



National Mark of MALAYSIAN BRAND Certification Scheme

The Branding Advantage for All SMEs

In 2009, SME Corporation Malaysia introduced the National Mark of MALAYSIAN BRAND, a certification scheme that promotes the development of Malaysian brands to meet global quality standards. It is designed to assist Malaysian brand owners to increase their market reach and compete on the international stage.

Organisations that participate in the scheme and successfully fulfill all the required criteria will be awarded the right to use the National Mark of MALAYSIAN BRAND on their product packaging and in all their marketing communications efforts. Their brands will directly benefit from the association they will be making with the National Mark of MALAYSIAN BRAND that represents the highest in standards of Quality, Excellence and Distinction.

Other benefits of certification include reimbursement for investment into branding activities, assistance in accessing local and international trade promotions, special invitations to training, development opportunities

and programmes conducted by SME Corporation Malaysia and its collaborators, and privileged media coverage.

Organisations must first achieve a minimum of 3-Star rating under SME Corp's SCORE assessment and must have in place an existing quality standards such as ISO9001 as a prerequisite for participating in the certification scheme. In order for organisations to successfully acquire the rights to display the Mark, they must submit to a series of evaluations and audit carried out by the scheme partners – SIRIM QAS International Sdn. Bhd.

Since its launch, a total of 102 Malaysian companies have been successfully awarded with the National Mark of MALAYSIAN BRAND. These companies are from varying manufacturing and services related industries that cater to the Malaysian and overseas markets.

To know more about the National Mark of MALAYSIAN BRAND certification scheme and the qualifying criteria, log on to www.nationalmark.gov.my

▲ The latest batch of National Mark of Malaysian Brand recipients at the Malaysian Brand Forum 2014.

