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Towards quality Malaysian products and services

THE economic growth of the nation is greatly influenced by the manufacturing and services sectors. Globalisation and liberalisation have exposed these sectors to strong external competitive threats.

To ensure that the economic growth continues to expand, the Government has rendered various programmes emphasising quality and excellence in order to remain resilient and competitive.

As Prime Minister Datuk Seri Dr Mahathir Mohamad mentioned, quality and productivity of our output as well as the ability to innovate should be upgraded to ensure strength in resilience and world-class competitiveness.

In order to assist in creating a conducive environment to encourage the development of a healthy and strong trade and industry, the Industrial Excellence Award has successfully been used to instil the quality and excellence culture in the manufacturing and services sectors.

The award started as National Awards organised by the Government known as Excellence Product Award in conjunction with the 'Buy Malaysian-Made Products Campaign' launched by the Prime Minister on April 4, 1985.

In 1990, integrated with other awards, the Industrial Excellence Award was introduced comprising four categories, namely Product Excellence Award, Export Excellence Award, Hotel Performance Award and Quality Management Award.

The Secretariat for this award is the Ministry of International Trade and Industry while the technical committees are Malaysia External Trade Development Corporation, National Productivity Corporation and Sirim Berhad.

The objectives of this award are to give recognition to organisational excellence, awareness of quality achievement and to encourage the production of quality products and services. It also provides industries the opportunity to share information on successful performance strategies and benefits derived from implementation of these strategies.