

Press release

For immediate release

TOWARDS A GREENER MALAYSIA, BETTER TOMORROW

Malaysia Convention & Exhibition Bureau (MyCEB) “Let’s Meet & Green” programme gains accelerated momentum through increasing industry partner participation

KUALA LUMPUR, 23 October 2016 – Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysian Association of Rehabilitation Physicians (MARP) pledged to greening of Malaysia initiative by planting 50 trees as part of MyCEB’s “Let’s Meet & Green” programme at the Forest Research Institute (FRIM) here this morning which saw participation of the Malaysian Paralympians athletes.

The objective of MyCEB’s CSR programme is to neutralise environmental damage caused by carbon emissions and to green Malaysia by preserving, conserving and protecting nature.

Despite Malaysia’s land surface covering about 59.5¹ per cent of the total land area, deforestation is still a major concern. To green Malaysia by preserving and protecting nature, the government has taken several steps to ensure its target of reducing carbon emissions by 40 per cent based on Gross National Product (GNP) in the country by 2020.

MyCEB’s “Let’s Meet & Green” programme, as such, encourages and provides an opportunity to business event partners such as MARP to consider contributing towards the “Let’s Meet & Green” programme, which will then be channelled to tree planting activities facilitated by MyCEB and FRIM.

“We are not just contributing to tree planting in Malaysia, but tree growing. The involvement of organisations through our Corporate Social Responsibility (CSR) in addressing environmental issues will see sustainable tree growing and neutralise the environment damaged caused by carbon emissions.

“We hope to continue to change the landscape and build an environmental legacy for the communities with the help of our event partners that will result in a greener Malaysia, and a better tomorrow,” said Datuk Zulkefli Hj Sharif, Chief Executive Officer of MyCEB.

In addition to tree planting activities, a canopy walkway and guide to the understanding of Malaysia’s diverse range of natural habitats that flourish throughout its 1,528 hectares of forest ecosystems, gardens, arboreta and wetland are part of the event highlights.

¹ World Wide Fund for Nature, 2015

We are indeed very appreciative of MyCEB's "Let's Meet and Green" programme as it is in line with our beliefs of preserving and conserving Malaysia's natural environment and promoting social good. MARP pledged to support MyCEB's tree-planting CSR programme after the success of the International Society of Physical and Rehabilitation Medicine (ISPRM) World Congress 2016. It was only natural for us in the spirit of the MARP-MyCEB family to continue our commitment in investing time in planting trees to build a greener Malaysia," said Prof. Dato' Dr. Zaliha Omar, President of MARP.

... The "Let's Meet & Green" initiative also witnessed the launch of MARP's new website in a bid to create awareness of rehabilitation as a specialty and provide best practices in the industry.

END

About MyCEB

... MyCEB was established in 2009 by the Ministry of Tourism and 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.

Malaysia Major Events (MME), 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 and follow us on www.facebook.com/MyCEB, Twitter (@MyCEB) and Instagram/MyCEB.