



CPSC PRODUCT SAFETY TRAINING FOR FURNITURE SUPPLIERS IN MALAYSIA

20 September 2023
Sheraton Imperial Kuala Lumpur

REQUIREMENTS FOR EXPORTING
FURNITURE TO THE UNITED STATES



Malaysia (Kuala Lumpur) Furniture Suppliers Training

Sheraton Imperial Hotel Kuala Lumpur

9.00am - 12.00pm, September 20, 2023

Subject to Change

*All sessions will be conducted in English.

U.S. Consumer Product Safety Commission would like to welcome all industry players in Malaysia to the Malaysia (Kuala Lumpur) Furniture Suppliers Training! This product safety training is tailored for manufacturers, distributors, suppliers, buyers, and exporters aiming to ensure compliance with U.S. market safety standards for furniture. This training provides essential insights into furniture safety requirements and introduces the U.S. Consumer Product Safety Commission (CPSC), the regulating authority for U.S. consumer products. This knowledge prevents potential seizures or recalls due to inadvertent non-compliance.

Throughout the sessions, we will explore the CPSC's legal framework, data collection mechanisms, and strategies for hazard prevention. We also delve into the latest safety prerequisites for upholstered furniture and closet storage units, emphasizing product testing and certification for compliance.

Our industry-focused discussions address safety challenges, best practices, and the integration of safety regulations into furniture design and manufacturing. Lastly, our interactive panel session offers insights from CPSC and industry experts, highlighting effective collaboration and the opportunity to address pressing safety concerns.

We hope that this program will bring new insights, ideas and new approaches to our participants today especially in the Malaysia furniture exports industry to the U.S. market.



AGENDA

8:00-8:30 a.m.	Guests Arrival/Registration
8:30-9:00 a.m.	Meet and Greet (Hosts/Speakers/VIP)
9:00-9:15 a.m.	Session 1: Welcome and Introduction <ul style="list-style-type: none">▪ Siobhan Das, Chief Executive Officer, AMCHAM Malaysia▪ Alexander Hoehn-Saric, Chair, CPSC▪ Razida Hanim Abdul Razak, Director, Lifestyle and Life Sciences, MATRADE▪ Carolyn Manley, Southeast Asia Program Manager, CPSC
9:15-9:40 a.m.	Session 2: Overview - U.S. Consumer Product Safety Framework/CPSIA <p>This presentation will provide an overview of the U.S. Consumer Product Safety Commission. During this session, you will learn about CPSC's legal framework and how the agency works with stakeholders. The presentation will also discuss CPSC's framework for data collection, surveillance activities, and product hazard prevention strategies.</p> <p><i>Presenter:</i></p> <ul style="list-style-type: none">▪ Steve Williams, China Program Manager, CPSC
9:40-10:40 a.m.	Session 3: Furniture - Overview of U.S. Requirements. What's New? <p>This presentation will highlight the new safety requirements for upholstered furniture and closet storage units. During the session, you will be given the background and purpose of these requirements and learn what products are included. The presentation will also cover the potential hazards and risks associated with these products and how to test and certify your products to avoid safety issues.</p> <p><i>Moderator:</i></p> <ul style="list-style-type: none">▪ Dato' Andrew Goh Boon Kim, Vice President, Federation of Malaysian Manufacturers <p><i>Presenters:</i></p> <ul style="list-style-type: none">▪ Carolyn Manley, Southeast Asia Program Manager, CPSC▪ Steve Williams, China Program Manager, CPSC

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10:40-10:50 a.m.	Break
10:50-11:20 a.m.	<p>Session 4: Industry Perspectives on Best Practices for Ensuring the Next Popular Product Doesn't Become the Next Recall</p> <p>This presentation will provide an industry perspective with regard to consumer safety issues, challenges, incidents, and best practices to prevent and deal effectively with safety issues. We will also cover how the industry approaches safety to ensure design and manufacturer of furniture meets safety requirements. You will hear about a company's success story and the company's experience and processes from product conception to completion, with safety in mind which includes product manufacture, marketing, and distribution.</p> <p><i>Moderator:</i></p> <ul style="list-style-type: none">▪ Dato' Andrew Goh Boon Kim, Vice President, Federation of Malaysian Manufacturers (FMM) <p><i>Presenter:</i></p> <ul style="list-style-type: none">▪ Harith Ridzuan, Founder, The Green Factory
11:20-11:55 a.m.	<p>Session 5: Panel Discussion - Product Trends and Lessons Learned to Source Safe Products</p> <p>This interactive panel session will provide information from the points of view of the U.S. Consumer Product Safety Commission, industry and Malaysia's trade policy. You will hear how the industry works in effective cooperation with CPSC on safety issues of mutual concern and be given an opportunity to ask questions. From Malaysian perspectives, MTIB will highlight its role in aiding furniture manufacturers in exports and future directions. The discussion will also revolve around the connection of safe products being good for exports, brand quality and consumer confidence in "Made in Malaysia" products.</p> <p><i>Moderator:</i></p> <ul style="list-style-type: none">▪ Ahmad Nazriq Shafaf, Assistant Manager, Lifestyle and Life Sciences, MATRADE <p><i>Speakers:</i></p> <ul style="list-style-type: none">▪ Harith Ridzuan, Founder, The Green Factory▪ Carolyn Manley, Southeast Asia Program Manager, CPSC▪ Azelan Ishak, Senior Deputy Director, Trade Development Division, Malaysian Timber Industry Board (MTIB)
11:55-12:00 p.m.	<p>Closing Remarks by</p> <ul style="list-style-type: none">▪ Carolyn Manley, Southeast Asia Program Manager, CPSC

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BIOGRAPHIES



Siobhan Das

Chief Executive Officer at AMCHAM

Siobhan Das is the Chief Executive Officer (CEO) of the American Malaysian Chamber of Commerce (AMCHAM) in Malaysia. She has been with the organization since 2016 and has over 15 years of experience in the fields of global trade, public policy, government relations, and public affairs. Siobhan oversees the development and implementation of programs and initiatives that support the interests of American businesses in Malaysia, and works closely with government officials and other stakeholders to advance the organization's mission. She is responsible for leading the organization's efforts to promote trade and investment between the United States and Malaysia and support member engagement locally.



Dato' Andrew Goh Boon Kim

Vice President at Federation of Malaysian Manufacturers (FMM)

Dato' Andrew Goh Boon Kim has boasting four decades of unwavering dedication in the timber and pallet industry. He is currently the Managing Director of Taik Sin Timber Industry Sdn Bhd. Beyond his role at Taik Sin Timber Industry, Dato' Andrew is actively contributing in various industry-related organizations where he is the Vice President and Chairman of the Export and International Business Committee at the Federation of Malaysian Manufacturers (FMM), along with his roles as Exco and Chairman of the International Business Committee at the National Chamber of Commerce and Industry Malaysia (NCCIM). Dato' Andrew is equally accomplished as a National Council Member and Deputy Chairman of the International Trade and Industry Committee within the Associated Chinese Chamber of Commerce and Industry Malaysia (ACCCIM). He is also the Past Trustee of the Malaysia Timber Council (MTC). His extensive experience and unyielding commitment continue to leave an enduring imprint on the timber and pallet industry and Malaysia's broader business landscape.

BIOGRAPHIES



Azelan Ishak

Senior Deputy Director of Malaysian Timber Industry Board (MTIB)

Azelan Ishak is the Senior Deputy Director of the Trade Development Division at the Malaysian Timber Industry Board (MTIB). He first joined MTIB in December 2003. Prior to his service in the Strategic Planning Division, he was involved in the taskforce for the development of the National Timber Industry Policy (NATIP) and the 3rd Industrial Master Plan. His insightful knowledge and keen understanding of the timber industry have benefitted the various divisions he has served in, including the Strategic Planning Division, Registration and Enforcement Division, Special Officer for the Director General of MTIB, and the Forest Plantation Division. Therefore, with his in-depth knowledge of the timber industry, he has been promoted to his current position as the Senior Deputy Director of the Trade Development Division.

In his current role, he has presented papers at the ASEAN Working Group on Forest Products Development and the ASEAN Senior Officials on Forestry (ASOF). He was born in Klang, Selangor, and graduated from the University Malaysia Kelantan with a Master's degree in Business Management.



Carolyn Manley

International Program Manager, Southeast Asia at U.S. Consumer Product Safety Commission

Carolyn Manley is CPSC's Southeast Asia Program Manager. Prior to joining the Office of International Programs, she served as the Assistant Division Director for the Regulatory Enforcement Division, in the Office of Compliance and Field Operations. Mrs. Manley oversaw and managed the Children's Products and Durable Nursery Products and Flammability Team at the U.S. Consumer Product Safety Commission, a post that she held since 2009. Mrs. Manley joined the Commission in November 2001, as a Compliance Officer on the Children's Product Team, where she was then responsible for investigating potentially defective non-regulated and violative regulated consumer products. Mrs. Manley is regarded as a subject matter expert in the enforcement of voluntary and mandatory regulations for children's products and managed a team of flammability subject matter experts. Mrs. Manley has represented CPSC and participated on panels at Toy Fair, trade shows and international forums, such as The International Consumer Product Health and Safety Organization (ICPHSO).

Prior to joining CPSC, Mrs. Manley worked in the private sector where she held positions in management and marketing; she also previously managed the daily operations of CPSC's Hotline. Mrs. Manley graduated from University of Maryland, College Park, Maryland with a Bachelor of Science degree in Journalism.

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Harith Ridzuan

Founder of The Green Factory

As a second-generation woodworker, Harith began my passion for business & carpentry at the age of 10 years old when his parents established a wood manufacturing company in the early 90s. After delving into the family business full time in 2008, he began exploring the green space and gradually transitioned his 20+ year old family business towards sustainability with a focus on greener manufacturing of furniture and lifestyle products. Since 2012, he has guided the company to pioneering Malaysia's sustainable manufacturing of wood products. Harith's 13 years of professional experience has allowed him to participate in knowledge building for sustainable wood manufacturing process and connect with professionals, industries, and communities who share a similar passion to make Malaysia a global green lifestyle hub.



Ahmad Nazriq Shafaf Ahmad Nazimuddin

Assistant Manager at MATRADE

Assistant Manager in the Lifestyle & Life Sciences division at MATRADE (Malaysia External Trade Development Corporation), a pivotal arm under the Ministry of Investment, Trade, and Industry (MITI). Since joining MATRADE in 2010, Mr Nazriq has consistently showcased a strong commitment to promoting Malaysia's trade interests internationally. A business graduate from UiTM, his expertise spans market research, export promotion, stakeholder collaboration, and strategic planning.



Steve Williams

International Program Manager at U.S. Consumer Product Safety Commission

Steve Williams joined the U.S. Consumer Product Safety Commission in December 2014 to serve as an International Program Manager. In this role, he works as part of a team responsible for the Consumer Product Safety Commission's engagement with foreign governments and manufacturers, as well as with international organizations involved in consumer product safety. He works with product safety regulators in Asia in efforts to improve product safety throughout the supply chain. He also provides guidance on U.S. consumer product safety requirements to manufacturers and industry organizations. Before joining the CPSC, Steve was a Deputy Director of the Trade Agreements program at the U.S. Department of Commerce, International Trade Administration. Steve participated in trade agreement negotiations, as well as outreach and training for the U.S. and international business community, particularly small businesses.



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