

# **Kenyataan Media**

## **Press Release**

**For Immediate Release**

### **SKMM AND SIRIM QAS INTERNATIONAL FACILITATE THE COMMUNICATIONS AND MULTIMEDIA EQUIPMENT ENTRY INTO THE MALAYSIAN MARKET**

Shah Alam, 9 July 2009 – The Malaysian Communications and Multimedia Commission (SKMM) jointly organized the 'Communications and Multimedia Equipment-Facilitating Entry into the Malaysian Market' seminar with SIRIM QAS International Sdn Bhd here today. The seminar was officiated by Encik Mohamed Sharil Tarmizi, Acting Chairman of SKMM.

The seminar gathered almost 300 participants which consist of importers, vendors, manufacturers, assemblers, technical consultants, licensed service providers, regulatory bodies and enforcement agencies, industry and consumer associations, and postal and courier services.

The seminar aimed to inform and educate the participants in all aspects of importation, supplying, manufacturing and use of the communications and multimedia equipment for the Malaysian market by complying with the Communications and Multimedia (Technical Standards) Regulations 2000, the Customs Act 1967, Prohibition of Imports Orders 1998 and Consumer Protection Act 1999.

It is recognized that in this era of convergence, communications and multimedia equipment are essential to society, business and the economy. All parties involved with the industry should have awareness and a better understanding on the regulatory compliance for importing, supplying and

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manufacturing of communications and multimedia equipment for the Malaysian market so as to facilitate the growth and development of the industry.

The Communications and Multimedia Act 1998 provides a framework for SKMM to regulate the sale and use of communications and multimedia equipment to promote network interoperability, safeguard public safety, protection from harmful interference, efficient use of the spectrum and ensuring electromagnetic compatibility.

Encik Mohamed Sharil Tarmizi, Acting Chairman of SKMM, in his opening speech shared, "In the era of globalization, we do recognize that Malaysia as a signatory to WTO/TBT Agreement does have the obligation to ensure that technical regulations, standards and the conformity assessment procedures, do not create unnecessary technical barriers to international trade. Having said that, we must ensure any move towards liberalization of the conformity assessment framework for the communications and multimedia equipment must be supported by adequate market surveillance programmes and enforcement capabilities. Hence, a balance has to be struck between our country obligations and our local market capacity".

SKMM has appointed SIRIM QAS International Sdn. Bhd. as a certifying agency effective from 3 September 2003. SIRIM QAS International is responsible to carry out the certification program for all communications and multimedia equipment to ensure that the equipment comply with the technical requirements set out by SKMM. The agency is also appointed by the Royal Malaysian Customs to deal with the processing and approval of import

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permit for communications and multimedia equipment. The permit issuance is subject to the technical compliance through the certification process.

Managing Director of SIRIM QAS International Sdn Bhd, Yang Berbahagia Dato' Mariani Mohammad said, "Recently we launched the Electronic and Mobile Access System (EMAS) which provide valuable information in a quick, inexpensive and simple manner to the users such as Government agencies, regulatory bodies, importers, suppliers, vendors and consumers. This system is able to register and validate the IMEI number for the product that comes with the IMEI number and verify the SIRIM label serial numbers upon SMS requests and respond with the information on product and label validity status to the user".

The seminar covers a range of topics from the acts and regulations governing the sale and use of the equipment, technical standards, certification process and the enforcement activities by SKMM, Royal Malaysian Customs and Ministry of Domestic Trade, Cooperative and Consumerism.

Among the topics discussed in the seminar are 'Importation Requirements in Customs Act 1967 and Prohibition of Import Orders 1998', 'Facilitating Equipment Certification', 'Satisfying and Ensuring Consumer Safety', 'Compliance to Requirements of Electromagnetic Compatibility', 'Consequences of Using and Selling Non-Standard Equipment', 'Illegal Importation' and 'Labeling and Counterfeiting Products'.

The seminar gives opportunity to participants for a better understand of various regulatory requirements and provides pertinent information required in order to ensure compliance before placing the equipment in the market. It also acts as a platform for the industry players to engage with the regulator

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and enforcement agencies on issues of concerns and suggestions for improvement.

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### Notes to Editor:

<sup>1</sup> If your organization wishes to include a quote from Malaysian Communications and Multimedia Commission (SKMM) in an article or news item, kindly attribute the quote to our organization (SKMM) rather than an officer of the organization, unless a designated spokesperson from SKMM is specified in the Press Release or reply to Press.

### **About Malaysian Communications and Multimedia Commission (SKMM)**

The primary role of SKMM is to implement and promote the Government's national policy objectives for the communications and multimedia sector. SKMM is also charged with overseeing the new regulatory framework for the converging industries of telecommunications, broadcasting and on-line activities, in accordance with the national policy objectives set out in the Communications and Multimedia Act 1998 (CMA), as well as postal services and digital certifications.

The CMA provides that SKMM undertakes a policy implementation role, while policy decision-making is vested with the Minister. The Minister may also give policy directions to the Commission.

For more information visit <http://www.skmm.gov.my>

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