



MALAKOFF

SPEECH BY

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**“KENALI PENYU, SAYANGI PENYU”
TURTLE AWARENESS AND EDUCATIONAL PROGRAMME
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Bismillahir rahmanir rahim

Assalamualaikum warahmatullahi wabarakatuh

And a very good morning

Yang Berbahagia Dato' Ahamad Sabki Bin Mahmood,
Director-General, Fisheries Department of Malaysia

Distinguished Guests,

Members of the Media,

Ladies and Gentlemen,

On behalf of Malakoff Corporation Berhad, welcome to the “Kenali Penyu, Sayangi Penyu” Turtle Awareness and Educational Programme 2013. At the onset, I would like to take this opportunity to express my sincere appreciation to Yang Berbahagia Dato' Ahamad Sabki for being here with us today despite his busy schedule. Thank you for joining us.

The “Kenali Penyu, Sayangi Penyu” Turtle Awareness Programme is one of Malakoff's annual initiative to demonstrate our commitment to environmental sustainability.

Needless to say, turtles are fascinating marine creatures, which have existed for some 150 million years. Unfortunately, their numbers have declined tremendously lately. Today, we only have seven species of the marine turtles and the alarming thing is that even these are on the brink of extinction.

The call to protect these turtles is more pressing than ever and we can play our role as four of these species can be found along the coast of Malaysia. While Terengganu may be a popular spot for turtles, you may be surprised to learn that two species, namely the Olive Ridley and the Green turtles, have made the shores along the west coast of Peninsular Malaysia, particularly Segari, their home.

Ladies and Gentlemen,

We initiated the Turtle Awareness Programme in 2011 and it managed to successfully raise awareness amongst the local communities about the fast declining turtle population. However, we recognise that in order for it to be effective, the programme has to be an on-going one and we need the backing of the local communities to make a real difference.

On this note, we could not have been more pleased with the Fisheries Department's collaboration over the years in ensuring the survival of the turtles. Our partnership has not only enabled us to accumulate knowledge about the endangered species, but more importantly offered us experience that can further contribute towards a more effective conservation of the turtles.

Ladies and Gentlemen,

As the famous saying goes, "Awareness is the greatest agent for change." With increased awareness on the plight of the turtles, our young generation and our future leaders would be encouraged to be actively involved in conservation efforts to further safeguard the species.

In this regard, we have invited 30 students from our adopted schools, namely, Sekolah Kebangsaan Segari, Sekolah Kebangsaan (C) Pei Min and Sekolah Kebangsaan Tamil Ladang Huntly, who are here with us today, all bright and eager to learn first-hand about the turtles.

We have organised a number of fun and interactive activities, such as colouring contests and quizzes for the students, which I am sure they are looking forward to. Apart from that, the Fisheries Department will be providing us a tour of the conservation centre. In addition, they will be conducting a talk for the students to explain the current situation and the methods deployed to protect the turtles.

We hope our students and the community will benefit from our programme today and gain clearer understanding about their roles to preserve the dwindling numbers.

Ladies and Gentlemen,

Apart from the Turtle Awareness Programme, Malakoff has also been actively championing other environmental efforts amongst the local communities where we operate.

Recently, we have organised the third round of the Coral Rehabilitation Project at Pulau Mengtinggi, Tanjung Leman, Johor. The event saw some 70 Malakoff employees and business associates participating in a three-day campaign to sustain the restoration of the marine ecosystem around the island.

Further to this, we have also contributed RM80,000 to plant 7,000 mangrove saplings in Seberang Perai, Pulau Pinang this year. This marked the third phase of the Company's Mangrove Rehabilitation Project which is aimed at restoring the eroding ecosystem in the coastal region. To date, we have planted a total of 44,000 saplings in Malaysia.

Moving forward, Malakoff will be in discussions with our stakeholders such as the Fisheries Department to see how we can expand our efforts further.

Ladies and Gentlemen,

Before I conclude, I would like to express my heartfelt appreciation once again to the Fisheries Department for another year of success. Special thanks to Yang Berbahagia Dato' Ahamad Sabki for your time and backing.

I would also like to put on record my gratitude to the members of the media for their unwavering support of Malakoff's events, and we hope to have your continuing support for our future events.

Last but not the least, I would like to thank the students and the local community for their active participation today. I am sure everyone is excited to learn how we can each contribute to today's effort as well as witness the release of the satellite-tracked turtle into the sea later. Without further ado, let's begin our work.

Thank you.

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