



Bridging the trust gap: SIRIM QAS International's commitment to quality assurance

With the proliferation of e-commerce, rapid development of technology and increasingly saturated market, it is more pertinent than ever for consumers to have a trusted party they can rely on to ensure that the products they purchase are actually safe.

For more than three decades, SIRIM QAS International Sdn Bhd, a subsidiary of SIRIM Bhd, has been at the centre of providing product and management systems assessment and certification, serving as a trusted intermediary to bridge the trust gap between businesses and end users.

The comprehensive testing, inspection and certification services by the agency under the Ministry of Investment, Trade and Industry have earned recognition and accreditation from many prestigious bodies, including the Department of Standards Malaysia and the United Kingdom Accreditation Service (UKAS).

Product certification is more than just a seal on a product — it is a promise and a testament to quality assuring consumers that the product they are using has undergone rigorous testing to meet the highest standards of quality and safety.

"Product certification plays a pivotal role in communicating to consumers that the product is indeed safe, reliable and has earned the trust of experts. It's like a stamp of approval that gives consumers confidence in their choices, knowing that the product has been thoroughly vetted," says SIRIM QAS International CEO Nur Fadhilah Muhammad.

She adds that product certification is more than just a formality; it is a proactive step towards eliminating risks and ensuring the safety of products.

"By subjecting their offerings to meticulous assessments, these manufacturers prioritise consumer well-being and deliver products that align with the most stringent safety protocols," she says.

Product certification benefits businesses too

The certification not only benefits consumers but businesses as well. When businesses invest in getting their products certified, it sends a clear message to consumers that they prioritise quality and safety — thus enhancing the brand's reputation and instilling trust among consumers.

Besides that, many international markets have specific standards and regulations that products must meet before they can be sold. Having the necessary certifications can open doors to these markets, allowing businesses to expand their reach and tap into new customer bases.

In an increasingly competitive market, a product certification can serve as a unique selling proposition and a key product differentiator, giving businesses an edge over competitors who might not have certified products.

"In essence, product certification, as endorsed by SIRIM QAS International, bridges the trust between businesses and consumers, reflecting the shared goal of ensuring top-notch quality and safety in



The 'Ada SIRIM, Baru Beli' Initiative aims to ensure that everyone has equal access to safe and reliable products that have undergone rigorous certification and lab testing processes



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the market," explains Nur Fadhilah, adding that there is also increasing demand for certified products by regulatory bodies, governments and consumers.

Diverse certification schemes tailored for tomorrow

Organisations are increasingly seeking independent attestation to demonstrate their commitment to environmental, social and governance (ESG) principles as the world races towards a net-zero carbon emissions future.

Playing its role in this, SIRIM QAS International has emerged as a leading provider of certification and testing services, such as quantifying the greenhouse gas emissions. It has also expanded its suite of services to cater to the booming electric vehicle (EV) industry, providing comprehensive testing and certification services for EV charging systems and battery electric vehicles (BEVs).

From the social perspective, the as-

essment body has the SR10 Social Responsibility certification, enabling exporters to evaluate and enhance their social practices.

In combating bribery, SIRIM QAS International certifies anti-bribery management systems to help organisations establish integrity practices and minimise the potential of unethical conduct.

As its certification schemes incorporate criteria for environmental and social responsibility, Nur Fadhilah points out that this encourages businesses to be more sustainable in their operations.

"By certifying products and systems that adhere to these standards, we contribute significantly to reducing environmental impact and promoting responsible business practices. Notably, our offered management system certifications comprehensively address numerous sustainable development goal (SDG) elements, particularly benefiting businesses," she says.

Its certifications have received formal recognition by independent accreditation bodies, signifying that the processes, personnel and facilities employed by SIRIM QAS International meet international standards.

The certifying body is known for being rigid in its testing and certification services, as its audits, inspections and test reports adhere to the requirements set by accreditation bodies.

"This is done to ensure that our reports are credible and provide assurance in the integrity of quality, standards, accuracy and traceability. We aim to maintain the highest levels of credibility and reliability in our services, which is why we adhere to stringent guidelines," explains Nur Fadhilah.

Earlier this year, SIRIM QAS International was accredited by UKAS for AS9100, an internationally recognised standard that outlines quality management system (QMS) requirements for the aerospace industry.

'Ada SIRIM, Baru Beli' — a campaign for every Malaysian

In its bid to enhance consumer awareness and foster a safer marketplace, SIRIM has introduced the "Ada SIRIM, Baru Beli" initiative, aiming to ensure that everyone has equal access to safe and reliable products that have undergone rigorous certification and lab testing processes.

Consumers can get on the SIRIM QAS International mobile app, which offers convenience and streamlined access to SIRIM labels, underscoring its commitment to enhancing consumer trust through seamless and user-friendly experiences. Through the app, consumers can verify the authenticity of SIRIM QAS International-certified products, while businesses can access information on the certification schemes available, submit applications and track the progress of their certification.

Nur Fadhilah also highlighted the SIRIM Trusted Mark Scheme (STMS), which awards and recognises manufacturers and traders that sell products through e-commerce platforms. Consumers can rest easy, knowing that products bearing the SIRIM Trusted Mark have undergone thorough testing and assessment, and are thus assured of quality, safety and performance.

The way forward

Looking ahead, Nur Fadhilah anticipates that the certification landscape will continue to change and evolve, with SIRIM QAS International remaining at the forefront of product certification and assessment.

"As technology advances and global challenges intensify, certifications will play a pivotal role in ensuring the safety, quality and sustainability of products and services. We envision an increased focus on digitalisation, cyber security and circular economy principles — driving the development of new certification schemes to address these emerging trends.

"SIRIM QAS International remains committed to leading this evolution by providing innovative and relevant certification solutions for the future," she says.