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Giving a little help: (From left) FRIM director-general Datuk Abd Latif Mohmod, Zulkefli, Wee, IIA Malaysia acting president Josephine Low and executive director Yong Ngeak Choo during the event.

Auditors go green

Conference delegates contribute RM25,000 to plant trees

DELEGATES of the recently concluded world-class 2011 IIA International Conference have responded to Malaysia Convention & Exhibition Bureau's (MyCEB) proactive eco-action to green the earth by fulfilling their pledge of RM25,000 to plant 250 trees at the Forest Research Institute Malaysia (FRIM) as part of the Malaysia Business Tourism Green Programme.

Held for the first time in Asia, the 2011 IIA International Conference attracted more than 2,200 internal auditors and governance practitioners from 93 countries.

MyCEB chief executive officer Zulkefli Sharif said, "We are delighted with the contribution from the delegates. It is our hope

that this will spark and encourage more participation from business events held in Malaysia to be part of the programme".

The programme was launched last year in support of the government's commitment to offset carbon emissions by 40% by year 2020.

It operates on the simple premise whereby event delegates are given the opportunity to contribute a minimum of US\$10 (RM30) for the tree planting.

"This is our first CSR green project with MyCEB and we hope this green effort can help inspire environmental awareness amongst our 3,000 members to undertake similar green initiatives," said conference organising chairman Wee Hock Kee,