

Our stand on the proposed PR Act

In response to the proposed PR Act by IPRM (see *Rais: We need better spin doctors in The Star, 26 November 2009**), PRCA Malaysia would like to reiterate our position that while we support voluntary accreditation, we oppose any move towards a charter or mandatory accreditation, including any move by any organisation to propose any legislation towards a mandatory accreditation scheme. Our position has been made very clear to IPRM all these years and for the record, we are posting here our latest correspondence with IPRM on the subject.

The Malaysian PR industry has grown significantly in size, quality and professionalism in recent years. Of equal importance is the fact that our industry is one that is open, liberal and globalised, conforming with the General Agreement on Trade in Services (GATS) under the World Trade Organisation. PRCA Malaysia views any move to legislate the profession as a retrogressive step that runs contrary to the globalising world where barriers are broken down and divides bridged (see *PRCA Malaysia position statement on accreditation*).

More recently, the Prime Minister announced on 22 April 2009 that the government has decided to immediately liberalise 27 service sub-sectors, including public relations under the management consulting services sub-sector. This is a concrete indication of the government's policy to fully comply with GATS in line with progressive international trade development (see *link to Prime Minister's statement**). The proposed PR Act will be a direct violation of the government's policy, in addition to the fundamental principle of free trade in services.

PRCA Malaysia remains open to work with IPRM for the betterment of all practitioners without compromising on the fundamental principle of keeping the Malaysian PR industry a globalised, open and liberal one.

* Refer:

1. <http://thestar.com.my/news/story.asp?file=/2009/11/26/nation/5183860&sec=nation>
 2. http://www.pmo.gov.my/index.php?menu=news&news_id=39&news_cat=4&page=1729&sort_year=&sort_month=
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