

MEDIA RELEASE

**GOVERNMENT-INDUSTRY COLLABORATION
TRADE FACILITATION WORKSHOP:
REDUCING UNNECESSARY REGULATORY BURDENS (RURB) ON PROCESSED FOOD**

“Overcoming Regulatory Challenges and Enhancing Export Growth of the Processed Food Industry to ASEAN Countries”

10 October 2016 – The Ministry of International Trade and Industry and its agency Malaysia Productivity Corporation, today, organised a workshop on Trade Facilitation Workshop: Reducing Unnecessary Regulatory Burdens (RURB) On Processed Food with the theme “Overcoming Regulatory Challenges and Enhancing Export Growth of the Processed Food Industry to ASEAN Countries” at Perdana Hall, MITI Tower.

The workshop was planned in collaboration with the industry to ensure that industry interests and concerns are taken into account during the discussions. It was attended by almost 90 participants, comprising regulators from various ministries and agencies including the Ministry of Health, Ministry of Agriculture, Royal Malaysian Customs, JAKIM as well as the industry players such as from the Federation of Malaysian Manufacturers (FMM), Freight Forwarders Associations, Chambers of Commerce as well as processed food manufacturers.

The objective of the workshop was to bring together both the regulators and industry to discuss the issues and challenges related to regulatory measures faced by the industry and to identify the best strategies and action plans that need to be taken.

The Secretary General of the Ministry of International Trade and Industry, YBhg Datuk J.Jayasiri, in his opening remarks, explained that regulations have legitimate social, economic or environmental objectives. However, although it is necessary for procedures and measures to be introduced for regulations to achieve its objectives it should not unnecessarily inhibit private sector participation in the economy. It is important to ensure that regulations are properly designed, administered and enforced so they do not create burdens on businesses, especially during this time of challenging economic scenario.

The participation of representatives from the relevant government agencies proved the Government’s commitment to work collaboratively in facilitating the industry in its efforts to be more competitive.

The one day session discussed issues and challenges related to cargo clearance;

standards, certification and regulatory compliance with trading partner market regulations; Halal; and Technical Barriers to Trade. The feedback received from the industry will assist the Government in formulating and improving its policies and procedures so they are less burdensome while achieving their legitimate objectives.

The Government remains committed in making significant improvements in its delivery system. The higher the level of efficiency in Government regulations, procedures and delivery of services, the higher is its contribution to spur growth, prosperity and social progress.

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Ministry of International Trade and Industry
10 October 2016

About MITI:

The Ministry of Commerce and Industry was established in April 1956 then was renamed as The Ministry of Trade and Industry in February 1972. On 27 October 1990, the Ministry was separated into two Ministries which are; Ministry of International Trade and Industry (MITI) and Ministry of Domestic Trade and Consumer Affairs (KPDN).

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation by 2020 .

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