



ICM INTERNATIONAL MANAGEMENT SDN BHD

Strategic Objectives Policies

ICM International Management's Strategic direction is guided by our vision to be a globally recognized, trusted, and innovative Conformity Assessment Body.

Our strategic objectives are:

1. Compliance and Accreditation
 - Maintain full compliance with ISO/IEC 17024 at all times.
 - Meet and exceed accreditation body requirements.
2. Market Growth
 - Expand certification offerings into new sectors, including emerging aesthetic, wellness, and professional service fields.
 - Establish regional representation in key markets (e.g., Malaysia, Hong Kong, Taiwan, Indonesia).
3. Operational Excellence
 - Implement efficient workflows, digital tools, and secure systems for certification delivery.
 - Reduce lead times for certification issuance without compromising quality.
4. Stakeholder Confidence
 - Strengthen client relationships through responsive service, effective communication, and clear dispute resolution processes.
 - Publish accurate and up-to-date information about certification schemes and requirements.
5. Talent Development
 - Develop a continuous professional development (CPD) framework for all staff, assessors, and auditors.
 - Conduct annual performance reviews tied to competence assessments.

Approved by: 

Kelly Ong, Chief Executive Officer

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