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## International Seminar on Product Related Environmental Regulations

**February 20, 2014 (Thursday)**

**8.30 am till 12.00 noon**

**Auditorium,**

**Penang Skills Development Centre (PSDC),**

**Jalan Sultan Azlan Shah,**

**11900 Bayan Lepas, Penang**

This international seminar is being organised to share the results of the PRER Survey in Penang. It will also have sessions discussing the experience in other ASEAN countries, particularly in Thailand.

### Why attend?

- ~Find out what Product Related Environmental Regulations (PRERs) in Malaysia is all about
- ~Learn about the experiences of other countries
- ~Learn how firms have overcome PRERs
- ~It is a zero cost learning experience

Participation is **Free**  
Language: English

### Background

The Institute of Developing Economies - Japan External Trade Organization (IDE-JETRO) carried out a survey on the Impact of Product-related Environmental Regulations (PRERs) on firms in Penang in 2013. Its purpose is to assess the impact of PRERs imposed by importing countries on the performance of exporting firms, particularly Small and Medium Enterprises (SME's) that are connected through the global supply chain. InvestPenang, FREPENCA and FMM Northern Branch were the local supporting agencies. The Penang State Government gave their support to this study.

### IDE JETRO

aims to make intellectual contributions to the world as a leading center of social-science research on developing regions



*In collaboration with*

aims to sustain, rejuvenate and further promote business activity through continued investments and at the same time explore new growth areas

*With the Support of*



**YB. TUAN PHEE BOON POH**

Ahli Majlis Mesyuarat Kerajaan (EXCO) Negeri Pulau Pinang  
Kesihatan, Kebajikan, Masyarakat Penyayang & Alam Sekitar

### “Impact of Environmental/Health Related Product Regulations in Malaysia”

#### Programme

- 9.00 *Welcome Remarks*  
Joji IKESHITA, Managing Director, JETRO Kuala Lumpur
- 9.05 *Opening Remarks*  
YB Tuan PHEE Boon Poh, Penang State EXCO

#### Session I: Research Results in Malaysia

- 9.10 *The results of the Penang Survey*  
Yii Tan CHANG, Managing Director, PE Research Sdn Bhd  
Etsuyo MICHIDA, Associate Senior Researcher, IDE-JETRO  
Yasushi UEKI, Economist, Economic Research Institute for ASEAN and East Asia (ERIA)
- 10.10 *Coffee Break*

#### Session II: Other Countries' Experiences and Testing Situation

- 10.30 *RoHS/REACH adaption, Thai experience*  
Nudjarin Ramungul, Research Specialist, National Metal and Materials Technology Center (MTEC), National Science and Technology Development Agency, Ministry of Science and Technology, Thailand
- 10.50 *Implications of Food Regulations*  
Kaoru NABESHIMA, Chief Senior Researcher, IDE-JETRO
- 11.10 *The Roles of Laboratories for Adopting PRERs*  
Dr. CHEN Sau Soon, Senior Director, Energy and Environment Flagship, Research and Technology Innovation Division, SIRIM Berhad, Malaysia
- 11.30 *Panel Discussion*  
Q&A
- 11.55-12.00 *Closing Remarks*  
Satoshi KUBOTA, Director in Charge of Research Administration, Research Planning Department/Director in Charge of ERIA (Economic Research Institute for ASEAN and East Asia) Support Office, IDE-JETRO

## Background of the Survey

### Objective

This survey is to assess the impact of importing countries' PRERs on export-linked firms in Penang.

- Info from the survey will contribute to policy recommendations (to the Penang State Government, Federal Government and ASEAN Countries) to assist industries and firms comply with regulations.
- Research results will help improve the competitiveness of firms.
- To find out:
  - > Do the PRERs hamper exports?
  - > What is the cost of the regulations on the region?
  - > What strategies do firms employ if they are unable to cope with the regulation?
  - > How do firms cope with the PRERs? What are the challenges?
  - > What are the successful ways to adopt the PRER?
  - > What are the macro-policy options at national and state-level?

### Who will be affected?

PRER's will impact on exporters, suppliers, and all other SME's involved in the supply chain.

Sample of other product related regulations



### Product-Related Environmental Regulations (PRERs)

- > such as REACH and RoHS, and other voluntary requirements were introduced
- > to mitigate health and environmental threats from the use of hazardous substances
- > aim at protecting consumers' health, safety as well as the environment
- > a new type of regulation aimed at firms supplying goods, regardless of their geographic location
- > involve chemicals which make up a product.
- > Some large multinational lead firms have already started to prefer suppliers who are able to adopt the related PRERs as well as to give credible information on their environmental performance.

### PRER and Impact On the Global Supply Chain

- > These regulations have affected the growth of exports from developing countries as manufacturers and exporters now need to comply with new standards
- > PRERs would impact on local suppliers either by raising their cost of production, or even acting as new trade barriers.
- > To meet RoHS/ REACH chemical regulations, firms need to have changed product composition and/ or, production methods.
- > Supply chains are extensive beyond national borders and the absence of an international standard for chemical information throughout the supply chain makes it difficult to comply with various regulations.
- > If different countries/industries impose different requirements to meet the regulations, firms may face a very complicated situation

### Event Coordinator

- PE Research Sdn Bhd  
Contact Person: Cik Jamilah Jawahir or Ms. Ang Lay Pooi  
Email: [prer@peresearch.com.my](mailto:prer@peresearch.com.my)  
Tel: 603-78042664 or Fax: 03-78042863

### Register for the Seminar

**Seats are limited; please register early. First-come, first-served basis**

#### 1. Register online at

[http://www.peresearch.com.my/prer\\_seminar.html](http://www.peresearch.com.my/prer_seminar.html)

Click on "Register Online" and register with us.

#### 2. Fax or email us this registration form.

Please fax to 603-7804 2863 or email to [prer@peresearch.com.my](mailto:prer@peresearch.com.my)

YES, I would like to attend.

Name of the Participants:

1. \_\_\_\_\_

2. \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Contact no. : \_\_\_\_\_