, Kuala Lumpur

## WHY Should You Attend the National Standards Conference 2010?

### REASON 1:

#### Get Latest Updates about the Trends on Standards

Tune in to the latest updates and insights on the developments in standards. Learn how it will impact your industry.

### REASON 2:

#### Participate in Interactive Discussions with Stakeholders and Experts on Standards

Don't just listen! Be a part of the live discussion and Q&A. Let the experts and seasoned industry players answer your doubts!

### REASON 3:

#### Network with Industry Players and Beef-up Your Contact List

Extend your circle! This conference is aimed at attracting players from industries across the board. Be sure to meet like minded individuals or potential business contacts in this event.

### REASON 4:

#### Know Where You Stand in Standards Practices

Are you setting the standards in your organisation? If yes, you should seek this opportunity to benchmark yourself against current standards practices. If no, then the more reason you should find out how you can catch up!

### REASON 5:

#### Be Prepared to Carve a Strategy on Standards for Your Organisation

Knowledge is not enough! Learn from this conference and take action immediately to strategise for your organisation. Chart a roadmap to excellence with the right perspective on standards!

## WHAT is it all About?

In an era of globalised economies, adherence to standards is increasingly becoming mandatory rather than voluntary. Such importance is underscored by the fact that roles of standards has moved beyond merely being set rules. Its roles have evolved to a stage where it requires leadership and strategy to bring forth benefits of operational excellence through standards. This makes standards more relevant than ever in the realm of competition and beyond.

As such, there needs to be critical discussions on issues pertaining policy setting, governance, benchmarking, education, marketing and return on investment under the heading of standards. Hence, noting the crucial trend, in conjunction with the World Standards Day on 14 October 2010, Department of Standards Malaysia (STANDARDS MALAYSIA) sees the need to establish the "National Standards Conference 2010" that will benefit representatives from the consumers groups, industries and government agencies, by allowing them to have an open dialogue, where it would help create greater awareness of the importance standards play in our economy and further propel the level of standards for the local industries and agencies onto a higher plane than it already is now.

[Leadership + Strategy + International Standards = Better Market Access]

## WHO Will Benefit?



**YOU** will, if you are members of:

- ✓ Senior Management
- ✓ Managers/ Head of Departments
- ✓ Executives
- ✓ Officers
- ✓ Engineers/ Practitioners
- ✓ Consultants/ Advisors

**FROM** the following categories:

- ✓ Local and foreign SME's and MNE's from both the manufacturing and service industries
- ✓ Professional certification organisations that are involved in standards certification
- ✓ Government agencies or departments that are involved in the enforcement of mandatory standards

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## OBJECTIVES of the Conference

- To update participants on the latest trends on standards
- To serve as a platform to facilitate discussion for all stakeholders involved in utilising, implementing and setting of standards
- To serve as a networking session for the above mentioned stakeholders
- To create greater awareness within the industry and consumer groups on the importance of the role of standards

## Target AUDIENCE

- Local and foreign SME's and MNE's from both the manufacturing and service industries
- Professional certification organisations that are involved in standards certification
- Government agencies or departments that are involved in the enforcement of mandatory standards

## PROGRAMME

8:00 a.m. Registration

9:00 am Welcoming Remarks

9:10 am Opening Ceremony & Keynote Address

9:45 am Refreshment

10:15 am **Session 1:**

### **Standards : Voluntary vs Mandatory**

Standards assist in the development of domestic markets and increase industries' competitiveness. They also play an integral role in the protection of consumers and the environment. With the increasing globalisation of markets, standards have become critical to the trading process, ensuring a level playing field for exports, and ensuring imports meet nationally set levels of performance and safety.

- i. Enforcement vs voluntary adoption: Should standards be mandatory or voluntary?
- ii. Implementation of mandatory standards:
  - a. What is the current status?
  - b. What are the issues? Are there any gaps to be addressed?
  - c. What is the Government's direction?
- iii. Standards as strategic tools for market access: Has Malaysia observed its commitments in WTO?
- iv. Government procurement – compliance to standards for quality products and services

11:00 am. **Session 2:**

### **Benchmarking: Malaysian Standards (MS) against International Standards**

To participate in the international economy implies that domestic firms will have to take into account multiple standards, other than Malaysian Standards (MS). However, what makes one standard better than the other? This is where benchmarking steps in to allow an objective comparison that will hopefully lead to effective improvements in local standards.

- i. Where do national standards stand compared to other international/foreign national/de facto standards? What is the current level of usage and acceptability of national standards?
- ii. Adequacy of current systems and mechanisms? Room for improvement?
- iii. What are the necessary steps to boost local standards onto a higher plane?

12.00 pm **Session 3**

### **New Trends of Standardisation: Social Responsibility (SR)**

Good corporate governance stresses on adequate transparency and accountability of organisations' activities. While organisations behaviours are being standardised, social responsibility standards provides participants and stakeholders with first-hand information and greater understanding on the underlying facts of standards and their progress which allow corporations to strategise effectively in fulfilling the necessary requirements.

- i. Where does Malaysia stand in terms of SR Standards as well as the accreditation and certification process?
- ii. How well informed are the industry about progress of the body of international standards they employ in this field?
- ii. The impacts of SR standards

1:00 pm Lunch

2:00p.m. **Session 4:**

### **Instilling Customer Confidence: Marketing the Malaysian Standards**

Marketing strategy is one of the main pillars in organisational strategy today. All organisations require effective marketing strategies to broaden the market of its products and services.

- i. Have "Malaysian Standards (MS)" achieved the deserved recognition globally?
- ii. What can be done to bring forth further recognition to products marketed under "MS"?
- iii. Current marketing efforts, their progress and results.

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2:45p.m. **Session 5:**

## **Return on Investment: The Cost Benefits of Adhering to Standards**

Does it pay to adhere to standards? Do standards really add-value to a business? These are the million dollar questions this session will address, as it looks into some of the key aspects on how standards can possibly enhance a company's performance.

- i. How do standards contribute to a company's performance?
  - a. Quality?
  - b. Efficiency?
  - c. Productivity?
  - d. Value Adding?
- ii. Are the costs of adhering to standards justified by its returns?

4:00pm. **Session 6:**

## **Education and Training: Building Awareness, Capability and Capacity**

How much do those using the standards understand about the underlying principles and functions of the standards that they hear about or employ? This is also a critical area that standards organisations need to constantly monitor, as to ensure that the standards are being implemented and utilised to its fullest potential.

- i. How comprehensive is the current training and education system for:
  - a. The auditors/enforcers/professional organisations?
  - b. The employers and their staff?
  - c. The consumer groups?
- ii. What are the areas that can be improved?
- iii. Guidelines in the selection of the suitable standards

4:45pm **Panel Discussion :**

## **Leadership and Strategy by Standards: The Path to Create Industries with Global Standards**

Standards are playing an ever increasingly important role in harmonising the requirements in the industries and safe-guarding consumers against defective products or services. Therefore, it is natural that the role of standards have extended beyond a set of rules to be followed. Today, it requires leadership and strategy to move existing standards onto a higher plane.

- i. **Leadership:**
  - a. Who is leading the standards development? The industries or the standards bodies? Why?
  - b. Should there be government support for industry and consumer groups in setting standards?
  - c. What are the roles that industry leaders and top management play in facilitating the further advancement of industry standards?
- ii. **Strategies:**
  - a. What does it mean for the industry and customer to work within single or multiple standards? (different standards for different markets)
  - b. How can we advance local industries further to meet global standards?
  - c. What does it mean for the industry and customer to work within single or multiple standards? What are the pros and cons?
  - d. How can we advance local industries further to meet global standards?

5:45p.m. Refreshments/ End of Conference

## **Invited Role Players (subject to confirmation)**

- Y.Bhg Tan Sri Dato' Mohd Ramli Bin Kushairi, Chairman, Malaysian National Standards Committee (MyNSC)
- Y.Bhg. Tan Sri Datuk Dr. Ahmad Tajuddin Ali, Chairman, Malaysian Standards and Accreditation Council
- Y.Bhg. Datuk Ir. (Dr.) Mohd. Annas Hj. Mohd. Nor, Chairman, Malaysian Electrotechnical National Committee (MyENC)
- Y.Bhg. Tan Sri Datuk Mustafa Mansur, President, Federation of Malaysian Manufacturers (FMM)
- Y.Bhg. Dato' Shamsul Azhar Abbas, President & Chief Executive Officer, Petronas
- Y.Bhg. Datuk Marimuthu Nadason, President, Malaysian Association of Standards Users
- Y.Bhg. Dato' Hafsa Hashim, Chief Executive Officer, SME Corporation Malaysia
- Y.Bhg. Dato' Kamaruddin Ismail, Deputy Secretary General (I), Ministry of International Trade and Industry
- Y.Bhg. Tan Sri Muhammad Ali Hashim, Chairman, KFC Holdings (Malaysia) Berhad
- Y.Bhg. Tan Sri Dr. Lim Wee Chai, Chairman, Top Glove Corporation Berhad
- Pn. Fadilah Baharin, Director General, Department of Standards Malaysia
- En. Ahmad Fauzi Hasan, Chief Executive Officer, Energy Commission
- Ir. Rajinder Raj, Consultant, Department of Standards Malaysia
- Mr. Png Cheong Boon, Chief Executive, Standards, Productivity and Innovation for Growth (SPRING) Singapore
- En. Ab. Razak Salim, Consultant, SIRIM Bhd.
- Ms. Ratna Devi Nadarajan, Chief Executive Officer, Malaysian Association of Standards Users
- Mr. Michael Chiam, Council Member, Malaysian Employers Federation (MEF)
- Mr. Cheng King Fa, Founder/Chairman, KHIND
- En. Othman Md Yusoff, Chairman, Nestle Halal Committee
- Mr. Prakash Chandran, President & Chief Executive Officer, Siemens Malaysia Sdn. Bhd.
- Pn. Wan Zaharah Wan Mohamad, Under Secretary, Industry Division, Ministry of Science, Technology and Innovation
- En. Azhar Bin Harun, Executive Director, Manufacturing & Engineering, UMW Malaysia
- Lt. Col. Husin Jazri, Chief Executive Officer, CyberSecurity Malaysia
- Pn. Mahani Tan Abdullah, Deputy Secretary General, Ministry of Domestic Trade, Cooperatives and Consumerism

### **Note:**

The organiser reserves the right to change the programme and speakers in the best interest of the conference.

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## Participant's Information

(1) Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_

Company: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Facsimile: \_\_\_\_\_ Email: \_\_\_\_\_

(2) Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_

Company: \_\_\_\_\_

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(3) Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_

Company: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Facsimile: \_\_\_\_\_ Email: \_\_\_\_\_

## Contact Person's Details

Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_

Company: \_\_\_\_\_

Designation: \_\_\_\_\_

Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Facsimile: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment

\_\_\_\_\_ (no of Pax) x \_\_\_\_\_ (fee)


= RM \_\_\_\_\_

Enclosed herewith bankdraft/Cheque No. \_\_\_\_\_

## 5 Easy Ways To Register

 [www.aep.com.my](http://www.aep.com.my)

 [info@aep.com.my](mailto:info@aep.com.my)

 Suite C-3A-2, Plaza Mont' Kiara  
No. 2 Jalan Kiara, Mont' Kiara,  
50480 Kuala Lumpur, Malaysia

 603-6203 2009

 603-6203 5030

## Registration Fee

### Standard Rate

RM980.00 per delegate

Group discount of 5% will be extended to organisations sending 3 or more delegates.

Early bird – 5% rebate on standard rate and register and pay before 1st October 2009.

Fee is inclusive of lunch, refreshments and documentations.

## Venue

### Date

Thursday, 21st October 2010

### Venue

Crowne Plaza Mutiara, Kuala Lumpur

## Payment

All payment must be made in advance of the conference. Bank drafts or cheques should be crossed and made payable to Asia Executive Programs Sdn Bhd together with the completed registration form.

### Cancellation

A prompt refund minus a service charge of 15% will be levied for cancellations received in writing 10 days before the date of the conference. Alternatively, you may nominate a substitute. We would appreciate advance notice.

### Registration Procedure

Please complete and fax the registration form to book a seat/seats to the address listed below :

**a) Asia Executive Programs Sdn Bhd**  
(623109-U)

Suite C-3A-2, Plaza Mont' Kiara,  
No. 2 Jalan Kiara, Mont' Kiara,  
50480 Kuala Lumpur, Malaysia  
Tel : 603-6203 2009

Fax : 603-6203 5030

E-mail : [info@aep.com.my](mailto:info@aep.com.my)

Website : <http://www.aep.com.my>

**b) Payment can be deposited directly to :**

**Asia Executive Programs Sdn Bhd**  
(623109-U)

**Account No. 14194 0010017352**  
**(Alliance Bank Malaysia Berhad)**

Please notify us of your payment by faxing a copy of your remittance to us.