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Internal auditors meeting in Malaysia take green stand

KUALA LUMPUR: About 2,200 delegates of the recently-concluded world-class 2011 IIA International Conference have responded to Malaysia Convention & Exhibition Bureau (MyCEB)'s 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 and touted as the world's largest gathering of internal auditors, the globally-prestigious 2011 IIA International Conference has attracted more than 2,200 internal auditors and governance practitioners from 93 countries worldwide.

Speaking at the cheque presentation ceremony, MyCEB chief executive officer Zulkefli Sharif said, "We are delighted with the contribution from the 2011 IIA's conference 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."

This programme initiated



(From left) FRIM director-general Datuk Dr Abd Latif Mohmod, Zulkefli Sharif, Wee Hock Kee, IIA Malaysia acting president Josephine Low and IIA Malaysia executive director Yong Ngeak Choo at the mock cheque presentation.

by MyCEB was launched last year in support of the government's commitment to offset carbon emissions by 40 per cent by year 2020.

It operates on the premise in which event delegates are given the opportunity to contribute a minimum US\$10 (about RM30) for tree-planting activity.

Conference organising chairman Wee Hock Kee said: "This is our first CSR green project with MyCEB and we hope this effort can help inspire environmental aware-

ness among our 3,000 members located nationwide and to encourage them to undertake similar green initiatives in their own organisations and in their own respective states."

Sharing the same sentiment is Richard Chambers, president and chief executive officer of Global IIA.

"We are confident as the roots of these trees grow deeper and stronger with time, so does the impact of the role of internal auditors on corporate Malaysia," he said.