

Headline	FRIM, SBC organise Herbal Interactive Workshop in Simunjan		
MediaTitle	New Sunday Tribune		
Date	03 Feb 2013	Color	Black/white
Section	News	Circulation	46,471
Page No	5	Readership	164,773
Language	English	ArticleSize	169 cm <sup>2</sup>
Journalist	N/A	AdValue	RM 492
Frequency	Daily	PR Value	RM 1,475



## FRIM, SBC organise Herbal Interactive Workshop in Simunjan

**SIMUNJAN:** Forest Research Institute Malaysia (FRIM), Sarawak Biodiversity Centre (SBC) and other agencies under the Sarawak Government has launched a two-day Interactive Herbal Workshop here, yesterday.

In the programme, FRIM experts and researchers shared their knowledge with 200 participants comprising representatives from different segments of society, including local entrepreneurs and potential entrepreneurs who could help revitalise the herbal industry in the state.

This workshop was one of the outreach programmes designed to increase awareness and understanding amongst the participants on the herbal industry and its economic potential.

It also aims to promote herbal species as commercial crops that can be cultivated by local communities to add value to the existing agricultural sector.

The launching ceremony of the workshop held at Dewan Mesra Simunjan was officiated by Minister of Natural Resources and Environment Dato Sri Douglas Uggah Embas, yesterday.

Also present were the MP for Batang Sadong Hajah Nancy Shukri, who is also the Chairperson for the Malaysian Forestry Research and Development Board (MFRDB); FRIM Director-General Dato' Dr Abd Latif Mohmod; SBC Chief Executive Officer Dr Rita Manurung; state department heads and MFRDB members.

Various activities were organised including presentations by experts and researchers from FRIM and SBC; dialogue session; exhibits and demos by local entrepreneurs; herbal craft activities for children; and a visit to Mount Ngeli with the aim of enhancing the local community participation in the programme.

Dr Abd Latif said: "It is hoped that the implementation of the interactive workshop would help to reduce communication gaps between the participants; and help to enhance the effectiveness of the programme through the provision of accurate information down to the grassroots."

Armed with a treasure trove of diverse herbal species and traditional knowledge of its pluralistic society, Malaysia is well positioned to explore the economic potential of its herbs through the Economic Transformation Programme (ETP).

As one of the bio-economic resources, the herbal industry through Entry Point Project 1 (EPP1) under the Economic Key Economic Areas (NKEAs) targeted to generate revenues worth RM 2.2 billion as well as produce an additional 1,800 jobs and 300 manufacturers by 2020.