

**KERTAS CADANGAN UNTUK PERTIMBANGAN
LEMBAGA PENGURUSAN MPC (BOM)**

TAJUK Keterangan: Tajuk Projek/ Cadangan	EVALUATION OF THE FEED ACT 2009'S REGULATORY IMPLEMENTATION
TARIKH/ GARIS MASA Keterangan: Jadual mula dan akhir pelaksanaan projek/ cadangan	JANUARY – APRIL 2024
TUJUAN & LATAR BELAKANG Keterangan: Tujuan dan penerangan ringkas mengenai projek	<p>Pet World Nutrition is the biggest player outside of the “Big 4” (MARS, CP Group, Nestle & Colgate) had faced a market share decline in 2020 due to COVID-related disruptions, impacting its sourcing from contract packers. Pet World swiftly developed its internal capabilities within 10 months amid the pandemic, currently constituting 86% of its dry food manufacturing volume.</p> <p>In 2024, Pet World Nutrition which also represents the pet food industries has raised few business concerns in relation to the Government’s delivery processes that should be more business friendly and to simplify processes to facilitate businesses especially in importation of raw material and export requirement for feed and feed additive.</p> <p>By leveraging MyMudah initiative, MPC is responsible to lead the initiative by facilitating and streamlining the processes under Department of Veterinary Services (DVS) in 2024.</p> <p>The objectives of the project are as follows:</p> <ul style="list-style-type: none"> • To get a better understanding and validation on the issues regarding application process to export, manufacture, and selling requirement for feed and feed additive. • To propose suitable recommendations for the business concerns raised. • To establish action plan. • To execute recommendations through pilot project.

JUSTIFIKASI <p>Keterangan: Penjelasan yang menyokong kepada pelaksanaan projek/ cadangan</p>	<p>The success of the project will reduce unnecessary regulatory burden by pet food industry players and also contribute to the projection of The Malaysian Pet Food market to grow at a Compound Annual Growth Rate (CAGR) of 6.2% to hit USD331.7 million by 2026 (Source: MIDA).</p>
KAEDAH PELAKSANAAN <p>Keterangan: Kaedah yang perlu dilakukan bagi melaksanakan projek</p>	<ul style="list-style-type: none"> • Engagement with stakeholders (Federal Government and Industries) to validate issues and discuss feedback on the proposed recommendations. • Review, validate and analyze current practices that are outdated, and irrelevant for improvement or repeal. • Perform advisory and capacity building to policy makers, regulators, and industry. • Provide recommendation report and guidelines to address the gaps
STAKEHOLDERS/ PIHAK BERKEPENTINGAN <p>Keterangan: Pihak atau kumpulan yang menerima kesan positif maupun negatif daripada projek yang dijalankan</p>	<ol style="list-style-type: none"> 1. Ministries and agencies 2. Industries
JANGKAAN HASIL/ OUTCOME <p>Keterangan: Apa yang MPC perlu capai/ faedah-faedah jangka pendek dan jangka panjang hasil dari intervensi projek/ cadangan</p>	<p>Process improvement by DVS and reducing of unnecessary regulatory burden by pet food players.</p>
JANGKAAN OUTPUT <p>Keterangan: Output ketara dan tidak ketara yang dihasilkan daripada aktiviti projek/ cadangan.</p>	<ul style="list-style-type: none"> • Recommendation report for improvement • Implementation of pilot project
KUMPULAN SASAR <p>Keterangan: Individu/ kumpulan yang menerima faedah daripada projek/ cadangan</p>	<ol style="list-style-type: none"> 1. Ministries and agencies 2. Industries

SUMBER BAJET/ KOS Keterangan: Sumber bajet / jumlah kos yang terlibat.	DE (Budget FORE): RM 32,200 OE 2024 : RM 6,000
HASIL (RM) - SEKIRANYA ADA Keterangan: Pendapatan yang diterima daripada projek	N/A
SYOR Keterangan: Keputusan yang diperlukan daripada Lembaga Pengurusan MPC	The approval of the Board of Management (BOM) is sought for the implementation of the program on Evaluation of The Feed Act 2009's Regulatory Implementation utilizing; i. DE budget (FORE) - RM32,200; and ii. OE budget - RM 6,000.
UNIT/ BAHAGIAN	NCS/ PCD

**Sila lampirkan maklumat-maklumat lain yang berkaitan sekiranya perlu.

(Contoh: Agenda program, perincian kos, pelan risiko, gambar rajah, lakaran pelan, senarai nama, carta Gantt, dll.)

Hanya untuk permohonan yang menggunakan Bajet Pembangunan dari Unit/Bahagian lain.
Kolumn ini boleh diabaikan sekiranya tidak berkaitan.

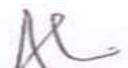
DISOKONG OLEH:

NAMA PEGAWAI PENJAGA BAJET PEMBANGUNAN

Jawatan:

Nama Bajet:

Tarikh:

**Wajib diisi	**Wajib diisi	Permohonan memadai disemak sehingga peringkat Penyelia. Kolumn ini boleh diabaikan sekiranya tidak berkaitan
DISEDIAKAN OLEH:  SITI NUR SYUHAIDA MOHD SALLEH Assistant Manager 15 January 2024	DISEMAK OLEH:  NORHASIMAH IBRAHIM Deputy Director 15 January 2024	DISAHKAN OLEH:  ALAMIN REHAN Director 15 January 2024

Project costs are as follows.

	Type of Payment	Cost per Unit (RM)*	No. of Unit (man-hour/pax)	Total Cost (RM)
1. DEVELOPMENT BUDGET (FORE)				
A	MPC ASSOCIATES			
1.	Course/ training/ seminar facilitators (instructors, facilitators, moderators and speakers)	2,000	5-day sessions	10,000
2.	Writing services (report writers, report reviewers, press release writers, reporters and editors)	1,000	5 unit	5,000
3.	Subject Matter Expert/Advisor	400	16 man-hours	6,400
B	PROGRAM PACKAGES			
4.	Meeting Package [Incl. of F&B, WiFi, flip charts, meal voucher (online programme), etc]	180	20 pax x 3 session	10,800
TOTAL DEVELOPMENT BUDGET (FORE) (A + B)				32,200
2. OPERATIONAL BUDGET				
1.	Claims (Mileage, meals, toll taxi/grab).	2,000	3 pax	6,000
TOTAL OPERATIONAL BUDGET				6,000

Notes:

1. Estimated max. cost per unit under PCT's guidelines (JPPK)
2. The cost is subject to modification to suit with the program either physical or virtual

APPENDIX B

Project milestones are as follows.

No	Activities	2024			
		Jan	Feb	Mac	April
1.	Understanding and validation on the issues raised by (Petworld & MPC)	10			
2.	Registration of issue in MyMudah portal MPC	12			
3.	Engagement with relevant stakeholders to validate the issues (MPC, MIDA, DVS, MITI)	14			
4.	Draft report on the issues and recommendations	22			
6.	Harmonizing the recommendations based on latest engagements		8		
7.	Presentation of the recommendations to the main stakeholders (DVS, MITI, MIDA)		22		
8.	Identify companies for pilot project			4	
9.	Development of implementation strategy with the main stakeholders & companies for the execution			18	
10.	Monitoring and evaluation				Continuous

Term of Reference
Evaluation of the Feed Act 2009's Regulatory Implementation

Background

Procedures and regulations that are unnecessarily burdensome must be simplified. Outdated regulation should be reviewed, and continuous regulatory improvement can increase opportunities to lower the regulatory costs and burdens, while achieving high-quality regulatory outcomes. In 2013, as part of the government's response to the National Policy on Good Regulatory Practice (GRP), Malaysia Productivity Corporation (MPC), as the regulatory oversight body on GRP, was tasked with overseeing the implementation of the GRP policy. It involved assessing the effectiveness and efficiency of regulations (both new and existing) and recommending improvements in priority areas where regulations need to be improved, consolidated, or removed.

Scope of the review

The review of the Feed Act 2009 (Act 698) will cover the importation, manufacture and sale of feed and feed additive.

In undertaking the review of the Feed Act 2009 (Act 698) regulatory Implementation, MPC should:

1. Identify specific areas of the regulation that are unnecessarily burdensome, complex, or redundant.
2. Examine the complexity and time frames of government approval processes and the potential for regulatory delays.
3. Determine if whether there is evidence of unnecessary regulatory burden affecting the productivity and competitiveness of businesses or regulators in administering regulatory regimes.
4. Develop a shortlist of priority areas for removing or reducing unnecessary regulatory burdens, mainly impacting the sector under review, and having the potential to deliver the greatest productivity gains to the economy.
5. For this shortlist, identify regulatory and non-regulatory options or provide recommendations where appropriate to alleviate the regulatory burden on businesses.
6. For this shortlist, identify reforms that will enhance regulatory consistency across jurisdictions, or reduce duplication and overlap in regulation or in the role of regulatory bodies in relation to the sector under review.

In proposing a focused regulatory reform agenda and providing options and recommendations to reduce unnecessary regulatory burdens:

1. Ministry/Agency will consider and response on the recommendations report, and response will be announced.
2. MPC will publish and refer the Recommendation report to the PEMUDAH for action after receiving the Ministry/Agency response.
3. MPC should consult with business, government agencies and other interested parties as necessary.