



KEMENTERIAN PERDAGANGAN ANTARABANGSA DAN INDUSTRI

**STANDARDS**  
MALAYSIA

**STRATEGIC PLAN 2022-2025**  
Department of Standards Malaysia

## **PREAMBLE**

The Strategic Plan 2022-2025 for Department of Standards Malaysia (SP 2022-2025) is the key document to set vision, mission, core values, long term goals, priorities, strategies and the related action plans for the next four years. This document contains salient information on Department of Standards Malaysia, the vision and mission statements, core values, approaches to develop the document, the strategic thrust, strategies and the actionable plans to achieve the intended output and outcome.

The document is making direct reference to the 12th Malaysia Plan (12 MP) and is aligned to The Shared Prosperity Vision 2030 (WKB 2030), UN Sustainable Development Goals and other relevant national policies such as The National Strategy on I4.0, The Digital Economy Blueprint and The National Trade Blueprint. The document is also referring to the recommendations set in the impact study on the usage of standards to the Malaysian Economy conducted in 2020.

There are seven strategic thrusts outlined in this document as depicted in Figure 1.



Figure 1 - Strategic Thrusts

## **1. THE APPROACH FOR DEVELOPING SP 2022-2025**

The COVID-19 pandemic has impacted JSM to suit the approach to develop the SP 2022-2025 in the new norms. The implementation of series of movement control orders has defied the ability to conduct extensive physical consultations to obtain comprehensive inputs especially from external stakeholders. Hence the development process was conducted in three phases to provide the best possible results. This is to ensure that JSM is able to cope with the upcoming challenges and mitigate both calculated and uncalculated risks that will affect work performance. The three main phases are as below:

### **1.1. Phase 1 – Establish framework for Strategic Plan 2022-2025.**

This phase includes:

- 1.1.1. A Task Force for SP 2020-2025 was established on 14 September 2021 to oversee and manage the development of the document. Members of the Task Force are representatives from Standardisation Division, Accreditation Division, Strategic Planning Division, Management Services Division and Strategic Communication Unit. Members are also required to be the focal point to provide divisional inputs and perspective in developing the plan. Members from each division were also tasked to coordinate and provide inputs from the perspective of their key stakeholders as alternative to external consultations.
- 1.1.2. The Task Force reviewed and provided relevant inputs and feedback on The Shared Vision 2030 (WKB 2030), The 12th Malaysia Plan (12 MP), National Standardisation Strategy and Action Plan (NSSAP 2004-2020), National Standards and Accreditation Framework (NSAF 2016-2025), other relevant National policies and directives as tabled in item 4 of this document.
- 1.1.3. The recommendations of the impact study on the usage of standards to the Malaysian Economy conducted in 2020 were also discussed as key input to the new SP 2022-2025.

- 1.1.4. On the reference to UN Sustainable Development Goals (SDG), the Task Force agreed that referencing the document to the 12 MP is sufficient as the document is aligned to the requirements in the SDG.
- 1.1.5. Two surveys were conducted on input of the SP 2022-2025. One was conducted to all officers to obtain operational feedback and another was to director of each divisions to obtain input on policy and management directives. Analysis on the survey results was used as key input to the SP 2022-2025 Framework.
- 1.1.6. Based on the review inputs and feedback from the survey, the Task Force proposed that the SP 2022-2025 Framework to focus on the following :
  - 1.1.6.1. Strengthen National Quality Infrastructure (NQI) ecosystem
  - 1.1.6.2. Elevate core business service delivery: standardisation, accreditation & trade facilitation related to technical barriers to trade
  - 1.1.6.3. Intensify capacity building, training and engagement
  - 1.1.6.4. Enhance branding and promotion
  - 1.1.6.5. Uphold support services and talent growth
  - 1.1.6.6. The SP 2022-2026 Framework was presented to the Top Management on 21 October 2021 and approved to be used as baseline for the development of the document.
- 1.1.7. The framework was presented to the Top Management and approved to be the building blocks for SP 2022-2025 on 21 October 2021.

## **1.2. Phase 2 – Establish strategic thrust, strategies and action plan**

- 1.2.1. Based on the approved framework, the strategic thrusts, strategies and action plans were drafted and vetted by all divisions in five separate sensitisation processes with respective divisions. The sessions were conducted and managed under the supervision of the Task Force and conducted in hybrid involving both physical and online interventions.

1.2.2. The consolidated draft Strategic Thrust, Strategies and Action Plan were then circulated to all divisions again for review and comments.

### **1.3. Phase 3 – Approval of SP 2022-2025**

The draft SP 2022-2025 was presented to the Top Management and approved to be implemented on 14 December 2021.

## **2. STRATEGIC PLAN FOR 2022-2025**

### **2.1. Document Structure.**

The strategic plan is presented in table format for easy understanding and reference. The components of the plan are as follows:

- 2.1.1. Strategic Thrust - high-level initiatives arising from the vision and mission which serve to guide the strategies and action plans towards over-arching goals
- 2.1.2. Strategies –Broad plan of action to attain the desired goals aligned to the strategic thrust
- 2.1.3. Key Performance Indicator (KPI) - quantifiable measure of performance over time to ensure the specific objectives in the strategies are met
- 2.1.4. Action Plan - detailed plan outlining actions needed to reach one or more goals for a KPI to be achieved
- 2.1.5. KPI Lead – The process owner of the action plans who are responsible to achieve the KPI

### **2.2. Document Review**

The document is scheduled to be reviewed and revised at the end of 2023 or when deemed necessary to ensure that it remains fit for purpose, in line with the ever-changing situation, environment and aspirations. The SP 2022-2025 will be complemented by yearly Business Plan to outline the detail actions and KPIs based on yearly activities. This is to ensure that the

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intended output and outcome are properly monitored and measured for successful implementation of the strategic plan.

### **2.3. Key Results Areas (KRAs)**

1. The KRAs for SP 2022-2025 refer to general areas of outcomes or outputs for which a role, or a combination of roles, is responsible. These are the areas within the organisation where an individual or group, is logically responsible / accountable for the results. The KRAs for the strategies are as follows:

2.3.1. KRA 1: National Quality Infrastructure

2.3.2. KRA 2: Standardisation;

2.3.3. KRA 3: Accreditation;

2.3.4. KRA 4: Trade Facilitation through Standards and Conformance

2.3.5. KRA 5: Capacity Building, Training and Engagement

2.3.6. KRA 6: Visibility through Branding and Promotion

2.3.7. KRA 7: Support System and Talent Growth

### **2.4. Strategic Thrust**

2. The seven Strategic Thrusts are as follows:

2.4.1. Strategic Thrust 1: Strengthen the National Quality Infrastructure ecosystem to promote quality of live for the Rakyat, inclusive social & economic growth and sustainable developments;

2.4.2. Strategic Thrust 2: Develop and advocate market demand standards to enhance business resilience, safety and health of the Rakyat and compliance to sustainable development goals;

2.4.3. Strategic Thrust 3: Maintain credible accreditation services to increase market access, quality of product and services and as well



as regulators acceptance on accredited conformity assessment results.;

- 2.4.4. Strategic Thrust 4: Promote Standards Malaysia's role as the reference point for Technical Barriers to Trade (TBT) to facilitate trade and enhance market access for national product and services.;
- 2.4.5. Strategic Thrust 5: Intensify capacity building, training and engagement with key stakeholders to enhance industry competency in standards and conformance and promote quality culture;
- 2.4.6. Strategic Thrust 6: Enhance visibility in promoting standards and conformance to increase demand for quality, safe and eco-friendly products and services;
- 2.4.7. Strategic Thrust 7: Strengthen engagement amongst international accreditation networks through increased participation of stakeholder



