



**Immediate Release**

## **World Standards Day 2015: MCMC & Standards Malaysia**

### **Creation of new standards paving way for smart sustainable cities**

**CYBERJAYA, October 14, 2015** --- The digital agenda for the nation has become Malaysian Communications and Multimedia Commission's (MCMC) and Department of Standards Malaysia (Standards Malaysia) main priority in developing new standards and exploring new possible regulatory framework.

MCMC's Technology and Society Division Chief, Aisharuddin Nuruddin said, in the era of digital lifestyle where Internet of Things (IoT) is the foundation enabler, availability of newly developed standards for IoT and digital financial services would ensure and facilitate creation of smart sustainable cities.

He added, adoption and creation of new standards would pave the way to formation of Smart Digital Nation while enforcement of existing standards would ensure quality of service, quality of experience, safety, interoperability and interconnectivity for consumers of communication services.

The needs of enforcing certification programme for communications equipment and consumer awareness on purchasing certified products are equally important. MCMC and Standards Malaysia would like to urge consumers to wisely purchase certified and genuine communication products to ensure that problems such as user's safety and frequency interference would not happen.

"A certified product means that it has gone through the testing and certification process by SIRIM QAS International to ensure it complies with the standard. Consumers can recognize certified products through the MCMC label that must be affixed onto the products", added Aisharuddin.

With the newly introduced self-labelling programme (SLP) which simplifies the labelling process and reduces the business costs, it is expected that more suppliers would get on board and play a major role of getting their products certified and affixed with MCMC label.

Through MCMC's 'Check Your Label' campaign, MCMC has also educated consumers to check whether their communications device is certified and genuine, through web service (<https://ecomm.sirim.my>) and 'Check Your Label' mobile application compatible with iOS and Android.

Director General of Department of Standards Malaysia, Datuk Fadilah Baharin said standards can make communication across countries and technology possible. Besides, it is necessary for interoperability and compatibility of technology.

She added, standards set out common rules and parameters so that products can work with each other. Standard file formats like MPEG and JPEG enable you to share videos and photos with family and friends using technology from various platforms and devices.

The Director General of Department of Standards Malaysia concluded, that label or certification mark is important for consumers to choose the right products and services as it ensures the quality and safety. Apart from MCMC label for communication products, consumers can rely on the label of GMP, HACCP, MyGAP and Halal for food; ST/MC mark for electrical appliances; MC (Malaysian conformity) mark for toys; MS mark for helmet, tire and etc. All of these labels/marks can ensure the products/services conform to relevant Malaysian Standards (MS) and/or International standards.

***\*Note: This is a joint press release by MCMC and Standards Malaysia in conjunction with World Standards Day on 14 October. MCMC is a member of the International Telecommunication Union (ITU) whilst Standards Malaysia is a member of the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).***

#### **About MCMC**

The Malaysian Communications and Multimedia Commission (MCMC) is a statutory body established under the Malaysian Communications and Multimedia Commission Act 1998 (MCMCA) which implements and promotes the Government's national policy objectives for the communications and multimedia sector. MCMC regulates and promotes the development of the communications and multimedia industry which includes telecommunications, broadcasting, and online activities, postal services and digital certification. The Communication and Multimedia Act provides that MCMC undertakes a policy implementation role, while policy decision-making is vested with the Minister. The Minister may also give policy directions to the Commission.

Untuk maklumat lanjut, layari [www.mcmc.gov.my](http://www.mcmc.gov.my) dan untuk penjelasan lanjut, sila hubungi: Tel: +603 8688 8000  
Faks: +603 8688 1007 E-mel: [scd@cmc.gov.my](mailto:scd@cmc.gov.my)

#### **About Department of Standards Malaysia (Standards Malaysia)**

Governed by the Standards of Malaysia Act 1996 (Act 549), the Department of Standards Malaysia (Standards Malaysia) is an agency established on 28 August 1996, now under the Ministry of Science, Technology and Innovation (MOSTI). Standards Malaysia is the National Standards & Accreditation Body of Malaysia providing confidence to various stakeholders, through credible standardisation and accreditation services for global competitiveness. Our aspiration is to create a culture of quality amongst Malaysians, to make standards an accepted component of businesses locally and to achieve global recognition for our products and services; thus improving the overall quality of life.

As a custodian and authoritative body, we continually engage with our stakeholders to develop MS, which will protect the interest of consumers by providing an assurance of health and safety. For more than 19 years, we have successfully developed more than 6,000 Malaysian Standards (MS) and provided credible Accreditation Services to positively contribute to the economic, societal, environmental and national well-being. Standards Malaysia is also a signatory to the regional and international Mutual Recognition Arrangements and Multi-Lateral Recognition Arrangements, and are subject to rigorous evaluation processes. This further enhances Malaysia's competitive edge by facilitating trade through international recognition of our products and services through MS and Accreditation.

***For further information, please visit our website: [www.jsm.gov.my](http://www.jsm.gov.my)***  ***STANDARDS MALAYSIA*** 

***STANDARDS\_MY***  ***standards\_my*** or contact Mrs Kee Lai Sien at +603-8318 2211 email: [kee@jsm.gov.my](mailto:kee@jsm.gov.my).