

# Press Release

**FOR IMMEDIATE RELEASE**

## **INTERNATIONAL AUDITORS GREEN MALAYSIA**

**- MyCEB Receives RM25,000 from Internal Auditors to plant 250 trees**



*At the mock cheque presentation in FRIM. From left to right: YBhg Dato' Dr Abd Latif Mohmod (Director General, FRIM), Zulkefli Hj Sharif (CEO, MyCEB), Wee Hock Kee (Organising Chairman of 2011 IIA International Conference), Josephine Low (President, IIA Malaysia) and Yong Ngeak Choo (Executive Director, IIA Malaysia).*

**Kuala Lumpur, 30 September 2011** – Delegates of the recently concluded 70<sup>th</sup> Institute of Internal Auditors (IIA) International Conference 2011 successfully raised RM25,000 (USD8,379, EUR5,829, AUD8,038) to plant 250 trees at the Forest Research Institute Malaysia (FRIM) as part of the Malaysia Business Tourism Green Programme.

Regarded as the world's largest internal auditors gathering, The IIA 2011 attracted a record 2,200 internal audit and governance practitioners from 93 countries.

Speaking at the cheque presentation ceremony, Mr Zulkefli Hj Sharif, Chief Executive Officer, Malaysia Convention & Exhibition Bureau (MyCEB) said, "We are delighted and indeed honoured with the contribution from the IIA 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 initiated by MyCEB was launched last year in support of the government's commitment to offset carbon emissions by 40 percent by year 2020. It operates on the simple

premise whereby event delegates are given the opportunity to contribute a minimum USD10 (RM30.00, EUR7.00, AUD9.60) for the tree planting activity.

According to Mr Wee Hock Kee, Organising Chairman, The IIA 2011, “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 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 Florida, US-based Mr Richard Chambers, President and Chief Executive Officer, Global IIA, “Our commitment to the environment and helping to make it more sustainable is an inherent part of our Global IIA’s corporate philosophy. A significant impact of this tree planting initiative is the opportunity presented to our IIA 2011 conference delegates who have participated as a collective global effort from 93 countries in this green programme. 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”.

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**NOTE TO EDITORS**

**About the Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia’s business tourism brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB’s goal is to improve its rankings as an international meetings destination within ICCA and to grow business tourism arrivals to Malaysia.

As a measure to further develop the international events industry, MyCEB has launched a specialist unit known as the International Events Unit (IEU) which focuses on identifying and supporting international event bids including sports, art and culture and lifestyle events. The IEU’s goal is to identify and assist homegrown events with the potential to attract international publicity and international attendances.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

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