



SPEECH BY

**ENCIK ZAINAL ABIDIN JALIL
CHIEF EXECUTIVE OFFICER
MALAKOFF CORPORATION BERHAD**

**OFFICIAL LAUNCH OF THE
MALAKOFF POWERMAN ASIAN CHAMPIONSHIPS 2013
30 AUGUST 2013**

Bismillahir rahmanir rahim

Assalamualaikum warahmatullahi wabarakatuh

A very good afternoon.

Yang Berbahagia Dato' Halimah Hassan

Director-General

Department of Environment

Ms. Melody Tan

Race Director

Quick Release Adventures

[Other VIPs]

Distinguished Guests,

Members of the Media,

Ladies and Gentlemen,

Sports is one vehicle that we hope to build a stronger community. I believe the values learnt through sports propel us further.

Powerman is a sporting tradition that promotes true competitive spirit.



For the last 11 years, we have witnessed some spectacular performance from the 7,700 participants of the Malakoff Powerman Asian Championships.

Despite not everyone going home with medals at the end of the day, you can feel the exuberant vibe from our duathletes, each believing that they have performed “Faster, Higher and Stronger” at the race - and this is why we enjoy being part of the Malakoff Powerman Asian Championships.

Ladies and Gentlemen,

Today, we are very excited to launch the 12th edition of the Malakoff Powerman Championships 2013. I am equally thrilled to see many familiar faces here, including our honourable guest, Yang Berbahagia Dato’ Halimah Hassan, Director-General of the Department of Environment. Thank you for being here with us.

As you are aware, when we first initiated what was then known as Powerman Malaysia in 2002, the event started off as a small-scaled sporting event with 237 duathletes competing.

With your tremendous support, the event has grown bigger and better each year. Over the last decade, the Duathlete Community in Malaysia has surged by leaps and bounds.

Last year, the Championships attracted a record participation of over 1,860 duathletes. This marked an incredible growth of eight-fold as compared to the first event.

Given the ever growing enthusiasm from the Duathlete Community, we are optimistically targeting a record number of at least 2,500 local and international participants this year.

Ladies and Gentlemen,

The event has grown now not only in terms of numbers, but in reputation and recognition as well. Last year, the Championships’ title was upgraded by the International Powerman Association from Powerman Malaysia to the Malakoff Powerman Asian Duathlon Championships.

Today, the Malakoff Powerman Asian Championships stands tall alongside leading sporting events around the world. It is



currently Asia's largest premier duathlon tournament and the only qualifier in the continent to the annual World Championship in Zofingen, Switzerland.

The Championships has successfully positioned Malaysia as Asia's hub for international duathlon and it is surely an event that we as Malaysians should be proud of.

Ladies and Gentlemen,

On that note, given the sheer size and growing influence of the Malakoff Powerman Asian Championships, it is heartening to see more Malaysians regardless of their age running and cycling in our duathlon events.

Beyond the race tracks, the event has also promoted running and cycling amongst Malaysians as alternative means of commuting within the communities.

Not only do these physical activities promote healthier lifestyles, they are also environmentally friendly as they

produce zero carbon emissions. We like to say that these are "low carbon footprint" activities.

As part of our effort to further promote the reduction of carbon emissions in Malaysia through carbon-neutral initiatives, we are proud to announce our partnership with the Department of Environment for this year's event.

I am pleased to bring to your attention that the upcoming Malakoff Powerman Asian Championships 2013 will be organised in conjunction with the Department of Environment's Malaysia Environment Week and will mark the closing of the Campaign.

Adding significance to the event, we are honoured that the Deputy Prime Minister of Malaysia, Yang Amat Berhormat Tan Sri Dato' Muhyiddin Hj Mohd Yassin will flag off the race and preside over the prize giving ceremony.



Ladies and Gentlemen,

On that note, let me once again thank all our partners namely the Department of Environment, sponsors, partners and all of you, our participants.

Your tireless support ensures our duathlon events will continue to receive the enthusiastic response by the local and expatriate communities as well as elite duathletes across the world.

As for members of the media, we have an exciting announcement to make. We would like to invite you to participate in Malakoff Powerman Asian Championships to discover the thrills and challenges that the event has to offer.

To make this offer really hard to resist, we are going to waive the registration fee for the first 20 media friends who register for the Championships' Sprint Categories. So, please spread the word around and join in to make the upcoming Powerman Championships a real success.

For those who have registered, I wish you all the best in your preparation for the race and I'll see you at the start line on 27 October.

As we all know, "The most important thing is not just to win but to take the first step and participate!"

Thank you and have a good day ahead.

- THE END OF SPEECH -

