

**WELCOME ADDRESS**  
**YB DATUK WIRA DR. ABU BAKAR BIN MOHAMAD DIAH**  
**DEPUTY MINISTER OF SCIENCE, TECHNOLOGY AND**  
**INNOVATION MALAYSIA**

**WELCOME DINNER OF THE *INTERNATIONAL ORGANIZATION***  
***FOR STANDARDIZATION/ TECHNICAL COMMITTEE 45 (ISO/TC/45)***  
**MEETING ON RUBBER AND RUBBER PRODUCTS**

**HOTEL ISTANA KUALA LUMPUR CITY CENTRE**  
**2 NOVEMBER 2016 (WEDNESDAY)**

**YANG BERBAHAGIA DATUK FADILAH BAHARIN**  
Director General, Department of Standards Malaysia;

**YBRS. DR. ZAIROSSANI MOHD NOR**  
Chairman, International Organization for Standardization/ Technical  
Committee 45;

**Members of the Delegations;**

**Distinguished Guests; and**

**Ladies and Gentlemen.**

**Salam 1Malaysia and a very good evening.**

1. It is truly a great honour and pleasure for me to formally welcome the audience to the International Organization for Standardization/ Technical Committee 45 Meeting Dinner tonight.

***Distinguished delegates,***

2. Malaysian rubber products are exported to more than 190 countries and the total export value has grown from RM5.4 billion in 2000 to RM15.17 billion in 2014. In 2015, exports of rubber products recorded a positive growth of 18.6% year-on-year, contributed mainly by

a strong increase in exports of rubber gloves which accounted for 72.8% of the total exports of rubber products in the year. The strong growth in exports of rubber products from Malaysia in 2015 was also fuelled by significant increases in exports of other rubber products in the latex goods category namely condoms and latex threads.

3. In the non-latex goods category, tyres, footwear, tubes, pipes and hoses as well as seals and gaskets have reported strong export performance. USA, Germany and Japan remains as a strong markets for Malaysian rubber products, amounting to 40% of Malaysia's total exports of rubber products.

4. Malaysian rubber products have acquired a reputation for quality and Malaysian rubber products manufacturers are known for reliability and competitiveness, particularly for latex products. Over the years, the rubber products industry in Malaysia faced many challenges, including changing customers preferences, economic crisis in consuming countries, rising costs and increasingly stringent quality requirements.

5. The Malaysian Rubber Board and Malaysia Rubber Export Promotion Council (MREPC) have always been there with market promotion activities to expand market share by introducing Malaysian products to new users, addressing consumer concerns and bringing awareness to potential consumers. Industry support is provided through a wide spectrum of programmes such as market research, capacity building and talent development to help the growth of the industry.

***Ladies and gentlemen,***

6. In 2015, the Government of Malaysia launched the Eleventh Malaysia Plan for the period of 2016 to 2020. The Plan paves the way for Malaysia to deliver the future that the citizens desire and deserve. It represents the Government's commitment to fulfilling the aspirations of the people. Under the Strategic Thrust 6 that calls for ***Re-engineering Economic Growth for Greater Prosperity***, the agriculture sector, including industrial commodity subsectors, will be transformed and

modernised into a high-income and sustainable sector. This sector is expected to grow at 3.5% per annum, contributing to 7.8% to GDP in 2020. Industrial commodities which includes rubber and rubber products, will contribute 57% and agro-food 42.4% to the total agriculture value-added in the year of 2020.

7. This Thrust also requires improving the market access and logistic support through adherence to standards and certification. In this regard, international standardisation activities including the development of international standards is an important component in supporting the country's economic growth.

***Ladies and gentlemen,***

8. The Department of Standards Malaysia (Standards Malaysia) has been tasked to spearhead the Standards Component of the Strategic Reform Initiatives – Competition Standards & Liberalisation (SRI-CSL) of the Economic Transformation Programme. Its role and responsibility will increasingly becomes more critical and substantial with the advent of the Trans-Pacific Partnership Agreement (TPPA).

9. It is therefore essential for the industry sector, in particular the SMEs, to have compliance with standards to have the necessary access and to expand their market base. In the same connection, the Ministry of Science, Technology and Innovation (MOSTI) will continue to support Standards Malaysia in its effort to promote the importance and benefit of standards among the Malaysian entrepreneurs.

10. As we all know, Malaysian Rubber Board (MRB) has been appointed as a Standards Development Agency and is taking a leading role for standards development in rubber and rubber products at the ISO level. MRB is also holding the chairmanship as well as secretariats for ISO/TC 45 for rubber and rubber products, ISO/TC 45/SC 1 for rubber and plastic hoses and hose assemblies and ISO/TC 45/SC 4 for products other than hoses. As the standards development agency, MRB is also responsible as the secretariat for these ISO committees at the

national level. To date, more than 5 Malaysian Standards have been converted to ISO standards since the committee's establishment.

11. In closing, I would like congratulate Standards Malaysia and Malaysian Rubber Board for the excellent arrangements of the meeting and tonight's dinner. I would also like to thank the main sponsors, the Malaysian Rubber Export Promotion Council (MREPC) and Malaysian Rubber Glove Manufacturers Association (MARGMA) as well as the Organising Committee on their efforts to ensure the success of this meeting.

12. I sincerely hope that some of the audience tonight will extend your stay to experience and enjoy the diversity of our culture and traditions, the beautiful places throughout the country and also the warmth and hospitality of the local people.

13. My special thanks once again to all ISO/TC 45 delegates for their precious time to come all the way to Kuala Lumpur to participate in this event. I wish you all a productive meeting and successful deliberations and please have a pleasant dinner.

Thank you.