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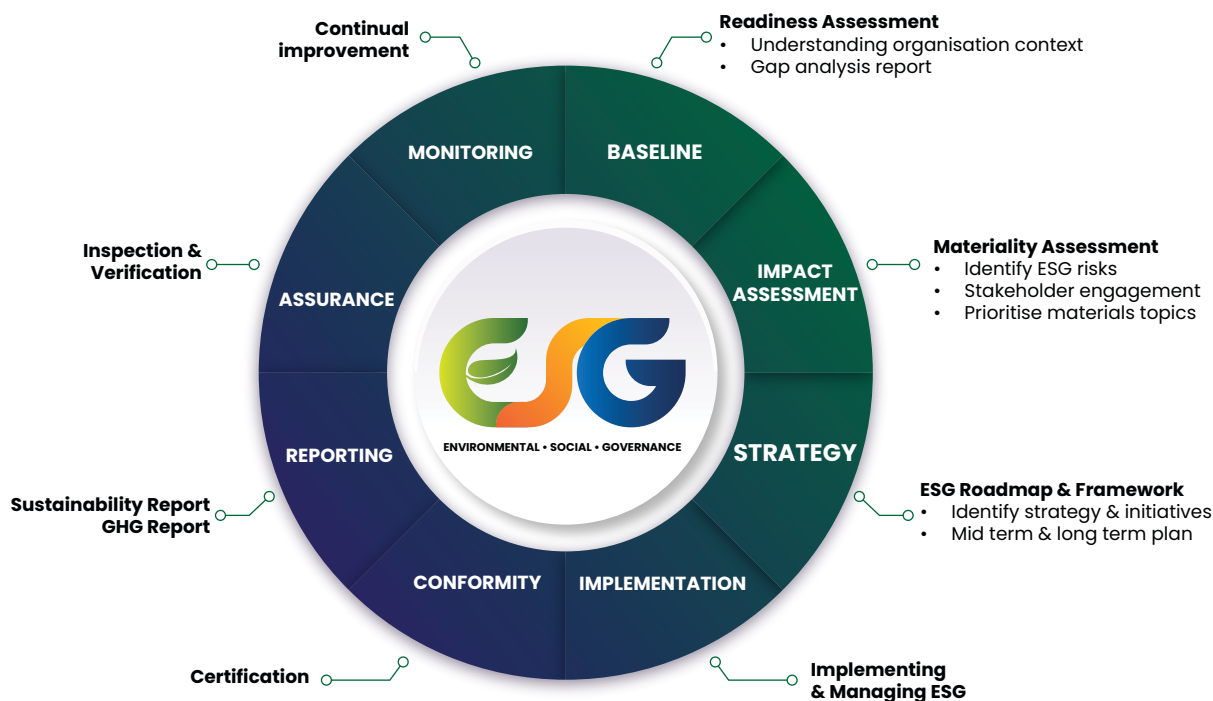
CELEBRATING EXCELLENCE
50 YEARS AND BEYOND



SIRIM

Driving ESG to Advance The Nation

ESG Ecosystem (client requirements)



Your Partner For Innovation



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A JOURNEY OF INNOVATION, IMPACT AND VISION

In the blink of an eye, 50 years have passed. From our origins, where we united our standards and research entities, we have evolved into a multifaceted force, setting standards and making a lasting impact on both the nation and the global community.



Our relentless pursuit of research and innovation has not only defined us but also paved the way for industries to progress with confidence, while our expertise in areas like training and testing, inspection and certification has empowered organisations to meet international benchmarks and improve their performance.

The future holds endless possibilities and we are excited to grow further as we strengthen our footprint internationally. While we have made significant strides, there is still much to be done. Our goals are clear, and though the journey ahead may be challenging, we are unwavering in our belief that we will continue to push boundaries.

Ultimately, at the heart of everything we do is a commitment to you – the people we serve. We aspire to continue inspiring progress and ensuring that our legacy of excellence endures in our attempts to elevate national prosperity and bring Malaysia to the forefront.

Here's to 50 years of achievements and to the countless milestones that lie ahead. Together, let us keep moving forward, shaping the future and reaching new heights.



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highlights

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*President and Group Chief Executive Officer,
SIRIM*



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IR. TS. DR. MUHAMMAD IZZAL ISMAIL
*Chief Technology Officer,
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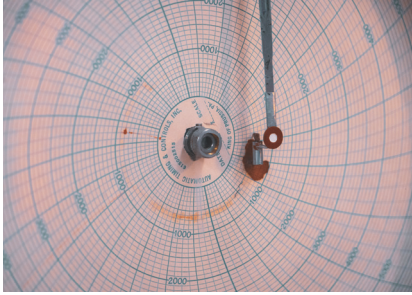


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A CONTINUOUS JOURNEY OF QUALITY AND TRUST



SUBAYOGESWARY MAYACHANDRAPIRAPU
*Senior Manager (EMD Dept),
Panasonic Manufacturing Malaysia Berhad*

The journey from setting rules to shaping futures demands reinvention, resilience and relevance. As industries shift, technologies converge and public trust becomes harder to earn, how does one remain essential in a world that no longer plays by old rules?

The geopolitical landscape is shifting rapidly. Amidst this uncertainty, we view innovation as a cornerstone of stability. In fact, it is our key offering, embodied in our motto to be the 'Best Partner for Innovation. By fostering local innovation and developing homegrown products, Malaysia can be self-sufficient, create our own value and remain resilient in the face of global changes. ●●

STRENGTHENING INDUSTRY TO SERVE SOCIETY

by

Dato' Indera Ir. Dr. Ahmad Sabirin Arshad,
President & Group Chief Executive Officer, SIRIM Berhad (SIRIM)

Malaysia's industrial landscape has evolved significantly over the past 50 years, shifting from basic manufacturing to a complex, technology-driven ecosystem. In response, SIRIM has transformed its mission to go beyond upholding national standards.

Today, in a world that is increasingly globalised, it plays a critical role in harnessing new technologies, supporting innovation ecosystems and facilitating global competitiveness. Alongside its evolving role, the Group has expanded its services to include research and development collaboration, technology commercialisation and strategic advisory, while becoming more agile to meet the demands of a fast-changing market.

"The geopolitical landscape is shifting rapidly. Amidst this uncertainty, we view innovation as a cornerstone of stability. In fact, it is our key offering, embodied in our motto to be the 'Best Partner for Innovation.'

"By fostering local innovation and developing homegrown products, Malaysia can be self-sufficient, create our own value and remain resilient in the face of global changes," shared Dato' Indera Ir. Dr. Ahmad Sabirin Arshad, President & Group Chief Executive Officer of SIRIM Berhad (SIRIM).

As an organisation that exists to serve the nation and uplift society, SIRIM today operates with a broader responsibility: to deliver real value to the rakyat. Its three key stakeholder groups, namely government, industry and society, remain central to its strategy, ensuring all initiatives align with national priorities and public interest.

As it moves into its next 50 years, it is working to become more open, accessible and community-driven. Public-friendly innovation spaces, educational outreach and inclusive programmes are in the pipeline.

"Our 50-year journey thus far has shaped a more mature and resilient organisation. This milestone celebration is not just a testament to our growth, but a reminder of our commitment to excellence. Moving forward, I am confident that we will leave a lasting legacy that will see us expanding our reach globally," added Dr. Ahmad Sabirin.

**strengthening
industry**
**to serve
society**



Looking ahead, SIRIM is eager to weave itself more intricately into the global social fabric to become a trusted, innovation-led institution that welcomes the public to co-create solutions for shared challenges. The vision includes a more open campus where all stakeholders are able to engage directly with technology and research.

Working hand-in-hand with government stakeholders, SIRIM seeks to build a more cohesive ecosystem where collaboration fuels growth, trust and resilience

“We aspire to build a future where SIRIM is truly integrated as part of the society’s ecosystem; everybody will know what we have to offer and be welcome to make use of our facilities,” Dr. Ahmad Sabirin said.

Hallmark of Excellence

At the heart of SIRIM’s legacy is the **SIRIM mark — a symbol of safety, quality and trust for generations of Malaysians**. In an era of online shopping and counterfeit goods, this mark is more relevant than ever.

Though the challenges are rampant and varied, SIRIM remains steadfast in its efforts to strengthen enforcement collaborations, enhance public education and leverage digital tools to tackle these issues, all the while ensuring that safety and quality take precedence.

“Ultimately, our goal is to further enhance our efforts so that the SIRIM mark becomes widely recognised and trusted. We envision a future where consumers around the world choose products with the SIRIM mark, prioritising quality over price alone,” declared Dr. Ahmad Sabirin.

This underscores SIRIM’s commitment to maintaining the highest standards of safety, reliability and integrity in its services, as well as reflecting its role as a cornerstone of public trust that impacts lives every day.

DRIVING GLOBAL COMPETITIVENESS

At its core, SIRIM is a strategic innovation partner that empowers industries with the technologies, research and expertise they need to remain competitive in the international arena. As the economy evolves, SIRIM’s contributions to industrial agility and technological readiness are more vital than ever.

This forward-thinking mindset powers a wide suite of services, from applied research and development and product testing to process optimisation and technology commercialisation. These offerings help companies transform ideas into market-ready solutions with speed, confidence and quality, while improving productivity and ensuring regulatory compliance.

In tandem with this, SIRIM acknowledges the importance of securing a slice of the global pie.

“There is immense potential in the global market. During our first year in China alone, we had the opportunity to serve more than a thousand customers! This has inspired us to expand our offerings further,” explained Dr. Ahmad Sabirin.

According to him, the Indian market also holds promise as another highly populous country. The vast consumer base presents unique opportunities for growth, innovation and market expansion.

BUILDING SIRIM INTO SOCIETY’S ECOSYSTEM

We aspire to a future where everyone knows what

SIRIM

offers and feels welcome to use our facilities.

Our 50-year journey thus far has shaped a more mature and resilient organisation. This milestone celebration is not just a testament to our growth, but a reminder of our commitment to excellence. Moving forward, I am confident that we will leave a lasting legacy that will see us expanding our reach globally.

SIRIM serves the society through:

-  People-first mission
-  Counterfeit challenges
-  Digital solutions
-  Open innovation
-  Collaborative future

There is immense potential in the global market. During our first year in China alone, we had the opportunity to serve more than a thousand customers! This has inspired us to expand our offerings further.

DRIVING GROWTH AND NATIONAL IMPACT

This shift also aligns with our target of achieving

RM1 bil

IN REVENUE BY

2030

— a benchmark not just of commercial success, but of national value creation

By making IP more accessible, we can foster collaboration, accelerate the development of new products and empower countries to generate their own value to drive sustainable growth.

SIRIM'S INDUSTRIAL INNOVATION TOOLBOX

SIRIM offers a comprehensive suite of services to accelerate industrial transformation:

- Applied research & development
- Product testing & quality assurance
- Process optimisation & productivity improvement
- Technology commercialisation & market-readiness support

To meet the evolving needs of businesses, SIRIM is transforming into a more commercially agile and business-friendly organisation. Streamlined processes, enhanced client engagement and a commitment to professional excellence ensure that large or small businesses can easily access the right expertise at the right time.

“This shift also aligns with our target of achieving RM1 billion in revenue by 2030 — a benchmark not just of commercial success, but of national value creation,” stressed Dr. Ahmad Sabirin.

Complementing its industrial focus, SIRIM is heavily investing in human capital. Through collaborations with universities, advisory roles and micro-credential programmes, it is equipping the next generation with industry-ready skills that bridge knowledge with real-world innovation.

The vision is to open its doors wide, transforming the organisation into a living innovation hub where the public is not just a beneficiary, but an active participant, where students experiment freely, entrepreneurs test bold ideas and communities engage with cutting-edge technologies.

From rigid institution to open innovation playground, SIRIM is creating an inclusive space where curiosity meets capability, and where Malaysia's next big idea could come from anyone, anywhere.

This concept extends beyond physical infrastructure. For example, SIRIM is also advocating for open intellectual property (IP) sharing.

“At first glance, this may seem contradictory, as IP is typically safeguarded as a vital asset that drives innovation and competitive advantage. However, we believe that open IP sharing can be a powerful catalyst for progress.

“By making IP more accessible, we can foster collaboration, accelerate the development of new products and empower countries to generate their own value to drive sustainable growth,” Dr. Ahmad Sabirin elaborated.

Fostering Industry-Ready Talent

SIRIM is shaping the next generation through academic-industry integration:

- University collaborations and advisory roles
- Micro-credential programmes for upskilling
- Bridging academic theory with practical innovation



This vision of openness and accessibility reflects a broader shift that perceives innovation as a collective responsibility. By unlocking grassroots creativity and community-led problem-solving, SIRIM aims to become a platform where new ideas and inventions emerge from every corner of society.

Realising that this inclusive vision requires alignment across sectors, SIRIM is actively forging deeper ties with government agencies and regulators to ensure that innovation policy, national priorities and public investment

move in sync. The goal: a seamless, collaborative ecosystem that empowers businesses and uplifts communities alike.

After all, “If we can work with the government agencies for the benefit of the government, industries and society, we can have a much better ecosystem for industries to grow,” added Dr. Ahmad Sabirin.

NURTURING A STRONGER PRESENCE

SIRIM is strategically focusing on strengthening its presence in the ASEAN region, a market that represents a diverse and dynamic landscape. With a population of over 600 million people across both developed and less developed nations, the region offers vast opportunities for growth and collaboration.

“As we look at the ASEAN region, it is clear that the potential here is immense. This is a region that spans different levels of development, and we believe there are plenty of untapped opportunities waiting for us,” explained Dr. Ahmad Sabirin.

SIRIM plans to support the region’s growth through a multifaceted approach, incorporating technology diplomacy, study diplomacy and innovation diplomacy. By fostering relationships and building bridges through knowledge exchange, the company aims to accelerate regional development and establish itself as a leader in innovation.

“We want to ensure that ‘innovation’ is not just a buzzword but something we practice every day,” he emphasised.

With the knowledge economy emerging as the driving force for sustainable development, SIRIM is committed to contributing to it by enhancing knowledge sharing, both regionally and globally.

“Knowledge sharing is something we’re already implementing on the ground. Our goal is to scale up these efforts and have a real impact, where we can export talent and skill sets, and bring back value to Malaysia,” he added.

THE ROAD AHEAD

SIRIM’s 50th anniversary is a springboard into a bold new era. After five decades of shaping Malaysia’s industrial backbone, the organisation is now setting its sights on a future defined by global relevance, technological leadership and societal impact. Nevertheless, one thing remains consistent, even as it moves forward.

“In the next 50 years, we will make sure that SIRIM remains relevant to communities, to the government and to all our stakeholders. When industries have something to be developed, we want SIRIM to be the first name that comes to mind,” affirmed Dr. Ahmad Sabirin, encapsulating the organisation’s ambitious transformation.

With commercial strength on the rise and plans to deliver returns to its shareholders, SIRIM is proving that innovation, service and sustainability can move in lockstep. Its next chapter will be written in bold through strategic partnerships, visionary leadership and Malaysian ingenuity rising on the global stage.

The journey continues and the future holds no limits.

If we can work with the government agencies for the benefit of the government, industries and society, we can have a much better ecosystem for industries to grow.

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WE WANT TO ENSURE THAT ‘INNOVATION’ IS NOT JUST A BUZZWORD BUT SOMETHING WE PRACTICE EVERY DAY

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Scan to watch the exclusive interview

EVOLUTION OF SIRIM OVER 50years



50 YEARS STRONG
SIRIM's Milestone Journey

1975

SEPTEMBER 15

Establishment of SIRIM resulting from the merging of the Standard Institution of Malaysia (SIM) and the National Institute for Scientific and Industrial Research (NISIR)



Statutory body under the Ministry of Science, Technology and the Environment by SIRIM (Incorporation) Act 1975 (Act 157)

1980s

Introduction of the iconic SIRIM conformity and safety marks

1995

SIME-SIRIM

1996

SEPTEMBER 1

Corporatisation of SIRIM Berhad from a statutory body to a government-owned corporation under the Ministry of Finance – Standard of Malaysia Act 1996 (Act 549)



1997



2009



2014

SIRIM QAS International opens first international branch in Bahrain

2017

KPower acquires 70% stake in GranuLab

2021

2013

Acquires shares of SIME-SIRIM Technologies Sdn Bhd

2016

Acquisition of GranuLab



2018

OCTOBER

Transfers under the Ministry of Investment, Trade and Industry (MITI)

2022

SEPTEMBER

Establishment of SIRIM Huasheng Certification and Inspection Co Ltd, SIRIM QAS International's new subsidiary in Hunan, China

NOVEMBER

Rebranding of SIRIM SST to SIRIM Calibration

2025



Celebrates 50th anniversary by embarking on a bold transformation to become more market-ready, commercial-friendly and globally competitive

INNOVATING FOR A SUSTAINABLE FUTURE

by

Ir. Ts. Dr. Muhammad Izzal Ismail

Chief Technology Officer, SIRIM Industrial Research (SIRIM IR)

Investing in research and development is a vital component for driving economic complexity and global competitiveness. To reduce reliance on external technologies, Malaysia needs to cultivate a self-sustaining ecosystem. The future demands a paradigm shift where local industries prioritise in-house innovation.

"It is time for a mindset shift that will position Malaysia as a leader in innovation. With 50 years of experience driving the country's research and development efforts, SIRIM Industrial Research (SIRIM IR) is eager to pave the way forward, harnessing our expertise in technology transfer, consultation and commercialisation to fuel this transformation," noted Ir. Ts. Dr. Muhammad Izzal Ismail, Chief Technology Officer at SIRIM IR.

According to him, SIRIM IR's initiatives align with current national policies like the New Industrial Master Plan (NIMP) 2030, which aims to transform 3,000 factories into smart factories by the year 2030. This supports Malaysia's broader goal of achieving a net-zero future by decarbonising its industrial sector.

Besides that, to stay ahead of the curve, it acknowledges the necessity to embrace emerging technologies and trends to remain relevant in an era of rapid, disruptive technological change. To this end, several key domains have been identified for focused innovation and growth.

Spearheading Advancements

- I. **Generative AI for Ageing Populations and its Health Impact**
focusing on areas like digital inclusion, shifts in the workplace, healthcare and disability support, and progress in smart homes and transportation
- II. **Green Economy and Sustainability**
driven by decarbonisation efforts; advancements in climate technologies; greater emphasis on compliance and disclosure; transparency; sustainable finance; shifts in consumer-focused businesses; innovations in carbon capture, utilisation and storage (CCUS); and energy storage
- III. **Digital Economy and Innovation**
like the Metaverse, which can fuel endless possibilities to reinvent business operations and adapt to changing market demands
- IV. **Food Security: Sustainability and Agricultural Innovation**
exploring integrated, sustainable practices and technological advancements to ensure resilient and equitable food supply for future generations
- V. **AI-Powered Solutions for Transparency, Accountability & Ethics**
enhancing the efficiency, accuracy and reliability of testing, inspection and compliance (TIC) activities as well as predicting and addressing potential risks

The global industrial landscape is evolving rapidly, with trends such as Industry 4.0, green technology and advanced materials defining the future of innovation. It is, therefore, essential for Malaysia to align its research and development efforts with these trends to remain competitive.

It is time for a mindset shift that will position Malaysia as a leader in innovation. With 50 years of experience driving the country's research and development efforts, SIRIM Industrial Research (SIRIM IR) is eager to pave the way forward, harnessing our expertise in technology transfer, consultation and commercialisation to fuel this transformation.

**innovating
for a
sustainable
future**



SMART INDUSTRY, NET-ZERO FUTURE

SIRIM IR's initiatives align with national policies like

NIMP 2030

aiming to transform 3,000 factories into smart factories by 2030 and support Malaysia's net-zero goals through industrial sector decarbonisation.

We are driven by market and business demands that require an ecosystem that nurtures innovation and drives sustainable growth. SIRIM IR is committed to cultivating this ecosystem to ensure the country's competitiveness and resilience in the face of a Volatile, Uncertain, Complex and Ambiguous (VUCA) world.

As an approved research institute, SIRIM drives industry innovation via cutting-edge research and development and technology solutions led by SIRIM IR. These efforts help SIRIM as a whole to strengthen its position as the best partner for innovation, ensuring that industries stay competitive in both domestic and global markets.



"These technological advancements are reshaping industries, economies and societies on a global scale. For example, the market share of medical devices for the ageing population is projected to increase from US\$562.6 billion in 2022 to US\$965 billion by 2031.

"We are driven by market and business demands that require an ecosystem that nurtures innovation and drives sustainable growth. SIRIM IR is committed to cultivating this ecosystem to ensure the country's competitiveness and resilience in the face of a Volatile, Uncertain, Complex and Ambiguous (VUCA) world," asserted Dr. Muhammad Izzal.

EMBARKING ON THE FUTURE OF INNOVATION

Some of the emerging technologies that SIRIM IR is currently pursuing include:

1. Organ-On-Chip (OOC) Technology

A groundbreaking initiative under the Special MADANI Grant, aligned with Malaysia's broader MADANI Economy programme. It aims to revolutionise biomedical research by simulating human physiological responses in micro-engineered environments, offering a powerful tool for research, drug development and personalised medicine.

2. Green & Renewable Energy Technologies

Includes a focus on CCUS, where carbon dioxide emissions from sources like power plants and industrial processes are captured and subsequently stored or repurposed for other uses. This supports Malaysia's transition to a low-carbon and sustainable energy future.

3. Smart Manufacturing & AI Integration

Leveraging artificial intelligence (AI) and machine learning for industrial automation, blockchain, digital twin and cyber-physical systems, and precision machinery to enable businesses in embracing digital transformation.

4. Advanced Materials & Medical Devices

Focusing on high-performance and cutting-edge technologies such as eco-friendly plastics and biodegradable materials, battery testing and certifying rechargeable batteries, and the ethylene oxide (ETO) sterilisation process to develop next-generation solutions.

"As an approved research institute, SIRIM drives industry innovation via cutting-edge research and development and technology solutions led by SIRIM IR. These efforts help SIRIM as a whole to strengthen its position as the best partner for innovation, ensuring that industries stay competitive in both domestic and global markets," Dr. Muhammad Izzal shared.

SPREADING ITS WINGS

Since its inception, SIRIM has played a crucial role in driving technological advancements in Malaysia. Its contributions extend across various industries, providing innovative solutions, setting industry standards and fostering economic growth. As it celebrates its 50th anniversary this year, it is looking beyond national borders.

Instrumental to this is the support provided by SIRIM IR, which presently has 119 laboratories that are Good Manufacturing Practice (GMP) and Good Laboratory Practice (GLP) accredited.

“We have already gained a strong foothold at a global level, earning recognition and trust from industries worldwide. Now, we are also equipped with the machinery, manpower and proven methodologies to serve global markets.

“Our services such as biomedical testing are recognised in countries like China, Singapore, Indonesia, Switzerland and the Slovak Republic, demonstrating our ability to deliver reliable and accredited testing on a global scale,” said Dr. Muhammad Izzal.

Besides that, SIRIM has established a strong track record with global partners, including Fraunhofer IAO Germany, with whom it has been collaborating on the SIRIM-Fraunhofer project since 2015, as well as the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV); and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

“We have also been recognised for our expertise and potential as a strategic partner, with collaborations in advancing innovation with the Overseas Cooperation Department, National Innovation Centre par Excellent (NICE), China, as well as showcasing our healthcare and product testing capabilities to the Ministry of Health, Uzbekistan,” added Dr. Muhammad Izzal.

Furthermore, holding the distinction of establishing Malaysia’s first National Rechargeable Battery Testing Centre (NRBTC), SIRIM has also caught the attention of China’s electric vehicle (EV) industry, receiving an invitation from the China Automotive Technology and Research Center (CATARC) to engage with industry players in Guangzhou and discuss opportunities in testing, standards, research and development, and future collaborations in automotive standardisation between China and Malaysia.

SIRIM IR’s endeavours to cement its global presence includes:

- **Strengthening Global Research Collaborations** tapping into collaborative research opportunities with CATARC and Japan Battery Association (JBA)
- **Involvement in Global Research Networks** such as the annual World Association of Industrial and Technological Research Organizations (WAITRO) Summit
- **Participation in EV Battery & Charging System Training** including “Standardisation Activities for Charging Systems & EV Batteries in Malaysia” at the Japan Automobile Research Institute (JARI)
- **Enhancement of Technology Transfer & Commercialisation** on an International Level
- **Creation of a Global Technology Licensing Programme** to license SIRIM IR’s patented innovations to international industries

50 YEARS OF INNOVATION WITH A GLOBAL REACH

Celebrating

50 years

of innovation, SIRIM continues to drive technological progress and economic growth across industries while expanding its global outlook. This includes a strong track record of international collaboration with global partners such as Fraunhofer IAO Germany through the SIRIM-Fraunhofer project since 2015, as well as with BMUV and GIZ.

We have already gained a strong foothold at a global level, earning recognition and trust from industries worldwide. Now, we are also equipped with the machinery, manpower and proven methodologies to serve global markets.



We have also been recognised for our expertise and potential as a strategic partner, with collaborations in advancing innovation with the Overseas Cooperation Department, National Innovation Centre par Excellent (NICE), China, as well as showcasing our healthcare and product testing capabilities to the Ministry of Health, Uzbekistan.

SIRIM's 50th anniversary is a significant milestone, reflecting its contributions to Malaysia's technological progress, industrial competitiveness and national economic growth. Since its establishment, it has played a vital role in advancing Malaysian industries through cutting-edge research, standards development and industry-driven solutions. ●

OVERCOMING OBSTACLES

1 – Regulatory Compliance

Work towards international compliance with international accreditation bodies like ISO, IEC, ASTM & CE

2 – Global Competition

Strengthen global reputation via international exhibitions & strategic alliances

3 – Talent & Expertise Gap

Building workforce capabilities with global experts



Scan to watch the exclusive interview ●

- **Facilitating Malaysian SMEs' Entrance into Global Supply Chains** by offering contract research, technology advisory and consultancy
- **Reinforcing SIRIM IR's Global Brand Recognition & Market Positioning**
- **Organising International Conferences** that serve as a platform to showcase SIRIM IR's expertise at global industrial forums
- **Developing a Digital Presence for Global Outreach** using AI-powered platforms, virtual labs and webinars to reach international markets addressing potential risks

Expanding into international markets may not be an easy feat, but SIRIM IR has strategically positioned itself to address these barriers. For one, to ensure seamless market entry, it adheres to international certifications and quality standards as well as collaborating with regulatory bodies in the target markets to facilitate compliance.

SIRIM IR also aspires to be among the top 50 most innovative research institutes in the world alongside established research and development institutions like Fraunhofer and the Korea Institutes of Science and Technology.

"We are looking into positioning SIRIM IR as a leading ASEAN research organisation, with expertise in Industry 4.0, advanced materials, life sciences and green technology. To do this, we need to consistently produce a high volume of patents, achieve a high success rate of product or technology commercialisation and be cited by scientists around the world," explained Dr. Muhammad Izzal.

As expanding internationally requires highly skilled talent, particularly in research and development, SIRIM IR is looking at collaborating with international partners to equip the local talent pool with skill enhancement and capacity building opportunities from international experts.

A FLOURISHING FUTURE

Malaysia has the potential to develop cutting-edge technology and reduce dependency on foreign innovations. By fostering a robust research and development culture, industries can improve production efficiency, reduce costs and boost economic growth.

SIRIM IR will continue to play a crucial role in facilitating this transformation by providing specialised research and development services that can qualify for double tax deductions, as well as offering technical testing, consultancy, technology transfer and commercialisation services to help businesses achieve sustainable growth.

As SIRIM enters its 50th year, the future looks promising. With a strong commitment to innovation, global expansion and industry collaboration, SIRIM IR is set to redefine Malaysia's research and development landscape.

"SIRIM's 50th anniversary is a significant milestone, reflecting its contributions to Malaysia's technological progress, industrial competitiveness and national economic growth. Since its establishment, it has played a vital role in advancing Malaysian industries through cutting-edge research, standards development and industry-driven solutions.

We are committed to continue standing as an inspiration of technological excellence, industrial growth and national development," stated Dr. Muhammad Izzal.

CERTIFYING THE FUTURE WITH PURPOSE

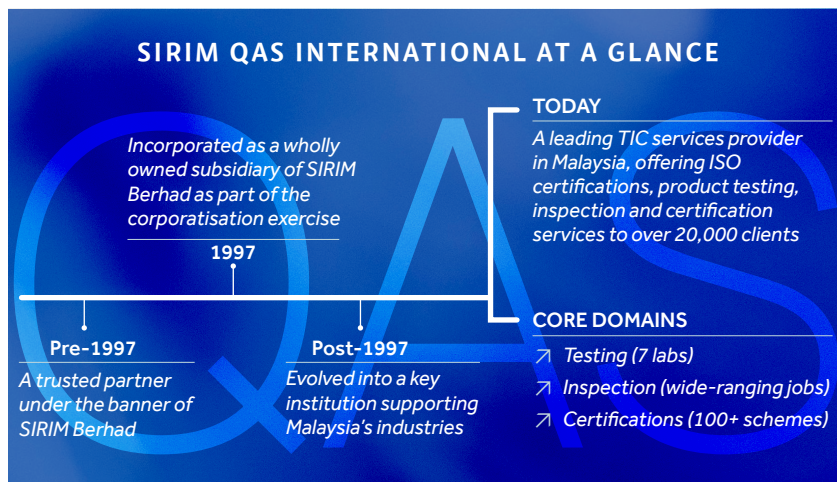
by

Ts. Md Adha Rahmat

Chief Executive Officer, SIRIM QAS International Sdn Bhd (SIRIM QAS International)

In an increasingly interconnected world, testing, inspection and certification (TIC) services have become the backbone of consumer trust and regulatory compliance. As markets grow and borders blur, the globalisation of TIC services becomes a key driver of success.

For SIRIM QAS International Sdn Bhd (SIRIM QAS International), this goes beyond expanding its geographical reach to also include being at the forefront of innovation, maintaining excellence in compliance and ensuring that businesses worldwide can rely on trusted, accredited standards that safeguard their markets and consumers.



As one of Malaysia's pioneers in the field, SIRIM QAS International has, through the years, introduced structured testing frameworks, developed credible certification schemes and supported industries with tailored inspection services. It has also driven capacity building by training local professionals and helping businesses understand and meet regulatory and international requirements.

Through its consistent efforts, SIRIM QAS International has built trust, improved safety and helped raise the bar for quality across industries.

"Importantly, we embrace transformation, making our services faster, more transparent and more accessible to clients. By staying ahead of industry needs and keeping up with global trends, we are able to strengthen the overall credibility of Malaysia's products and services, both at home and in global markets," shared Ts. Md Adha Rahmat, Chief Executive Officer of SIRIM QAS International.

EXPANDING ACROSS BORDERS

From a national trailblazer to a regional powerhouse, SIRIM QAS International has steadily expanded its global reach. At the core of this momentum lies a suite of internationally recognised certifications, enabling companies

As current trends like digitalisation and sustainability reshape industries, the demand for rigorous standards in quality, safety and compliance has never been greater. To keep pace with these changes and seize the opportunities that arise, testing, inspection and certification (TIC) must evolve, innovate and scale accordingly.

Importantly, we embrace transformation, making our services faster, more transparent and more accessible to clients. By staying ahead of industry needs and keeping up with global trends, we are able to strengthen the overall credibility of Malaysia's products and services, both at home and in global markets.

certifying the
future
with
purpose



The IECEx is a well-known global standard, and by offering this certification locally, we are able to help Malaysian businesses in sectors like oil and gas gain worldwide recognition. Similarly, as a member of IQNet, one of the world's largest networks of certification bodies, the certificates we issue are accepted in over 30 countries. This means that our certifications carry global weight. ●



SIRIM Huasheng contributes to SIRIM's global expansion by acting as a gateway, opening doors for businesses from Malaysia and other ASEAN countries to enter the Chinese market and vice versa. This strategic move strengthens connections between Malaysia, other ASEAN countries and China, making it easier for businesses from both regions to work together and optimise their reach. ●

to meet strict global standards while building trust and credibility across borders.

SIRIM QAS International has introduced certifications and schemes for growing industries like:

- **Aerospace:** such as the AS9100 to help companies meet strict standards in the aviation and space industries
- **Environmental, Social and Governance (ESG):** to demonstrate that businesses are responsible and sustainable
- **Electric Vehicles (EVs) and Fire Safety:** supporting the move towards greener technologies and safer buildings



One of its key milestones is being the first and only IECEx Certification Body in Malaysia listed in the IECEx Directory and, currently, the sole provider in Southeast Asia offering the full scope of the IECEx certification, an achievement that elevates Malaysia's status in the certification of equipment for hazardous areas.

Further strengthening its global standing, SIRIM QAS International is also a member of IQNet, a worldwide network of certification bodies. Through its membership with IQNet, certifications such as ISO 9001, ISO 14001 and ISO 45001 issued by SIRIM QAS International are recognised in over 30 countries.

"The IECEx is a well-known global standard, and by offering this certification locally, we are able to help Malaysian businesses in sectors like oil and gas gain worldwide recognition. Similarly, as a member of IQNet, one of the world's largest networks of certification bodies, the certificates we issue are accepted in over 30 countries. This means that our certifications carry global weight," explained Md Adha, underscoring the value of being part of an international community built on trust.

Another major leap forward is the establishment of SIRIM Huasheng Certification and Inspection Co Ltd (SIRIM Huasheng) in China, a joint-venture with Hunan Huasheng International Trade Consultancy Co Ltd that strengthens two-way market access.

"SIRIM Huasheng contributes to SIRIM's global expansion by acting as a gateway, opening doors for businesses from Malaysia and other ASEAN countries to enter the Chinese market and vice versa. This strategic move strengthens connections between Malaysia, other ASEAN countries and China, making it easier for businesses from both regions to work together and optimise their reach," said Md Adha.

In essence, SIRIM Huasheng bridges the gap between Malaysian and Chinese markets, offering certification services that meet both Chinese and internationally recognised standards. This is especially important in boosting cross-border trade and industrial collaboration. In automotive manufacturing, for example, SIRIM's certifications such as IATF 16949 for quality management in automotive manufacturing play an important role.

"In addition to helping strengthen the SIRIM brand globally, SIRIM Huasheng has allowed us to penetrate China, which is one of the world's biggest markets.

We therefore look forward to harnessing new opportunities for companies from around the region to grow and compete on the global stage,” he added.

With global partnerships and regional hubs, SIRIM QAS International is cementing Malaysia’s positioning as a trusted source of quality, safety and innovation across the world.

ENTERING EMERGING MARKETS

As its global ambitions continue to grow, SIRIM QAS International is also focusing on high-potential regions like Thailand, Vietnam, Indonesia and the Middle East, where rapid industrial development and evolving regulations are increasing the demand for quality certification services.

“Thailand and Vietnam are developing quickly in manufacturing and infrastructure, and businesses in these countries need certifications to meet international standards and gain access to global markets.

“The Middle East, with its strong oil, gas, construction and technology sectors, is modernising and diversifying its economy, creating a need for internationally recognised certifications. Similarly, Indonesia is seeing growth in manufacturing and trade, with increasing demand for quality assurance in the industries,” Md Adha explained.

By tapping into these emerging markets, SIRIM QAS International will be able to support regional development and help local businesses to meet international standards, while also creating new possibilities for Malaysian companies to expand their exports.

Opportunities have already begun to materialise. In Thailand, local manufacturers, particularly in the automotive sector, are applying for the IATF 16949 certification through SIRIM QAS International. In Vietnam, SIRIM QAS International is collaborating with a local partner to provide certification for UN Marking on hazardous goods packaging, ensuring compliance with international transport regulations.



While SIRIM QAS International has been offering both certifications for over a decade, the key difference now is the active export of these services beyond Malaysia, allowing it to serve the world.

“By expanding into these emerging markets, SIRIM QAS International is broadening our client base, strengthening the SIRIM name and enhancing Malaysia’s role in international supply chains and industrial ecosystems,” said Md Adha.

STRATEGIC ADVANTAGE

As SIRIM QAS International expands globally, both current and potential clients are reaping immense benefits. In addition to growing market

INTERNATIONAL HEAVYWEIGHT

The establishment of SIRIM Huasheng

- accelerates SIRIM’s global footprint
- provides access to one of the world’s biggest markets
- enhances cross-border trade, industrial transfer and knowledge transfer
- solidifies connections between ASEAN countries and China
- facilitates business growth and competitiveness

In addition to helping strengthen the SIRIM brand globally, SIRIM Huasheng has allowed us to penetrate China, which is one of the world’s biggest markets. We therefore look forward to harnessing new opportunities for companies from around the region to grow and compete on the global stage.

By expanding into these emerging markets, SIRIM QAS International is broadening our client base, strengthening the SIRIM name and enhancing Malaysia’s role in international supply chains and industrial ecosystems.

Clients will gain easier access to international markets through our certifications, especially those with mutual recognition under international bodies like IQNet and IECEx. This credibility gives Malaysian exporters and international partners a competitive edge, especially in markets with stringent compliance requirements.

SIRIM's 50th anniversary is not just a celebration of five decades of excellence, but a recognition of the hard work, dedication and trust of every employee, partner and client. Over the years, SIRIM has remained committed to ensuring that Malaysia's products and services are of the highest standards, trusted globally.

We are committed to continuing our mission of supporting industries worldwide, embracing digital transformation and leading the charge in new areas such as green technology, electric mobility and ESG practices!



Scan to watch the exclusive interview

presence, the expansion will facilitate the delivery of faster, more consistent value across borders.

"Clients will gain easier access to international markets through our certifications, especially those with mutual recognition under international bodies like IQNet and IECEx. This credibility gives Malaysian exporters and international partners a competitive edge, especially in markets with stringent compliance requirements," explained Md Adha.

Another advantage is faster turnaround times for certification services. With more offices in more locations, regional collaborations and upgraded digital systems, SIRIM QAS International now delivers assessments, audits and approvals more efficiently. This enhanced speed helps businesses launch products more quickly and adapt to regulatory or market changes with greater agility.

SIRIM QAS International is also advancing client-centric digital transformation. Through online platforms, clients can track certification progress, manage documents and receive automated updates, boosting transparency and responsiveness. By reducing paperwork and enhancing visibility, businesses can make faster, data-driven decisions.

The global expansion also broadens access to support.

"Whether a business is operating in Malaysia, Thailand, the Middle East or Africa, clients benefit from consistent and reliable service, thanks to standardised processes and quality controls across all regions. This makes it easier for organisations to navigate different regulatory environments and ensure compliance with local and international standards," elaborated Md Adha.

Ultimately, with the certifications, support and expertise provided by SIRIM QAS International, it will be easier for clients to grow their businesses internationally.

"My vision is to strengthen our foundation and continue positioning SIRIM QAS International as a trusted, innovative and internationally recognised provider of TIC services," Md Adha said. This future-forward agenda is deeply rooted in transformation—technologically, structurally and strategically.

While SIRIM QAS International remains anchored in its role as a public guardian, protecting consumers, supporting safe products and ensuring that businesses operate responsibly and sustainably, today, its services are recognised and accepted across global borders.

"SIRIM's 50th anniversary is not just a celebration of five decades of excellence, but a recognition of the hard work, dedication and trust of every employee, partner and client. Over the years, SIRIM has remained committed to ensuring that Malaysia's products and services are of the highest standards, trusted globally.

"Looking ahead, we are more excited than ever about the future. We are committed to continuing our mission of supporting industries worldwide, embracing digital transformation and leading the charge in new areas such as green technology, electric mobility and ESG practices!" declared Md Adha.

SIRIM QAS International has built a strong foundation; yet its journey is just beginning. Together with its partners and clients, it will persist in driving meaningful change, fostering business growth and contributing to a sustainable and prosperous future.

CHARTING PRECISION TO DRIVE MALAYSIA'S INDUSTRIAL INNOVATION

by

Dr. Faridah Hussain

Chief Metrologist, National Metrology Institute of Malaysia (NMIM)

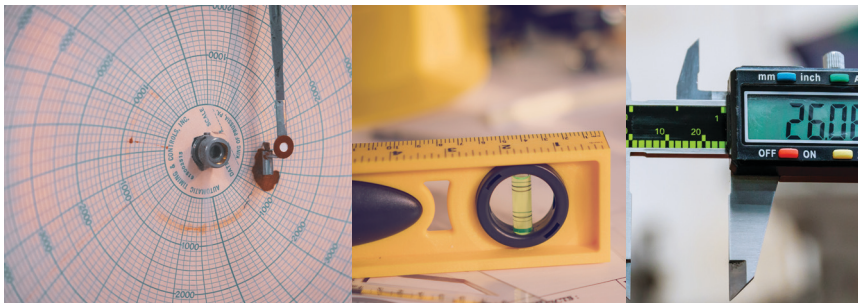
In recent decades, the pace of disruption has accelerated at an unprecedented rate, especially in the realms of technology, innovation and scientific advancement. This rapid evolution has had far-reaching effects across industries. As organisations continuously pivot and adapt to ever-changing landscapes, the demand for precision in measurements becomes more critical than ever.

With its commitment to the highest standards of excellence, the National Metrology Institute of Malaysia (NMIM) has emerged as a beacon of trust, accuracy and global recognition. This not only underscores its technical capabilities but also its role in shaping the future of industries.

"With emerging industries such as renewable energy, advanced manufacturing and biotechnology requiring more precise measurements, the field of metrology has numerous opportunities for growth. We have to be ready and alert to identify these new possibilities," said Dr. Faridah Hussain, Chief Metrologist at NMIM.

According to her, metrology is a dynamic field that evolves in tandem with emerging technologies and shifting industry trends. As innovations continue to push boundaries of possibilities, the tools and techniques used in measurements must also adapt.

For example, in the semiconductor industry, the scale of production is shrinking. As semiconductor wafers get thinner and measurements move from millimetres to nanometres, metrology has to keep up. This not only requires the development of more sophisticated instruments but also the refinement of measurement standards and methodologies.



Did You Know

Malaysia's commitment to advancing metrology dates back to 1970, when the country officially adopted the metric system. This transition marked a shift away from the use of traditional local units such as the kati and tahl. The move to the metric system was legally cemented by the enactment of the Weight and Measures Act (Act 71) in 1972, providing a legal framework to regulate the use of standardised units across the country.

In a world where precision is paramount to innovation, the demand for accurate measurements has never been more critical. As industries evolve and new frontiers are explored, metrology plays a vital role in ensuring that progress is built on a foundation of precise data.

With emerging industries such as renewable energy, advanced manufacturing and biotechnology requiring more precise measurements, the field of metrology has numerous opportunities for growth. We have to be ready and alert to identify these new possibilities.

Malaysia's
industrial
innovation



KEY AREAS OF GROWTH

- **Regulatory Compliance Nanotechnology & Quantum Measurements:**
Enhancing precision at the atomic and subatomic levels for ultra-sensitive measurements
- **AI-Driven Calibration Techniques:**
Using artificial intelligence to automate and improve calibration accuracy
- **Digital Metrology & Remote Monitoring:**
Leveraging cloud-based calibration systems and Internet-of-Things (IoT) integration for real-time measurement accuracy

The popularity of EV cars and charging stations is steadily growing, and there's a push to prepare for the patent approval, verification and calibration of these stations.

Continuous improvement and development are prioritised. As new technologies and areas of measurement emerge, we need to keep pace by expanding our expertise accordingly. This involves not only staying informed about the latest advancements in equipment and measurement techniques but also acquiring the skills and knowledge necessary to handle these new technologies effectively.



"Another example is in pharmaceuticals, where measurements previously only needed to be accurate to two or three decimal places, but now require precision to seven decimal places. This shows how metrology has advanced over time. The same is true for electrical, mass and temperature measurements. As technology advances, metrology adapts to meet these changes," she continued.

Metrology's progress essentially mirrors the growth of technology. This alignment is crucial because new technologies, products and innovations all rely on accurate measurements.

Some of the emerging trends that currently require the attention of the field of metrology in the country are the electric vehicles (EV), quantum technology and hydrogen sectors. The expanding EV sector, for example, necessitates the development of charging technologies, where accurate measurements of power, efficiency and longevity are essential for safety and performance.

Expounding on this Dr. Faridah shared, "The popularity of EV cars and charging stations is steadily growing, and there's a push to prepare for the patent approval, verification and calibration of these stations."

EXPANDING CAPABILITIES FOR SUSTAINABLE GROWTH

To stay up to date with the latest in metrology, NMIM is continuously and diligently developing its expertise as new areas emerge. This includes adapting to new equipment, measurement techniques and expertise.

"Continuous improvement and development are prioritised. As new technologies and areas of measurement emerge, we need to keep pace by expanding our expertise accordingly. This involves not only staying informed about the latest advancements in equipment and measurement techniques but also acquiring the skills and knowledge necessary to handle these new technologies effectively," said Dr. Faridah.

Furthermore, a significant aspect of this development is the investment in high-cost, cutting-edge equipment. Many of the tools required to measure at increasingly smaller scales, or to meet the demands of emerging industries, come with a hefty price tag—often reaching millions of dollars. As such, NMIM also has to strategically plan its budget to ensure the purchase of these vital resources.

To effectively navigate this dynamic landscape, NMIM leverages its strong foundation in metrology as part of SIRIM to also foster strategic partnerships and collaborations. As Malaysia strengthens its metrology capabilities, NMIM continues to deepen its involvement with international organisations like the International Bureau of Weights and Measures (BIPM) and the International Organization of Legal Metrology (OIML) to ensure that it remains competitive in the fast-paced world of science, trade and technology.

“By optimally aligning our resources, we are able to stay ahead of the curve. This allows us to not only meet the immediate demands of emerging industries but also position ourselves as a key player in the global metrology community,” shared Dr. Faridah.

A key event for NMIM in 2025 is the ASEAN Metrology Meeting, set to be hosted in Malaysia. This meeting will bring together the ASEAN nations to discuss topics like digital metrology, quantum technologies and EV charging standards. It provides a platform for regional countries to collaborate, ensuring consistent measurement practices and maintaining competitiveness in the global market.

SETTING AMBITIOUS GOALS

In the short term, NMIM is focused on ensuring the uniformity of measurements across Malaysia. To achieve this it is actively strengthening and expanding its network of measurement standards, with around 2,600 measurement standards already in place. As part of its efforts, NMIM is committed to collaborating closely with and supporting key stakeholders like regulators and industries to maintain measurement consistency.

FROM LAYING THE FOUNDATION TO EXPANSION AND RECOGNITION: THE GROWTH OF METROLOGY IN MALAYSIA

- 1970 · ... Malaysia officially adopts the metric system, transitioning from traditional units
- 1972 · ... The Weight and Measures Act (Act 71) is enacted, formalising the metric system's use
- 1978 · ... Establishment of a small metrology unit, laying the groundwork for the future NMIM
- 1982 · ... Malaysia mandates the use of the metric system across industries
- 1984 · ... The National Metrology Centre is officially established
- 2000 · ... The National Metrology Laboratory (NML) is formed
- 2001 · ... Malaysia becomes a signatory to the Metre Convention and the CIPM Mutual Recognition Arrangement (CIPM MRA), enabling the country to publish its Calibration and Measurement Capabilities (CMCs) globally.
- 2015 · ... The National Metrology Laboratory is renamed the National Metrology Institute of Malaysia (NMIM)

Dr. Faridah explained that the institute is seeking government funding to develop expertise and infrastructure in line with industry demands. This includes high-growth potential sectors like EVs, semiconductors and renewable energy.

“Our mid-term plan involves expanding our capabilities to meet the needs of the market amidst emerging technologies. This involves developing measurement capabilities, including expert competencies, to continuously support the rapid technological developments,” she said.

Meanwhile, NMIM's long-term goal is to increase its calibration and measurement capabilities (CMCs).

MALAYSIA TO HOST ASEAN METROLOGY MEETING 2025

In 2025, Malaysia will host the

ASEAN METROLOGY MEETING

uniting regional nations to collaborate on digital metrology, quantum technologies and EV charging standards to strengthen measurement consistency and global competitiveness.

By optimally aligning our resources, we are able to stay ahead of the curve. This allows us to not only meet the immediate demands of emerging industries but also position ourselves as a key player in the global metrology community.

Our mid-term plan involves expanding our capabilities to meet the needs of the market amidst emerging technologies. This involves developing measurement capabilities, including expert competencies, to continuously support the rapid technological developments.

STRENGTHENING NATIONAL MEASUREMENT CONSISTENCY

NMIM is currently focused on ensuring uniformity of measurements across Malaysia by strengthening and expanding its network of approximately 2,600 measurement standards, while actively collaborating with regulators and industries to maintain consistency.

Our aspiration is to increase our CMCs from the current 134 to 400 by the year 2030. This vision will align Malaysia with other leading countries in metrology, like Thailand and Singapore, and ensure that NMIM remains a key player in supporting Malaysia's industrial development.

PRECISION, STANDARDS, AND A LEGACY OF NATIONAL PROGRESS

As it enters its next phase of growth, NMIM remains committed to delivering precise, reliable, and internationally recognised measurement standards, supporting Malaysia's global competitiveness and the evolving needs of advanced industries. Aligned with SIRIM's 50-year legacy of national development, NMIM upholds the importance of quality, safety, accuracy and fair trade by ensuring adherence to international standards in measurement.

For the past 50 years, SIRIM has been dedicated to supporting the nation's growth. At NMIM, we are aligned with this vision in delivering quality and conforming to international standards in measurement. As such, we urge our readers not to compromise on safety, accuracy and fair trade.



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"Our aspiration is to increase our CMCs from the current 134 to 400 by the year 2030. This vision will align Malaysia with other leading countries in metrology, like Thailand and Singapore, and ensure that NMIM remains a key player in supporting Malaysia's industrial development," she added.

To achieve these goals, NMIM recognises the importance of a highly skilled workforce. The institute collaborates with 64 national metrology institutes worldwide that are signatories of the Metre Convention, fostering knowledge exchange and improving local competencies.

"We collaborate with them because their capabilities are globally recognised and published, allowing us to assess their measurement accuracy and the range of parameters they can handle. We also send our experts on job attachments to other countries to learn best practices and bring that knowledge back to Malaysia," explained Dr. Faridah.



The job attachments often range from one to three months. During this time, the experts have the opportunity to immerse themselves in different environments, gaining hands-on experience with the measurement processes and methods. This not only enhances their understanding of best practices but also significantly boosts their competencies.

Additionally, NMIM is committed to a structured succession planning approach to ensure a steady flow of new talent. This focus on developing human capital is crucial as the institute grows and adapts to new challenges.

As NMIM enters its next phase of growth, it remains focused on its mission to provide precise, reliable and internationally recognised measurement standards. The institute's role in ensuring Malaysia's competitiveness on the global stage is more important than ever, as industries require increasingly sophisticated measurement capabilities to support technological and industrial advancements.

"For the past 50 years, SIRIM has been dedicated to supporting the nation's growth. At NMIM, we are aligned with this vision in delivering quality and conforming to international standards in measurement. As such, we urge our readers not to compromise on safety, accuracy and fair trade.

"As we look ahead, we hope to continue earning the trust and support of the public, not only through our expertise in measurement but in all that we've accomplished over the past five decades. We have a lot to offer and remain committed to making a positive impact," said Dr. Faridah.

She summed it up simply: "Our ambition is straightforward—whenever there is a request for measurement from our industries, we want to be able to confidently say, 'Yes, we can support you.'"

This statement encapsulates the core of NMIM, highlighting its unwavering dedication to meeting the diverse metrology needs of industries. With its focus on precision, global collaboration and long-term sustainability, NMIM is well on its way to shaping the future of measurement in Malaysia and beyond.

DEVELOPING COMPETENCIES TO FUEL ECONOMIC GROWTH

by

Nik Sazali Nik Hussin

Chief Executive Officer, SIRIM Academy Sdn Bhd (SIRIM Academy)

Malaysia's economic ambitions – from advanced manufacturing to the green economy – demand skills that are both future-forward and grounded in real-world application. Amidst an evolving ecosystem, organisations and their workforce need to keep pace. This is where SIRIM Academy Sdn Bhd (SIRIM Academy) plays a defining role.

Holding a unique position as the training arm of SIRIM, SIRIM Academy develops professional competencies by bridging gaps between what industries need and what people are equipped to offer.

According to Nik Sazali Nik Hussin, Chief Executive Officer of SIRIM Academy, "Training and consultancy are essential elements for capacity-building and, ultimately, nation-building. This is why they have become core pillars of SIRIM, in addition to our certification and research services."

As an agency under the Ministry of Investment, Trade and Industry (MITI), SIRIM is among the key drivers for the New Industrial Master Plan 2030. As such, one of SIRIM Academy's roles is to enhance the upskilling of the industry workforce.

To date, SIRIM has trained more than 300,000 individuals and 10,000 organisations across Malaysia.



"We are proud of the impact that we have made on the industry, having helped all these people and organisations excel in the areas of quality, innovation and sustainability," shared Nik Sazali.

Talent is the "muscle" that powers the growth of any thriving economy. The more skilled and developed the workforce, the greater the economic potential. The right training is essential to tap into this potential.

SIRIM Academy plays a vital role in upskilling the industry workforce to support the goals of the

2030
NEW INDUSTRIAL
MASTER PLAN

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competencies
to fuel

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We are proud of the impact that we have made on the industry, having helped all these people and organisations excel in the areas of quality, innovation and sustainability.

We have even established the SIRIM Personnel Certification Programme (SPCP), a homegrown programme which we created together with a team of industry experts, professionals and academia. We wanted to design a programme that would be able to support the different learning levels of participants. If they are from TVET institutes, the certification will be leveled with their certification, while adult learners or the professional workforce will receive a professional or executive-level certification.



EVOLVING FOR THE FUTURE

SIRIM Academy's evolution mirrors the dynamic shifts in Malaysia's industrial landscape. Once primarily focused on consultancy-heavy ISO certifications and quality management systems, it has broadened its reach to encompass a diverse array of training solutions that cater to the needs of the modern workforce.

"We started as a quality-focused training and consultancy provider before providing technical training, including welding and non-disruptive testing. This paved the way for our expansion in technical and vocational education and training (TVET)," said Nik Sazali.

SIRIM Academy's transformation has been driven by the recognition that industries today require far more than foundational knowledge in ISO standards. As businesses become more interconnected, the demand for expertise in emerging fields has grown exponentially. The Academy has responded by expanding its curriculum to cover other critical areas that are shaping the future of global industry, such as artificial intelligence (AI) and sustainability.

"We are cognisant of the importance of having our fingers on the pulse of emerging trends. This led to our shift as a full-fledged training solutions provider," he declared.

In this ever-evolving training landscape, SIRIM Academy has maintained a commitment to flexibility, ensuring that learning pathways are tailored to diverse learning needs and the pace of technological advancements. For example, its TVET-related programmes offer hands-on, industry-relevant skill-building for participants at every level, from entry-level technicians to senior engineers.

Additionally, the introduction of modular certifications allows professionals to upskill incrementally, without the need for lengthy commitments. This adaptability ensures that participants can access training in bite-sized segments.

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He shared that the SIRIM Academy was recently awarded the ISO 172024 accreditation by the Department of Standards Malaysia.

"This is game-changing for us, as we are now recognised as a certification body that can issue personnel certifications. This means that our SIRIM-certified programmes are globally recognised!" he added.

This strategic move allows SIRIM Academy to progress from a red ocean ecosystem to a blue ocean ecosystem through building a strategic collaboration with higher learning institutions, training providers and the industry as its partners.



TAKING THE DIGITAL LEAP

In the wake of the COVID-19 pandemic, SIRIM Academy embraced the necessity of digital transformation, ensuring that knowledge delivery was uninterrupted and seamless, regardless of physical location.

“The pandemic accelerated the way we’re doing business. During that time, we saw a huge increase in e-commerce, with more people turning online for their needs. This was also happening in education and training as e-learning became more widely accepted,” said Nik Sazali.

This spurred the establishment of SIRIM Academy’s own e-learning platform in 2022. Three years down the road today, it will be relaunching its platform with more interactive features and comprehensive solutions that integrate Learning Management Systems (LMS), Training Management Systems (TMS) and Examination Management Systems (EMS).

“We have migrated short courses from a traditional face-to-face module or physical training to e-learning or hybrid modes. In the meantime, we work closely with other online learning platforms, which allows us to position our programmes on independent platforms,” Nik Sazali expounded.

The digital platforms are designed to be highly user-centric, providing participants with a personalised learning experience. Through self-paced courses, virtual workshops and interactive assessments, learners can engage with content that suits their individual learning styles and schedules.

SIRIM Academy has established strategic collaborations with local and international bodies including:

- National TVET Council
- Government agencies
- Industry associations
- Professional bodies
- Universities & TVET institutes
- American Welding Society (AWS)
- Global Reporting Initiative (GRI)
- Exemplar Global
- Institute of Electrical and Electronic Engineers (IEEE)
- International Electrotechnical Commission System for Certification to Standards Relating to Equipment for Use in Explosive Atmospheres (IECEx)
- Japan External Trade Organization (JETRO)
- Japan International Cooperation Agency (JICA)

By democratising learning, SIRIM Academy is helping to fuel the nation’s economy as professionals from all walks of life can access the tools they need to become more agile, versatile and ready to face challenges and opportunities to succeed in an increasingly complex and interconnected global economy.

ISO 172024

encompasses a global benchmark for certification bodies in managing the certification process for individuals. Providing a framework for these bodies to operate in a

**CONSISTENT,
COMPARABLE and
CREDIBLE MANNER,**

it recognises their ability to conduct impartial evaluations of the competencies of individuals across a wide range of industries.

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SCALING SKILLS FOR THE DIGITAL ERA

Online platforms are transforming training by making scalable, accessible upskilling possible for Malaysia’s evolving workforce.

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PARTNERING FOR GLOBAL RECOGNITION

SIRIM Academy strengthens its impact through strategic local and global partnerships that enhance credibility and deliver globally recognised training.

Just last year, we were nominated as a partner to the National TVET Council. We are also partners with numerous universities and TVET institutes. Our focus is not to compete with them, but rather complete the ecosystem with the provision of programmes that add value.

A GLOBAL HUB

The Johor-Singapore Special Economic Zone is aimed at propelling the economic potential of Malaysia and Singapore as a global hub amidst one of the world's busiest shipping routes. Projected to create 20,000 skilled job opportunities, this visionary project spans 11 key economic sectors, with incentives for industries like Logistics, Manufacturing, Financial Services, Business Services, Digital Economy, Tourism, Food Security, Education, Health, Energy and Green Economy.



Scan to watch the exclusive interview

STRATEGIC SYNERGIES

SIRIM Academy's ability to drive the economy forward is greatly enhanced by its robust network of local and international partnerships. These collaborations are pivotal in expanding its credibility and ensuring the relevance of its training programmes. By aligning itself with renowned institutions and organisations, it is able to offer certifications and programmes that are recognised both locally and globally.

Domestically, SIRIM Academy strengthens its position as a strategic enabler of talent development through collaborations with key national bodies, including the National TVET Council.

"Just last year, we were nominated as a partner to the National TVET Council. We are also partners with numerous universities and TVET institutes. Our focus is not to compete with them, but rather complete the ecosystem with the provision of programmes that add value," noted Nik Sazali.

He highlighted that SIRIM Academy's involvement in the TVET ecosystem is not a purely commercial initiative but also part of its contribution in terms of nation-building and developing the industry.

"For example, our SPCP can be an added value to the Sijil Kemahiran Malaysia (National Skills Certificate). At universities, we endeavour to upsale or build the competencies of their graduates and lecturers.

"We foresee that the impact of the Academy will be seen in the long term, as we reinforce our positioning as an integral part of the national TVET ecosystem," he continued.

MAKING ITS MARK

In alignment with SIRIM's goal of going global, SIRIM Academy has made its first footprint in Brunei, and is focused on reinforcing its network among all ASEAN countries by the end of the year.

"We have just completed our first training programme in Brunei and are in discussion regarding collaboration with the Johor-Singapore Special Economic Zone (JS-SEZ). The latter is a newly established economic zone in Johor, which will involve industry participation from both Malaysia and Singapore.

"We look forward to working with Republic Polytechnic in Singapore to offer dedicated training solutions to support capacity-building in this area," shared Nik Sazali.

According to Nik Sazali, SIRIM Academy's current target markets are least developed countries (LDCs) in ASEAN, such as Cambodia, Vietnam, Laos and Timor-Leste, as well as African and Balkan countries.

"These LDCs are still at the beginning stage of technology or quality adoption. We will utilise our experience to educate them and elevate their knowledge and capabilities in terms of quality and innovation," he said.

As Malaysia looks to the future, SIRIM Academy stands as a cornerstone in shaping an innovation-first, sustainable economy that will empower the nation to thrive in the digital age. This serves as an important call to action for both industry leaders and government bodies to partner with SIRIM Academy to future-proof their people and processes. In an age where change is constant, collaboration is key.

A FOUNDATION FOR GLOBAL SUCCESS

by

Woon Hon Wing

General Manager, QAQC & Supply Centre Department, Daikin Malaysia

What began with a single ISO 9001 certification about 30 years ago has since grown into a multi-faceted relationship spanning product testing, regulatory advisory and technical troubleshooting.

"We have worked with SIRIM QAS International Sdn Bhd (SIRIM QAS International) even before becoming part of the global Daikin Group. The foundation we built through those audits helped us scale and eventually integrate into global operations," said Woon Hon Wing, General Manager of the QAQC & Supply Centre Department at Daikin.

ADDING VALUE

While SIRIM QAS International is recognised for its certification, testing and inspection services, what stands out to Daikin is how these services are delivered with relevance, responsiveness and an understanding of Malaysia's industrial realities.

Woon recounted a specific challenge when Malaysia updated its energy efficiency regulations, which could have affected production timelines.

"SIRIM QAS International proactively engaged with us. In addition to informing us about the changes, they also coordinated with regulators and explained what was needed in a practical way. That kind of support ensured we could transition smoothly without affecting our market supply," he shared.



MEETING REAL-WORLD NEEDS

Daikin's needs extend beyond certification. As a leader in air conditioning systems and HVAC technology, the company frequently turns to SIRIM QAS International for advanced laboratory analysis, especially during product development or quality troubleshooting.

"It is not cost-effective for us to invest in that equipment ourselves, but SIRIM's laboratories have the capability and, more importantly, the technical knowledge to help us get to the root cause," explained Woon.

Just as important as the tools are the people behind the work. Woon highlighted the value of SIRIM QAS International's auditors, noting that their practical understanding of industry operations adds tremendous value to every audit.

While every company's route is unique, Daikin Malaysia's (Daikin) experience underscores a common thread: the value of consistent, practical support in meeting evolving quality demands and regulatory expectations.

SIRIM has been instrumental in helping the company with

- Certifications
- Product testing
- Research & development
- Troubleshooting

We have worked with SIRIM QAS International Sdn Bhd (SIRIM QAS International) even before becoming part of the global Daikin Group. The foundation we built through those audits helped us scale and eventually integrate into global operations.

foundation
for
global
success



DAIKIN'S QUALITY SYSTEMS: A GLOBAL BENCHMARK

Daikin's global headquarters recognised the effectiveness of Malaysia's quality systems, which are aligned with international benchmarks, thanks to a solid foundation laid by SIRIM.

Our collaboration with SIRIM goes beyond the typical client-supplier relationship. It is built on trust, understanding and shared goals. That is how we will move forward together.



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The brand 'Panasonic' is instantly recognisable across the globe. Panasonic Manufacturing Malaysia Berhad (PMMA) has had a major hand in building the brand's enduring legacy.

continuous
journey
of quality
& trust



"ISO 9001 is written in a one-size-fits-all way. Without contextual explanation, some of it can be hard to apply. But the auditors relate it to our actual operations, which helps our teams understand the purpose behind the standard and implement it properly."

He also pointed out the long-term benefits of such grounded insight. When Daikin's global headquarters assessed the Malaysian operations, they found its quality systems not only effective, but also well aligned with international benchmarks.

"That is a testament to the foundation laid with SIRIM," Woon said.

A key example of Daikin's success stories with SIRIM QAS International was the launch of Daikin's R32 inverter product line, which required fast certification to meet market demand.

"SIRIM prioritised the project because it understood our business urgency. That allowed us to meet market demand at just the right time," Woon explained.

A PARTNERSHIP THAT SCALES WITH VISION

With Daikin continuing to strengthen its presence locally and abroad, Woon emphasised that the role of a reliable partner cannot be overstated.

"Our collaboration with SIRIM goes beyond the typical client-supplier relationship. It is built on trust, understanding and shared goals. That is how we will move forward together."

As SIRIM celebrates its 50th anniversary, Daikin looks ahead with optimism. "We are proud to be part of SIRIM's journey. Their work not only elevates Malaysian standards but enables companies like ours to reach further," Woon shared.

A CONTINUOUS JOURNEY OF QUALITY AND TRUST

by

Subayogeswary Mayachandrapirapu

Senior Manager (EMD Dept), Panasonic Manufacturing Malaysia Berhad (PMMA)

In its pursuit of progress, PMMA's growth, marked by a focus on safety, consistency and consumer trust, is supported by SIRIM QAS International Sdn Bhd (SIRIM QAS International). PMMA began collaborating with SIRIM QAS International in 1995. As an established manufacturer of home appliances, the brand faced rising expectations from regulators and increasingly discerning customers. Certification quickly became essential.

"Certification is essential for ensuring our products meet national safety standards, and SIRIM QAS International has been part of that journey from the start," said Subayogeswary Mayachandrapirapu, Senior Manager (EMD Dept) at PMMA.

BEYOND MERE COMPLIANCE

While certification is a business necessity, Panasonic sees more in the relationship. "We have worked with other certification bodies in Vietnam,

Sri Lanka and others, but SIRIM QAS International's understanding of both local requirements and global relevance makes the process smoother," Subayogeswary shared.

She added that the quality of engagement matters: "The communication is fast, and the people are approachable. They remember who you are and understand your challenges; and that makes a real difference."

The partnership extends to daily operational needs. For one, product testing for consumer appliances is a vital aspect of PMMA's quality control.

"While we conduct in-house quality checks on air delivery, we also send samples of our fans and water heaters to SIRIM QAS International for performance testing. As a certified test laboratory, SIRIM QAS International assesses both safety and performance, and their results form an important part of the assurance that we provide to our customers," she explained.



SHAPING OPERATIONAL CULTURE

Beyond product testing, PMMA holds system certifications including ISO 9001 (Quality Management), ISO 14001 (Environmental Management) and ISO 45001 (Occupational Safety and Health). These influence how its departments operate.

"For example, we conduct daily water sampling and monthly wastewater audits. Much more than just compliance checks, they have become a part of our company culture. SIRIM QAS International helps reinforce the standards we already commit to," said Subayogeswary.

What stands out, she noted, is the role of the people from SIRIM QAS International. "Some auditors really go the extra mile. One of them led a very constructive discussion on compliance interpretation. Instead of just pointing out gaps, he explained how a small change could improve our control and compliance. That is valuable insight!" she added.

BUILDING TRUST

Meanwhile, the SIRIM label is a valuable asset for the Panasonic brand. "The SIRIM mark tells customers that they are getting safety and performance. People are hesitant to buy a product if they don't see the SIRIM name on it. The mark carries weight and being associated with that adds to our brand credibility," said Subayogeswary.

As PMMA looks ahead, it continues to see SIRIM QAS International as part of its strategic direction.

"We will definitely still engage SIRIM because we value the way they work with us," Subayogeswary said.

PMMA's relationship with SIRIM QAS International through the years demonstrates how closely SIRIM's evolution has been woven into the fabric of the nation's industrial progress. In celebration of SIRIM's 50th anniversary, Subayogeswary extends her congratulations: "We wish SIRIM continued growth and progress. Here's to another 50 years of success – together with industry."

SIRIM'S STRATEGIC EDGE

A Trusted Name in the Industry

Recognised for reliability and long-standing credibility

Deep Insight into Both Industry and Government

Extensive experience navigating local and global regulatory landscapes and market demands

Responsive, Professional and Highly Trained Team

A skilled workforce committed to excellence and quick turnaround

State-of-the-Art Facilities

Equipped with advanced laboratories and technology to ensure accurate and efficient results

The SIRIM mark tells customers that they are getting safety and performance. People are hesitant to buy a product if they don't see the SIRIM name on it. The mark carries weight and being associated with that adds to our brand credibility.



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Journey Towards ESG



Embarking ESG Journey with SIRIM for Sustainable Future

SIRIM is committed to assist and lead industry towards ESG compliances through its comprehensive and holistic sustainability programmes.

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