



THE NATIONAL MARK OF MALAYSIAN BRAND

CERTIFICATION SCHEME

**Bringing Malaysian Brands to Global
Markets**



Are you looking to enhance the power and visibility of your brand in the marketplace? Look no further than the National Mark of **MALAYSIAN BRAND (NMMB) Certification Scheme**, led by **SME Corporation Malaysia** and **SIRIM QAS International** to assure stakeholders that your brand meets the highest standards of quality.

A Tough Competitor – The National Mark of Malaysian Brand Certification Scheme



SIRIM QAS is the main coordinating body that assists SME Corporation Malaysia in the development of the National Mark of **MALAYSIAN BRAND (NMMB) Certification Scheme**. The certification awards companies the right to carry the **MALAYSIAN BRAND** mark on their products or services. It is an effort targeted at helping Malaysian brands increase their market reach by improving public trust towards local companies.

Assessment Criteria



The certification is designed to enhance domestic acceptance before eventually reaching global recognition. Businesses must meet an extensive set of criteria which can develop into useful business management tools.

Now, more SMEs can improve their performance to meet their customers' growing demands.

Make Your BRAND Global

The scheme offers brand owners the chance to penetrate local, regional and eventually, global markets. The Malaysian Government, through SME Corporation Malaysia, has strategically registered the NMMB as trademark in major countries, including Malaysia's FTA partners.

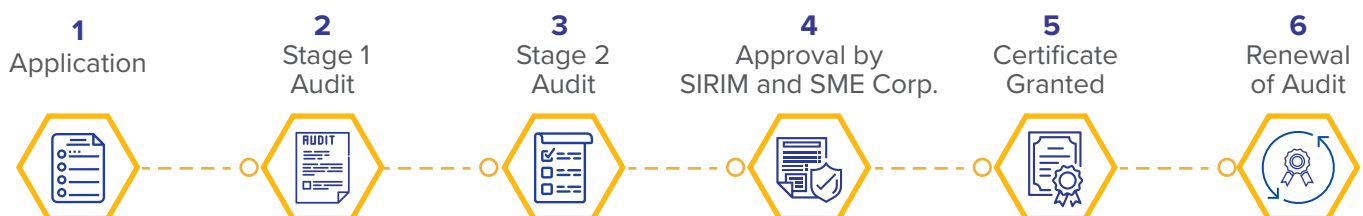
Qualifying Criteria

- The business must undergo SME Corp. Malaysia SME Status Certification.
- The business obtains a valid and minimum rating of 3-STAR under the SME Corp. Malaysia SCORE programme.
- The business must acquire an international standard certification or equivalent.
- Business must be incorporated/ registered.
- Malaysian equity $\geq 60\%$.
- Operating from a legal business premise recognised by the local authority.
- The company must own a registered brand.
- The company must have an audited account of 3 consecutive year.
- The Company must portray Malaysian identity that includes company name, brand name and/or brand logo. In addition, the company must have an element/ identity/ Malaysian culture embedded and not to be seen as promoting products/ services from other countries.

Why Get Certified

- Be entitled to incentives provided by SME Corporation Malaysia for qualified SMEs.
- Ease of market access and entry points into new regional markets.
- Gain access to ongoing local and international trade promotions as well as advertising and promotion activities.
- Boost brand image through privileged media coverage.
- Invitation to specific training opportunities organised by SME Corporation Malaysia and its partners.
- Improve business efficiency and soft-skills of personnel.

Certification Process



SIRIM QAS – A Leader in Certification



SIRIM QAS has decades of experience and international recognition under our belt, providing testing, inspection and certification services to both local and international clients. Our credible services provide you with the authentication needed to be recognised as a competent and capable industry leader.

As the sole conformity assessment body tasked to perform third party audits for the NMMB Certification Scheme, SIRIM QAS brings to the table a team of highly qualified and experienced auditors in industry best practices for all relevant sectors. The technical competence of our auditors and professional arbiters enhances the credibility of your NMMB award.

Accredited by the Department of Standards Malaysia (STANDARDS MALAYSIA) and the United Kingdom Accreditation Service (UKAS), as the leading certification body, we ensure you the peace of mind with the MALAYSIAN BRAND mark as the national benchmark of excellence based on best practices, guaranteed to bring value to your business.

For more information, contact us at:



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