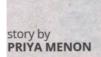
Headline	FRIM forges ahead in pursuit of Unesco title		
MediaTitle	The Star		
Date	31 Mar 2016	Color	Full Color
Section	Metro	Circulation	338,368
Page No	8	Readership	1,032,000
Language	English	ArticleSize	647 cm ²
Journalist	Priya Menon	AdValue	RM 21,581
Frequency	Daily	PR Value	RM 64,743



FRIM forges ahead in pursuit of Unesco title

Institute D-G speaks of goal during visit to Star Media Hub to mark International Day of Forests





priya@thestar.com.my

THE Forest Research Institute Malaysia (FRIM) is aiming to receive the World Unesco Heritage site award come 2019.

FRIM director-general Datuk Dr Abd Latif Mohmod said he would make their intentions known to United Nations Educational, Scientific and Cultural Organisation (Unesco) this June

He said there were lots of stringent guidelines and processes they had to meet to be eligible for the title.

They have earmarked two possible areas for the Unesco title; the first is the oldest and biggest man-made forest in the world and the second is forestry park of endangered species.

We have gathered all the necessary data and are in the midst of get-

ting assistance from the consultants for this purpose," he added.

He said he had requested for the scientists in FRIM to compile the necessary data in 2008.

Latif said this was the biggest gift he could give to the country as FRIM was public property.

"FRIM is a focal point internationally and everyone is watching us because we have never dropped from the fifth spot as the tropical forest research institution in the world," he added, during his visit to the Star Media Hub in Bukit Jelutong recently.

FRIM is currently home to 15 million plants as well as trees which are more than 86 years old.

Present to receive them were The

Star executive editor Brian Martin, technical services senior general manager Mohamed Hassan Mohamed Ali as well as technical services deputy general manager Wan Zuhairi Wan Yaakub.

Latif's visit was in conjunction with International Day of Forests.

Speaking to StarMetro, he said he owed a lot to Star Media Group for helping to prevent FRIM from being torn apart to make way for a high-

"I wanted to come and thank *The Star* and reporter Isabelle Lai who pursued the story, thus preserving the lives of some 23 endangered species, he added.

He brought along two trees that were planted at the entrance of the The Star Media Hub lobby.

Latif said he hoped to make The Star a foster family of FRIM.

He also urged the company to conduct family days at FRIM for the benefit of its staff.

The group from FRIM was also taken on a tour of the printing plant after the tree-planting ceremony.



Headline	FRIM forges ahead in pursuit of Unesco title		
MediaTitle	The Star		
Date	31 Mar 2016	Color	Full Color
Section	Metro	Circulation	338,368
Page No	8	Readership	1,032,000
Language	English	ArticleSize	647 cm ²
Journalist	Priya Menon	AdValue	RM 21,581
Frequency	Daily	PR Value	RM 64,743





- 1 (Left) Latif and Brian planting one of the trees donated by FRIM in conjunction with International Day of Forests.
- 2 (Left) *The Star's* technical services manager Syam Zakiril Ikmar Khisham explaining the printing process of the newspaper to the group from FRIM.
- 3 Mohamed Hassan (second from right) leading the group from FRIM on a tour of the printing plant at the Star Media Hub in Bukit Jelutong.
- Photos: ART CHEN /The Star