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Boost for the environment

MALAYSIA Convention & Exhibition Bureau (MyCEB) has planted exactly 1,000 trees under the country's first ever environmental programme for business tourism. The campaign, aptly named 'Let's Meet & Green', was launched by MyCEB in November last year in support of the Government's commitment to offset carbon emissions by 40% by year 2020.

The programme was launched in line with the Tourism Ministry's '1Malaysia Green, 1Malaysia Clean' campaign.

The programme operated on the simple premise where the participating event's delegates are given the opportunity to contribute a minimum US\$10 (RM31) as part of event registration. Contributions will be channelled to the Forest Research Institute Malaysia's (FRIM) tree-planting activity.

The 1,000 trees planted were derived from contributions obtained from the 18th World Congress of Accountants 2010 (600 trees), Institute of Internal Auditors Association International Conference 2011 (250 trees), Malaysia Meetings Innovation Day 2011 (100

trees) and MyCEB's internal staff (50 trees).

Recently, 25 of MyCEB's employees gathered at FRIM in Kuala Lumpur for a tree-planting activity and plaque installation accompanied by representatives from FRIM.

MyCEB CEO Zulkefli Sharif said: "By participating in this campaign, meeting planners and event organisers can leave a lasting environmental legacy in Malaysia by preserving, conserving and protecting nature.

"It is also a fantastic opportunity for event delegates to be a part of something significant which can be cherished by today's generation and generations after them.

"We are planning to plant thousands more trees in the future as we continue to educate our business partners about this campaign. It is also our objective that by having MyCEB's staff participate in this activity, it will help them to explain this initiative better to our clients".

The event also witnessed the presentation of a cheque amounting to RM25,000 from Institute of Internal Auditors Association International Conference 2011 (IIA 2011) to FRIM.