

# Press release

## INTERNATIONAL FEDERATION OF SURVEYORS (FIG) ADDRESS CLIMATE CHANGE ISSUE WITH MyCEB'S 'LET'S MEET & GREEN' CAMPAIGN



(Left MyCEB CEO; Zulkefli Hj Sharif, PEJUTA President; Tuan Haji Mohd Azmi and Prof. Dr.- Ing. Rudolf Staiger (FIG Vice President –posing at the tree-planting ceremony at FRIM Kepong)

( Right: Cheque Handover Ceremony – Dr. Ir Rudolf handing over FIG's contribution to MyCEB CEO, Zulkefli Hj Sharif )

### Carbon offset campaign included as part of the XXV FIG Congress 2014 in Kuala Lumpur.

**Kuala Lumpur, 18 June 2014** – As part of the proceedings of the 25<sup>th</sup> International Federation of Surveyors (FIG) Congress, held for the first time in Kuala Lumpur, the Local Organising Committee of the XXV FIG Congress 2014 Kuala Lumpur has **responded to the call to save the environment by participating in a Lets Meet & Green** Special Carbon Offset Programme at the Forest Research Institute Malaysia (FRIM) today.

Following today's event, a total of 100 trees will be planted by the heads and representatives of the 99 nations currently participating at the XXV FIG 2014 Kuala Lumpur. Among the species, include Malaysian hardwood specie, the *chengal*, *meranti*, *balau* and also some fruit trees.

The Local Organising Committee, which includes the Association of Authorised Land Surveyors Malaysia (PEJUTA), worked with the Malaysia Convention & Exhibition Bureau (MyCEB) to support the Malaysian Government's commitment to offset the country's carbon emissions by 40% by 2020. The **Let's Meet & Green programme**, is a home-grown Carbon Offset Programme spearheaded by MyCEB since 2010. It is the first ever environmental programme for business tourism.

Zulkefli Haji Sharif, Chief Executive Officer, MyCEB said, "We are proud to support the 'Let's Meet & Green' programme, an extension of MyCEB's very own green campaign, and laud FIG and PEJUTA for their initiative. We are also appreciative of the FIG leadership for holding the 25<sup>th</sup> FIG Congress in Malaysia and congratulate them on their 37<sup>th</sup> General Assembly and silver jubilee celebration."



Malaysia won the rights to host FIG Congress 2014 during the last FIG Congress in Australia in 2010. Over 3,000 surveyors and land professionals have gathered in Kuala Lumpur for the week-long congress, which is held once every four years. FIG Congress 2014 attendees included FIG leaders, heads of delegations and

representatives from around the world. The Exhibition on Level 3 at Kuala Lumpur Convention Centre is opened to public from 4.20pm onwards from 17-21 June. Admission is free .

For more information on MyCEB's **Let's Meet and Green** initiative, please visit <http://www.myceb.com.my/lets-meet-green>

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## **NOTE TO EDITORS**

### **About the International Federation of Surveyors (FIG)**

The International Federation of Surveyors (FIG) is an international, non-government organisation whose purpose is to support international collaboration for the progress of surveying in all fields and applications. It is a federation of the national member associations with members from over 120 countries and covers the whole range of professional fields within the global surveying community. It provides an international forum for discussion and development aiming to promote professional practice and standards. FIG was founded in 1878 in Paris and was known as the Fédération Internationale des Géomètres.

### **About the Association of Authorised Land Surveyors Malaysia (PEJUTA)**

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The Association of Authorized Land Surveyors Malaysia (PEJUTA) is a professional association established under the Registrar of Societies in 1976. Its members comprise surveyors registered under the Licensed Land Surveyors Act 1958 (revised 1991). PEJUTA has progressed significantly since then, contributing significantly to national development over the years. PEJUTA collaborates with the Department of Survey and Mapping Malaysia (JUPEM), Land Surveyors Board Malaysia (LJT), Institutions of Higher Learning and other government agencies for the advancement of the science and practice of the profession.

### **About Forest Research Institute Malaysia (FRIM)**

The Forest Research Institute Malaysia (FRIM) founded in 1929 as the Forest Research Institute (FRI) was a department under the Forestry Headquarters Peninsular Malaysia. Today, it is administered by the Ministry of Natural Resources and Environment. FRIM promotes sustainable forest management and the optimal use of forest resources through the knowledge and technology generated from the various research conducted. Its award-winning researches and international collaborations have earned the institute a name for itself in the tropical forestry. Located 16km north west of Kuala Lumpur, FRIM's 544.3 ha campus is surrounded by the Bukit Lagong Forest Reserve.

### **About Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB was established in 2009 by Ministry of Tourism & Culture, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

In November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings. Last year, MyCEB (Business Events Division) supported 42 associations and 91 corporate incentive groups representing 81,350 delegates to organize their events in Malaysia. The country has also played host to 106 meetings and conventions, 18 exhibitions and 109 corporate incentive groups.

Malaysia Major Events, previously known as International Events Unit (IEU) is another division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB) and Twitter (@MyCEB).

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