

The 2nd general membership meeting held last July 8 is a success. The panel discussion is entitled “Using Product Standards in the Growth of Electronics Industry”. The guest speaker was Director Jesus Motoomull of the Bureau of Product Standards. Together with him, are Ms. Norma Hernandez, Mr. Carlos Reyes and Mr. Gerardo Panopio. There were also panelists from EIAPI to react, recommend and comment on the talk given by Director Motoomull. Two from the industry, Mr. Alex Sy and Mr. Felipe Santiago; one from the government, Mr. Pedrito Mangahas and one from the academe, Dr. Rowena Guevarra.

The program started at around 3:40 pm, which was behind schedule. It started with the invocation lead by Mrs. Mila Sy(MS). Next was the President’s report by Mr. Vic Gruet(VG). VG showed a graph that was crafted by the EIAPI board of 2003. He mentioned that PHP5B total sales could be achieved in 5 years. A company can gain half of it if products are globally compliant. More seminars and workshops are planned in the future to further achieve this goal.

Mr. Patrick Co (PC), EIAPI’s treasurer delivered his report after the President’s report. At the start of 2004, EIAPI had around Php86,000 in the bank. He added that there were some discrepancies in the account for the bank statement did not reflect some of our deposits. The discrepancy was around Php10,000. The time deposit as of May 2004 has an amount of around Php104,000. EIAPI needs support on annual dues for the future activities needs capitalization.

After the treasurer’s report is the main event. Mr. Julius Labrador introduced the guest speaker, Director Jesus Motoomull. Mr. Motoomull mentioned that there are a lot of activities involved when we speak of “standardization”. Standardization is a lot more important in an association like EIAPI. He introduced the Bureau of Product Standards. Bureau of Product Standards is established in 1964 by the standardization law of the country. It is also the National Standard body of the country wherein it develops, implements and coordinates standardization in the country. It puts value in partnership to other organizations. They reorganized the bureau in response to the changing needs. Today, standardization is a global issue.

He showed the BPS Organizational chart wherein there are teams for every functional service. Functional services indicated are the following:

- 1) Standards Development
- 2) Promotion and Media Relations
 - WTO/TBT Enquiry Point & Information Services
- 3) Product Testing Services
- 4) Product Certification
- 5) Enforcement & Consumer Assistance
- 6) Special Projects & NRSQA
- 7) International Relations
- 8) Human Resource Development
- 9) BPS Accreditation Scheme (BPSLAS)
 - BPS Laboratory Accreditation Scheme

10) Financial & Administrative Unit

There are major programs in which BPS is working with. These are the activities and services that they provide for their clients. Below are the following:

- 1) Standards Development
- 2) Standards Promotion and Information dissemination
 - WTO TBT Enquiry point
- 3) Technical Assistance and Training
- 4) Product Testing
 - BPS has a testing facility at Bicutan. This testing facility become the top of the line capabilities in testing home appliances.
- 5) Product Certification
- 6) Special Projects and Registration of Quality Assessors
- 7) Consumer Welfare
 - BPS conducts market monitoring and enforcing certification on products covered by the Mandatory should comply.
- 8) Accreditation QMS/EMS/Laboratory

The second part of his discussion is an overview of the Philippine Standardization Strategy. Below are its parameters:

- 1) Clear targets on how many Philippine national standards to be developed and how many PNS will be harmonized with international standards.
- 2) Identify and source-out needed resources.
- 3) Develop standards and conformance of technical infrastructure system that is appropriate for the Philippines by learning from different models of other countries.
- 4) Right balance of enforcement and promotion strategies to be efficient and effective.
- 5) Private sector's key role and active participation in the whole strategy.

He also discussed the 5 key result areas for the standardization strategy from year 2002-2007/10. These areas are enumerated as follows:

- 1) Standards development and harmonization.
- 2) Standards promotion and information dissemination.
- 3) Standards and conformance technical infrastructure
 - includes product testing, inspection and certification and accreditation programs.
- 4) Public-Private Partnership Programs.
- 5) Legislative Agenda.
 - needs to do amendments and advocacy work.

At the end of his discussion, he added that BPS plans to establish testing facilities in Subic.

After his discussion, the panelists are asked to react to Director Motoomull's talk. Mr. AS stated that he appreciated the talk especially by giving an overview of what BPS is about. He complimented BPS having one of the friendliest staffs in the government. He commented that exporters become more competitive by trying to implement standards on electronics for marketing purposes. He hoped that harmonization of the standards would go faster. He suggested that educating the private sector about product standardization is one important thing and also suggested that there is a need of

rationalizing the procedures in arriving at the standards. He ended by saying that members must have an active participation to help BPS in achieving the 5 key areas.

Mr. Felipe Santiago as a President of Trident started by introducing Trident as a domestic oriented company. As far as he knows, their products are not covered by the Product standards. In his own view, if the company is an exporter, there is no choice but to have the products be certified in order to be competitive. If the company is local distributor, standards are not that focused. But when we speak of globalization, products should be certified. It is a way of being competitive in the market. He added that a standard is a market acceptance, wherein there is assurance that every product is safe to use by the consumer. He advised that one must look seriously at the standards for it is needed in one global market in competition.

Mr. Peds Mangahas of ASTI started by stating the products and services that they are providing. Having a testing facility to conduct R&D EMC and EMI products is needed. For him having a private testing laboratory is good for long-term purposes. He added that it must be available to private companies. Technical persons have the edge to do the testing. He also added that ASTI could harmonize these procedures and disseminate it.

On the other hand, Dr. Rowena Guevarra from the academe side tells us her concerns. Testing facilities and accreditation requires equipment not yet seen in the Philippines. She added that maybe testing facilities require no investment but should have more technical assistance to comply in product testing. Speaking with imported versus locally made, if BPS stamps a local product that product should also be accepted internationally.

After the panelist delivered their reactions, comments and suggestions, the floor is open for individual reactors. Mr. Julius Labrador suggested having more private sectors to become a representative in committees. There should be active participation of the members in order to disseminate the information and obtain opinions. Questions from some of the members followed.

The meeting was adjourned at 6:00 pm.