

NEWS

Mark of excellence for 59 SMEs

STRINGENT CRITERIA: Malaysian Brand certification a proof of quality and distinction of products, services

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A TOTAL of 59 small- and medium enterprises (SMEs) have been certified with the National Mark of Malaysian Brand since the certification was launched in March 2009.

SME Corp chairman Datuk Mohamed Al Amin Abdul Majid said over the last four years, 109 SMEs applied for the recognition but only 59 met the stringent criteria.

This year, 24 companies are expected to receive the mark while 50 others are in the process of applying for the certification.

He said of the 59 SMEs who were awarded the mark, 46 are non-Bumiputera companies, of which a few are making their presence felt in the region and the Middle East.

"The National Mark of Malaysian Brand depicts quality, excellence and distinction of products and services by Malaysian companies," said Mohamed Al Amin.

The government developed the certification through the Interna-

tional Trade and Industry Ministry, SME Corp and SIRIM QAS International Sdn Bhd.

"The mark aims to change the perception that SME products are of lower quality, reliability and packaging standards," he said after launching a website that provides information and updates on the certification scheme.

Also present was SME Corp chief executive officer Datuk Hafsa Hashim.

The website will carry information about the scheme, including the benefits of certification, participation criteria and the evaluation and audit processes.

"The main objective of the certification scheme is to ensure Malaysian products and services meet international standards. With this mark, Malaysian brands will be able to gain a footing in the local and global markets," he said.

At the same event, SME Corp also announced the "Why I Choose Malaysian Quality" video contest, whereby participants can submit short videos stating reasons for preferring Malaysian Brand products.



SME Corp chairman **Datuk Mohamed Al Amin Abdul Majid** launching the new National Mark of Malaysian Brand website yesterday. With him are SME Corp CEO **Datuk Hafsa Hashim** (right) and International Trade and Industry Ministry secretary-general **Datuk Dr Rebecca Fatima Sta Maria**. Pic by Salhani Ibrahim