

Penyampai : TAN SRI DATO SERI AHMAD SARJI BIN ABDUL HAMID
Tajuk : PELANCARAN RASMI PERKHIDMATAN SIRIM LINK
Lokasi : SIRIM SHAH ALAM
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Terlebih dahulu saya ingin mengucapkan terima kasih kepada pihak SIRIM kerana menjemput saya untuk menyempurnakan pelancaran rasmi satu lagi perkhidmatan SIRIM yang baru, iaitu SIRIMLINK. Seperti yang tuan-tuan dan puan-puan mungkin telah sedia sedia maklum, SIRIMLINK merupakan perkhidmatan teknikal yang ketiga dari SIRIM yang dilancarkan dalam tiga bulan kebelakangan ini, iaitu setelah pelancaran Waktu Standard Malaysia dan pelancaran skim Product Listing. Disamping itu, baru-baru ini, SIRIM telah juga merasmikan Makmal Teknologi Seramik. Tahniah, saya ucapkan kepada SIRIM dalam usahanya mempertingkatkan lagi tahap teknologi dan industri tempatan.

Semua pihak, termasuk industri, syarikat-syarikat dan para penyelidik di mana-mana negara, terutama dinegara-negara maju, telah membuktikan bahawa maklumat merupakan sumber terpenting dalam meningkatkan keupayaan mereka membuat keputusan yang cekap dan tepat dalam aktiviti seharian mereka. Di peringkat antarabangsa pula, order baru maklumat atau new information order telah juga dibangkitkan.

Para perancang dan penasihat ekonomi negara masa kini begitu menghargai kepentingan dan faedah maklumat dalam merencana wawasan dan menjayakan program yang sudah diatur.

Keberkesanan wawasan negara di dalam konteks ekonomi antarabangsa banyak bergantung kepada pemilikan dan pengawalan maklumat. Adalah terbukti bahawa informasi menjadi bahan terpenting untuk menjayakan sesuatu perusahaan.

We are already living in the so-called information age. Information of various kinds, be it on economics, technology or even on human statistics, are being churned at an unprecedented rate - unmatched at any time in history.

Everywhere man is desperately trying to obtain sufficient information, and to manage information, so as to keep up with changes around him. This is simply because information is knowledge, and knowledge is power, the possession of which will enable him to live a better tomorrow. The rationale behind the effort of the government to create an information-rich society under the Industrial Technology Action Plan and more broadly as one of the strategic thrusts of Vision 2020, is therefore obvious if we want to guarantee a better life for our citizens.

Information, particularly technical information, is still very much an under-utilized resource in Malaysia.

This is in sharp contrast to the situation in the industrially advanced countries like Japan, USA and Germany where individuals, enterprises and corporations are very information-conscious. Such corporations usually have proper information departments within their organizations.

These information departments are very alert to the various external information signals evolving around them. The information they gather may concern the latest production technologies, alternative manufacturing materials, new international trade regulations and so on. Therefore, it is logical to assume that these corporations would possess the competitive advantage over us because they have the information asset to identify opportunities and threats, and implement strategies ahead of their competitors: us! It is also extremely common to find manufacturing companies abroad which are pervasive with information. They use information to strengthen their hands when negotiating for technology and manufacturing rights. The outcome of such negotiation is obviously to their advantage because most of the time they will obtain the most suitable technology, on the most favourable terms, and at the best prices too. To these firms, information has become a means of life and a daily activity of business, to enable them to make important strategic business decisions.

I would like to take this opportunity to urge the captains of all Malaysian industrial enterprises and

corporations, both in the private and public sectors, to take on a more positive approach towards information collection and utilization in their work. It is timely for them to re-examine their present organization structures so as to make them more information-based. We must therefore seriously invest in human resource development in this area in order that our managers, engineers and researchers would be in the position to monitor, react and respond to the dynamics of a rapidly changing external environment.

External information signals on business markets, trading regulations, state-of-the-art manufacturing technologies and so on, are essential inputs for the efficient operation of all our daily business activities. With the increasing globalization of our trade and manufactured goods, industries must act now to commit in the application of information, either in their daily decision-making processes or when planning for new marketing strategies abroad. Such information application in their work will benefit them and help to create new opportunities, new markets and new wealth. The nation on the whole would then benefit from it.

In SIRIM, there is already a well established Technical Information Section under the Technical Services in its organization structure, constantly trying to promote the dissemination and utilization of information among local inventors, researchers, industrialists and entrepreneurs.

In this Technical Information Section, SIRIM has a huge resource of information which covers various technical subject matters such as technology, standards, patents, trade-related issues and so on. They are all extremely useful reference materials for our local researchers and industries. SIRIM has taken cognizance of the exciting possibility of the technical information collection they have so meticulously set up. The Institute has also taken the pro-active approach of modernizing its information system so that information users can more easily retrieve the information they want. In this connection, SIRIM has successfully applied its experience and expertise on information management to develop many databases which are of good value to the industries. There are five databases ready for information users to subscribe and refer. These databases are regarding : the Malaysian Standards, Malaysian Patents, abstracts on science and technology information, listing of Malaysian scientists and technologists, and information on SIRIM's own R&D findings. Thus, SIRIM is now able to deliver the information contained in their databases on-line and directly to the offices of information users by means of its new electronic service - the SIRIMLINK.

With the availability of the SIRIMLINK service, information users can now gain instant access to the information stored electronically at SIRIM's headquarters.

They can search for the information they want directly from their own offices or from any household terminals linked with the SIRIM system. Distance, therefore, is no longer a barrier to the acquisition of up-to-date information on technology. SIRIM will outline in its quest to do more and provide better quality and more cost-effective services to satisfy the ever expanding needs of its clients in the industries. This service provided by SIRIM to the industries should be reciprocated by equally positive response by the industries. I have no doubt that this new information service of SIRIM, the SIRIMLINK, will be an excellent product of our collaboration. I, therefore, would like to urge all R&D institutions, industries, enterprises and even individuals who require information, to subscribe to it. Let the SIRIMLINK and other designated services of SIRIM assist you in your work and provide the needed impetus to technology leap-frogging.

We are not only living in a highly informative age.

It is highly competitive as well, because our industries and enterprises are becoming increasingly exposed to the sophistication of international market parameters. In that highly competitive international market there, many have proven that utilization of information has created new opportunities, new markets and new wealth for them.

However, such new fortunes will not be ours by accident; we have to seek for them. We cannot afford to maintain status-quo in the face of this rapidly changing and complex external environment. I wish you an informative as well as an rewarding seminar and hope that you will leave here a more informed person. At

the same time, you are convinced of the virtues of SIRIMLINK and will utilize it as a tool to make strategic decisions in your daily work.

Dengan kata-kata itu, saya dengan sukacitanya merasmikan peluncuran perkhidmatan informasi baru SIRIM, SIRIMLINK, dan sekaligus merasmikan pembukaan Seminar Informasi Teknikal.