

Sabarina (eighth from left) receiving a souvenir from Hoo.

Sirim sees role in growing BIMP-EAGA

LAHAD DATU: Sirim Berhad, the Malaysian leader in product and process testing, inspection and standards certification, sees a role for itself in the future economic expansion of BIMP-EAGA.

Its Chief Operating Officer Sabarina Harun said after a recent visit to POIC Lahad Datu Industrial Park here that she was impressed with the economic potentials in BIMP-EAGA as well as POIC Lahad Datu's plan to grow into a hub for BIMP EAGA's logistics and manufacturing.

Sirim Berhad is under the purview of the Ministry of International Trade and has a base in Sabah at the Kota Kinabalu Industrial Park.

In addition to being known as the name behind the Sirim marking that defines a host of Malaysian products, the company is an integrated part of commercialisation of innovation in the country, standards, quality and training consultancy, as well as a wide range of services that had contributed to Malaysia's growth as a manufacturing hub in the last few decades.

Meanwhile, Lynette Hoo, the deputy CEO of POIC Sabah Sdn Bhd, the developer of POIC Lahad Datu, said Sirim's range of services and expertise are an essential part of the eco system of an industrial hub what POIC Lahad Datu aspires to be.

"In the short term the presence of Sirim will spare manufacturers from having to send their products for testing, calibration and certification at labs in Peninsular Malaysia.

"In the long term, investors and business can access Sirim's wide filed of expertise in product and technology processes, adding an element of assurance on prospects."

Hoo briefed the Sirim delegation on the development of POIC Lahad Datu whose comprehensive port infrastructure, geographical location within BIMP EAGA and natural attributes make it ideal as a regional logistics and manufacturing hub.

POIC Lahad Datu is centrally located in BIMP EAGA with a population of about 80 million and a combined GDP of USD 350.7 billion.

The park has three dedicated port terminals for liquid, bulk and container cargo located along the growing Lombok Makassar shipping lane.

"With the impending move of Indonesia's capital to East Kalimantan. Which is less than an hour's flight south of Lahad Datu, this area (BIMP EAGA) is unsurprisingly going to receive a lot of attention."