

GUIDELINES FOR CERTIFICATION OF MALAYSIAN BRAND CERTIFICATION SCHEME

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1.0 INTRODUCTION

This document provides guidance to any organization that is interested in obtaining certification under the Malaysian Brand Certification Scheme.

The Malaysian Brand Certification Scheme is administered by the Small and Medium Enterprises Corporation Malaysia and SIRIM QAS International Sdn Bhd. Both entities are government organizations.

The Small and Medium Enterprises Corporation Malaysia is a specialized agency of the Government of Malaysia and was established to spur the development of small and medium enterprises (SMEs) by providing infrastructure facilities, financial assistance, advisory services, market access and other support programs. Its aim is to develop capable and resilient Malaysian SMEs to be competitive in the global market.

SIRIM QAS International Sdn Bhd is a government organization responsible for auditing and assessing organizations in their applications to, and ongoing compliance with the Malaysian Brand Certification Scheme.



2.0 CERTIFICATION PROCESS

The certification services provided by SIRIM QAS International are carried out in accordance to the policies and procedures established by SIRIM QAS International based on accepted international practices. The generic certification process is as follows:

Submit
Questionnaire

Fill Application Questionnaire in the Application Package and submit to SIRIM QAS international Sdn. Bhd. Based on the information in the Questionnaire, a quotation giving details of the cost of each stage of the certification process will be issued.

Application

Upon acceptance of the quotation, the organization is required to submit the application form together with the application fee.

Stage 1 Audit

Stage 1 audit is carried out to review the organization's documentation against the criteria of the Malaysian Brand Certification Scheme and to evaluate the organization's readiness to proceed to the Stage 2 audit.

Stage 2 Audit

The organization shall act on the findings of the Stage 1 audit and shall notify SIRIM QAS International of its readiness to proceed to the Stage 2 audit. The purpose of the Stage 2 audit is to evaluate whether the criteria of the Malaysia Brand certification scheme have been effectively implemented.

Recommendation

Based on the findings of the Stage 2 audit, the assessment team will make a decision on whether to recommend the organization for the award of the Malaysian Brand certification and the right to use the Mark on its products.

Approval of
certification

The Approval Certification Panel shall review and approve the recommendation for certification.

Issue of certificate

The certificate will be issued upon payment of all fees due and the signing of the Certification Agreement. The certificate is valid for 2 years from the date of approval.

Renewal
assessment

The certificate shall be renewed for a further 2 year period based on the results of the renewal assessment which shall be carried out prior to the expiry of the certificate.

Applicants should refer to **Attachment A** entitled "Procedure For Malaysian Brand Certification Scheme" for further detail and explanation of procedures for the Certification Scheme.

3.0 SCHEDULE OF FEES

The schedule of fees for various scheme are as follows:-

3.1 Fee structure for SME organizations:

3.1.1 Professional Fee - RM 6,000

3.1.2 Reimbursable covering travel, lodging and daily allowance:

Kuala Lumpur and Selangor – no charge

Other regions: Travel – air fare, airport transfer – at cost
 Mileage – RM0.60/km
 Lodging – hotel (standard room)
 Meal allowance – according to SIRIM QAS International rate

3.2 Fee structure for non – SME organizations:

3.2.1 Professional Fee - RM 1,500 per auditor day

3.2.2 Reimbursable covering travel, lodging and daily allowance:

Kuala Lumpur and Selangor – no charge

Other regions: Travel – air fare, airport transfer – at cost
 Mileage – RM0.60/km
 Lodging – hotel (standard room)
 Meal allowance – according to SIRIM QAS International rate

4.0 CERTIFICATION REQUIREMENTS

4.1 Products and Services

Products and services will meet the requirements to bear the Certification mark if:

- a. The products / services are produced by an organization that meets the requirements in clauses 4.2 and 4.3 below.
- b. The products and services meet any relevant International, Malaysian or Australian standard; and
- c. The products and services comply with the terms in the document headed **Attachment B – “Terms and Conditions Governing The Use of The Malaysian Brand Certification Marks”**

4.2 Prerequisites for Applicant Organizations

Organization who wishes to apply for the Malaysian Brand Certification scheme must show compliance with each of the eligibility criteria as outlined below.

- a. A minimum 3 – STAR rating under SMIDEC SCORE program. See **Attachment C, “Briefing on SMIDEC Program”**, for an explanation of ratings under the SMIDEC SCORE program.
- b. Certified to ISO 9001/ HACCP / ISO 22000 /ISO / TS 16949 / ISO 13485
- c. Business incorporated /registered under the following:
 - Companies Act 1956(Act125); or
 - Registration of Business Act 1956(Act 197)

- Certificate(s) of Practice by Professional Bodies
(for services industries only)

- d. Operating from legal premises evidenced by proof of possession of Operating Licence issued from the Applicant's Local Council in Malaysia. (True certified copy of Operating Licence, or sighting of original Operating Licence)
- e. Own registered brand(s) of Malaysian origin.
- f. The goods being produced have been substantially transformed in Malaysia; AND 50% or more of the total cost of producing the goods is attributable to production processes in Malaysia.

4.3 Locations

The organization shall identify the locations that are to be covered under scope of the certification scheme. The site(s) shall generally be permanent location(s) at which the organization carries out its operations.

Organization operating in multiple sites (especially services organizations) shall identify in advance the sites that it wants to include in the certification. As a minimum, the main site must meet the prerequisites certified with ISO 9001 and the company must demonstrate effective control of the other sites. Examples of controls include regular internal audits of all sites, performance reporting and reviews. These sites may be subjected to audit on a sampling basis depending on the discretion from management of SIRIM QAS International.

4.4 Brands & Products

The organization shall clearly define the products/services and the related brands to be included under the scope of certification. The organization should ensure that it does not omit important elements of its operations from the scope of certification.

5.0 APPEALS PROCEDURE

The applicant may file an appeal when he does not agree with the decision of the Certification Panel. The appeal shall be in writing and addressed to the Senior General Manager of the Management System Department within 2 weeks of notification of the decision.

The letter of appeal shall be forwarded to the Appeals Panel appointed by the Certification Advisory Committee. The appellant shall be notified of the composition of the panel and the date of its proposed hearing. The appellant shall have the right to object the composition of the panel and to appear before the panel to present his case. Decisions made by the Appeals Panel including the grounds of their decision shall be recorded and the appellant shall be notified in writing. Applicants should refer to **Attachment D**, called "Appeals and Disputes Procedures" for further information on the appeal Procedure.

6.0 COMPLAINT PROCEDURE

Any complaint against the organization's product/services quality about SIRIM QAS International's certification services or about organizations certified by SIRIM QAS International shall be directed to Senior Manager of Market Surveillance, Quality and OSHE (MSQOSHE) Section.

Complaints may be in writing or verbal. All complaints received will be verified and validated by the MSQOSHE Senior Manager. The complainant shall be informed of the receipt of the complaint and will be provided progress report(s) and a report on the outcome of the investigation.

7.0 AUDIT

The applicant must go through an audit process after submitting the application form and fee, to ascertain the adequacy, readiness and commitment of the applicant to the Malaysian Brand

Certification Scheme. The requirements of the Audit are set out in **Attachment E - "Malaysian Brand Certification Scheme – Audit Checklist"**.

Once accepted to the Malaysian Brand Certification Scheme, an organization is required to undertake further audits from time-to-time to monitor compliance.

Such further audits may take place when the certificate is due for renewal or when the annual quality management certification standards for which the products or services quality management certification was based on is due for renewal.

An applicant may appeal the results of an Audit as part of the assessment process by writing to the Senior General Manager of the Management System Department.

8.0 CERTIFICATION ADVISORY COMMITTEE (CAC)

The membership of the Certification Advisory Committee (CAC) is approved by the Board of Directors of SIRIM QAS International Sdn. Bhd. and has a balanced membership comprising representatives of industry associations, government (including regulatory bodies), consumers and users of certification services, professional bodies and conformity assessment experts.

The main function of the Certification Advisory Committee (CAC) is to ensure impartiality of the certification services of the SIRIM QAS International Sdn. Bhd. and its associate company by assisting in the development of policies relating to impartiality, and monitoring, reviewing and commenting on the impartiality of the audit, certification and decision making processes of SIRIM QAS International Sdn. Bhd.

Members are :

1. SIRIM QAS International Sdn. Bhd.
2. Ministry of Natural Resources and Environment
3. APM Auto Parts Marketing Sdn. Bhd.
4. APM Auto Manufactures Co. Sdn. Bhd.
5. The Institution of Engineers, Malaysia
6. Ministry of Domestic Trade, Co-operatives and Consumerism Malaysia (KPDNHEP)
7. Malaysian Association of Standards Users
8. Malaysian Public Works Department (JKR)
9. Ministry of International Trade and Industry (MITI)
10. Federation of Malaysian Manufacturers (FMM)
11. National Association of Private Education Institutions Malaysia (NAPEI)
12. Association of the Computer and Multimedia Industry of Malaysia (PIKOM)
13. Department of Occupational Safety and Health (DOSH)
14. Medical Device Control Division, Ministry of Health Malaysia
15. Food Safety and Quality Division, Ministry of Health Malaysia
16. Institute of Environment and Development, Universiti Kebangsaan Malaysia (UKM)
17. SIRIM Berhad

9.0 WITHDRAWAL/SUSPENSION/REVOCAION/TERMINATION

a. Withdrawal

An organization that wishes to withdraw from the any certification scheme is required to write to the Section Head informing of its intention. The organization shall within a reasonable timeframe ensure that all advertising matters that contain any reference to the certificate are discontinued.

b. Suspension/Revocation/Termination

SIRIM QAS International Sdn Bhd shall suspend the certification of the organization under the following circumstances;

- i) the certified organization's management system has persistently or seriously failed to meet certification requirements, including requirements for the effectiveness of the management systems,
- ii) the certified organization does not allow Surveillance or Recertification audits to be conducted at the required frequencies,
- iii) the certified organization has voluntarily requested suspension of its certification,
- iv) the certified organization fails to take corrective actions for non-conformity(ies) raised within the specified timeframe,
- v) the certified organization has incorrectly making references to its certification status or misleading use of certificate, marks or audit reports.
- vi) the certified organization infringed the requirements of the certification contract .

The certified organization under suspension is required to take the necessary corrective action within the suspension period. Failure to resolve the issues may result in withdrawal of certification.

The Information related to the certification status of organization will be publicly accessible. The organization may appeal if it is dissatisfied with the decision to suspend or withdraw.

10.0 CHANGES TO THE INFORMATION IN THE CERTIFICATE

The organization must notify the Certification Scheme of important material changes to circumstances. This may include the name of organization, address, brand and/or products/services. Requests for such changes shall be made in writing. A decision will be made as to whether an assessment is required prior to approval of the change(s) to the details in the certificate.

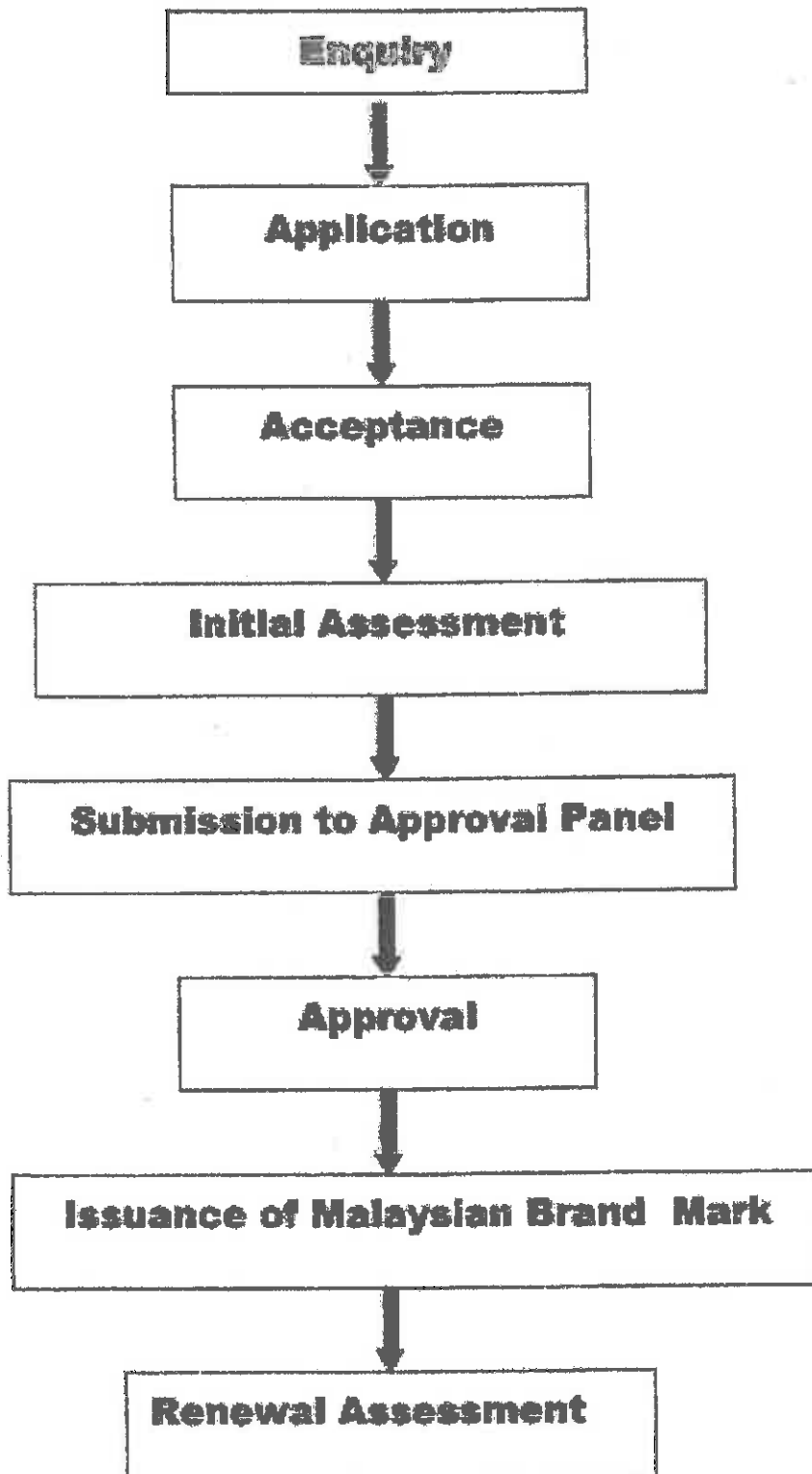
ANNEX 1



TERMS AND CONDITIONS GOVERNING THE USE OF THE MALAYSIAN BRAND CERTIFICATION MARKS

1. SME Corp. Malaysia hereby grants to the Certificate Holder the right to use the Certification Mark in relation to the scope of certification.
2. The Certificate Holder shall use the Certification Mark in accordance with the following condition:-
 - 2.1 The Certification Mark shall only be used in relation to product(s) or services and the related brand(s) covered under the scope of certification.
 - 2.2 The Certification Mark may be used on the product(s) or packaging both primary and secondary.
 - 2.3 The Certification Mark when used on product(s) or packaging shall always be clearly linked to the brand(s) covered under the scope of certification.
 - 2.4 The Certification Mark shall only be used in colour in accordance with the colour scheme specified by SME Corp. Malaysia.
 - 2.5 The Certification Mark shall be of such a size that the words contained therein are always legible.
 - 2.6 Any enlargement and reduction in size shall not result in distortion of the Certification Mark.
 - 2.7 The Certification Mark may be used in advertising and promotional material. However, it shall not be used in a manner that is misleading such as the use on material where other products and services not included in the scope of certification are referred to.
 - 2.8 Upon withdrawal of the certification for whatever reason, the Certificate Holder shall discontinue all use of the Certification Mark in any form.
 - 2.9 The Certificate Holder undertakes to comply with the latest issue of SME Corp. Malaysia's and SIRIM QAS International's guidelines and any other instructions on the use of the Certification Mark that may be issued from time to time.
3. Failure to comply with the above conditions or take timely corrective action when so required could result in action being taken against the Certificate Holder. Such action may include withdrawal of the Certificate by SME Corp. Malaysia and SIRIM QAS International.



THE MALAYSIAN BRAND CERTIFICATION SCHEME ASSESSMENT PROCESS



 	Malaysian Brand Certification Scheme
	APPLICATION FOR MALAYSIAN BRAND CERTIFICATION SCHEME (MANUFACTURING)

1. DECLARATION:

- a) I hereby declare that the information provided in this Questionnaire is correct.
- b) I agree to pay all fees/costs associated with the certification process as detailed in the quotation issued.

I enclose herewith a cheque no. _____ for RM _____ made payable to SIRIM QAS International Sdn. Bhd. for the application fee (non-refundable).

Signature: _____ Date: _____

Name of authorized representative:

Position in the company: _____

Company stamp:

Please return form duly completed to:

**Senior Manager
Sales and Customer Service Section
SIRIM QAS International Sdn. Bhd.
Building 4, SIRIM Complex
1, Persiaran Dato' Menteri
P.O. Box 7035, 40911 Shah Alam
Selangor Darul Ehsan.
Tel : 03-55446404 , Fax: 03-55446787
Email : scsmc@sirim.my**



Malaysian Brand Certification Scheme

**APPLICATION QUESTIONNAIRE
(MANUFACTURING)**

PART ONE:

1. Confirmation of compliance with the eligibility criteria for the Malaysian Brand Certification scheme:

- | | Please tick(✓) |
|--|--------------------------|
| a. A minimum 3 – STAR rating under SMIDEC SCORE program* | <input type="checkbox"/> |
| b. Certified to ISO 9001/ HACCP / ISO 22000 / ISO / TS 16949 / ISO 13485
(circle the applicable standard(s)) | <input type="checkbox"/> |
| c. Business incorporated /registered under the following: | |
| - Companies Act 1956(Act125); or | <input type="checkbox"/> |
| - Registration of Business Act 1956(Act 197) | <input type="checkbox"/> |
| d. Operating from legal premises | <input type="checkbox"/> |
| e. Own registered brand(s) | <input type="checkbox"/> |

2. If you have fulfilled all the eligibility criteria listed above, please proceed to fill up Part Two of the Application Questionnaire.

Notes:

1. *If you are not under the SMIDEC SCORE program, please contact SMIDEC at 03 – 62076000 or visit the website www.smidec.gov.my for technical assistance.
2. ** If you are not certified to any of the above standard(s) , please contact SIRIM QAS International at 03 – 55446404 or visit the website www.sirim-qas.com.my for assistance on certification process.



Malaysian Brand Certification Scheme

**APPLICATION QUESTIONNAIRE
(MANUFACTURING)**

PART TWO:

Please allow us to understand your business so that we can provide you with the best possible service.

PLEASE COMPLETE IN BLOCK LETTERS.

1. DETAILS OF APPLICANT

Name of Organization : _____

Postal Address : _____

Web-site (if any) : _____

ROC/ ROB : _____

License from the Local Authority : _____

Contact person (1) :	_____	Contact person (2) :	_____
Designation :	_____	Designation :	_____
Office/ Mobile No. :	_____	Office/ Mobile No. :	_____
Fax No. :	_____	Fax No. :	_____
E-mail :	_____	E-mail :	_____

Describe the nature of your business:

Confirmation of SME status : () Annual turnover of less than RM 25 Million
 () Total workforce of less than 150



Malaysian Brand Certification Scheme

**APPLICATION QUESTIONNAIRE
(MANUFACTURING)**

2. PRODUCT INFORMATION

(Please provide information listed below. Attach supplementary sheets if space provided is insufficient).

Product(s)

Type(s) / Model(s)

Trade Mark/Brand name
(The applicant shall assume full responsibility for the right to use the mark / name declared)

Trademark Registration for products / Brands sought for Malaysian Brand certification scheme

Trademark registration no.:

Standard(s) applicable to product (if any)



Malaysian Brand Certification Scheme
APPLICATION QUESTIONNAIRE
(MANUFACTURING)

3. FACTORY / OPERATIONS INFORMATION

Please specify the manufacturing site for the product seeking certification. If more than one site is to be covered, please provide a separate list.

Address : _____

Activities : _____

Number of employees : _____

Estimated monthly output of product to be certified (quantity) : _____

No. of shifts : _____

Please attach : i) Company organization chart
ii) Product labeling and product description brochures if available
iii) Evidence of certifications

4. ACTIVITIES AND PROCESSES ON SITE

(a) Please give details of processes in the manufacturing of the products or delivery of the services covered. *Please enclose relevant process flowcharts.*

(b) List major activities which have been sub-contracted (if applicable)



Malaysian Brand Certification Scheme

APPLICATION QUESTIONNAIRE
(MANUFACTURING)



Malaysian Brand Certification Scheme

**APPLICATION FOR MALAYSIAN BRAND CERTIFICATION
SCHEME
(SERVICE)**

1. DECLARATION

- a) I hereby declare that the information provided in this Questionnaire is correct.
- b) I agree to pay all fees/costs associated with the certification process as detailed out in the quotation.

I enclose herewith a cheque no. _____ for RM _____ made payable to SIRIM QAS International Sdn. Bhd. for the application fee (non-refundable).

Signature: _____ Date: _____

Name of authorized representative:

Position in the company: _____

Company stamp:

Please return form duly completed to:

**Senior Manager
Sales and Customer Service Section
SIRIM QAS International Sdn. Bhd.
Building 4, SIRIM Complex
1, Persiaran Dato' Menteri
P.O. Box 7035, 40911 Shah Alam
Selangor Darul Ehsan.
Tel : 03-55446404 , Fax: 03-55446787
Email : scmsc@sirim.my**

		Malaysian Brand Certification Scheme
		APPLICATION QUESTIONNAIRE (SERVICE)

PART ONE:

1. Confirmation of compliance with the eligibility criteria for the Malaysian Brand Certification scheme:

- | | Please tick (✓) |
|---|--------------------------|
| a. A minimum 3 – STAR rating under SMIDEC SCORE program* | <input type="checkbox"/> |
| b. Certified to ISO 9001/ HACCP / ISO 22000 / ISO / TS 16949 / ISO 13485
(circle the applicable standard(s)) | <input type="checkbox"/> |
| c. Business incorporated /registered under the following: | |
| - Companies Act 1956(Act 125); or | <input type="checkbox"/> |
| - Registration of Business Act 1956 (Act 197); or | <input type="checkbox"/> |
| - Certificate(s) of Practice by Professional Bodies | <input type="checkbox"/> |
| d. Operating from legal premises | <input type="checkbox"/> |
| e. Own registered brand(s) | <input type="checkbox"/> |

2. If you have fulfilled all the eligibility criteria listed above, please proceed to fill up Part Two of the Application Questionnaire.

Notes:

1. *If you are not under the SMIDEC SCORE program, please contact SMIDEC at 03 – 62076000 or visit the website www.smidec.gov.my for technical assistance.
2. ** If you are not certified to any of the above standard(s), please contact SIRIM QAS International at 03 – 55446404 or visit the website www.sirim-qas.com.my for assistance on certification process.



Malaysian Brand Certification Scheme

APPLICATION QUESTIONNAIRE

(SERVICE)

PART TWO:

Please allow us to understand your business so that we can provide you with the best possible service.

PLEASE COMPLETE IN BLOCK LETTERS.

1. DETAILS OF APPLICANT

Name of Organization : _____
Postal Address : _____

Web-site (if any) : _____
ROC/ ROB : _____
Professional Registration No. : _____
License from the Local Authority : _____

Contact person (1) :	_____	Contact person (2) :	_____
Designation :	_____	Designation :	_____
Office/ Mobile No. :	_____	Office/ Mobile No. :	_____
Fax No. :	_____	Fax No. :	_____
E-mail :	_____	E-mail :	_____

Describe the nature of services offered by your company:

Confirmation of SME status : () Annual turnover of less than RM 50 Million
() Total workforce of less than 50

		Malaysian Brand Certification Scheme APPLICATION QUESTIONNAIRE (SERVICE)
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2. SERVICE (S) INFORMATION

(Please provide information listed below. Attach supplementary sheets if space provided is insufficient).

Type of services offered : _____

Any Trade Mark/Brand name for the service(s) : _____
(The applicant shall assume full responsibility for the right to use the mark / name declared)

Trademark Registration for service(s) / Brands sought for Malaysian Brand Certification Scheme : Trademark registration no. : _____

Standard(s) applicable to the service (s), (if any) : _____

3. OPERATIONS INFORMATION

Total number of employees: : _____

Number of shifts : : _____

Number of outlets / branches : : _____

Size of outlets / branches (no. of employees) : : _____



Malaysian Brand Certification Scheme

APPLICATION QUESTIONNAIRE

(SERVICE)

Location of outlets /
branches :

Nature of services for the
outlets / branches (if differ
from headquarters) :

Please attach :

- i) company organization chart;
- ii) Services description brochures if available),
- iii) Address of outlets / branches (if differ from headquarters)
- iv) Evidence of certifications

4. DESCRIPTION OF SERVICE (S)

(a) Please give general description of the service(s) offered including its features and advantages.

(b) Please describe the type of customers of the service(s).
(eg. Individual, government agencies, financial institution, education sector, healthcare personnel etc)

(c) List major activities which have been sub-contracted (if any)

