



# PRIME MINISTER'S HIBISCUS AWARD

Recognising Environmental Excellence

Electronic Circular

## Kuala Lumpur & Selangor State Briefing

The Chairman and Members of the Organising Committee of the Prime Minister's Hibiscus Award invite companies from all economic sectors, including organisations in the services sector to participate in the Prime Minister's Hibiscus Award 2016/2017.

The deadline for the registration of participation is 31 December 2016.

The briefing will include the overview of the Prime Minister's Hibiscus Award and the assessment criteria. Companies are invited to participate in the Award briefing to be held on:

Date : Tuesday, 6 December 2016  
Time : 09.30 a.m – 01.00 p.m  
Venue : FMM Hall  
Federation of Malaysian Manufacturers  
No 3, Persiaran Dagang,  
PJU 9, Bandar Sri Damansara,  
52200 Kuala Lumpur

Company is allowed to send only two (2) representatives. Kindly submit your completed registration form to the Secretariat at fax no. 03 - 62017705 before 31st December 2016.

Please contact Ms Ilyani Mohd Yusof/ Mr Ku Ahmad IkmalFikri (Tel: 03 - 6201 7708 / e-mail: [ilyani@micci.com](mailto:ilyani@micci.com)/ku.ahmad@micci.com) for further enquiries.

*Endorsed by:*



*Special thanks to:*



Jointly Organised by:

Business Council for Sustainability & Responsibility Malaysia (1473/92), Environmental Management & Research Association of Malaysia (331/84 [16]), Federation of Malaysian Manufacturers (7907-X), and Malaysian International Chamber of Commerce & Industry (1684-V)

Secretariat: MICCI, C-8-8, 8th Floor, Block C, Plaza Mont' Kiara, 2 Jalan Kiara, Mont' Kiara, 50480 Kuala Lumpur

Tel: 03-6201 7708 • Fax: 03-6201 7705 • E-mail: [hibiscus@micci.com](mailto:hibiscus@micci.com)

**BRIEFING ON PRIME MINISTER'S HIBISCUS AWARD**

FMM Hall, Federation of Malaysian Manufacturers No 3, Persiaran Dagang, PJU 9, Bandar Sri Damansara, 52200 Kuala Lumpur

<p><b>Background</b></p> <p>The <b>PRIME MINISTER'S HIBISCUS AWARD</b> (<i>Anugerah Hibiscus Perdana Menteri</i>), first launched in 1996, is the premier private sector environmental award for business and industry in Malaysia. The Award, previously known as "<i>Hibiscus Award</i>", was upgraded to the Prime Minister's Hibiscus Award, following the approval of the former Prime Minister of Malaysia, Y.A.B. Tun Dr Mahathir Mohamad, in June 1998.</p> <p>The Award is jointly organised by four of Malaysia's leading private sector non - profit organisations concerned with corporate environmental issues, namely: BCSRM, ENSEARCH, FMM and MICCI.</p> <p>This Award presents an opportunity for public recognition of business and industry's environmental accomplishment and leadership and serves to create environmental awareness amongst enterprises that have yet to demonstrate stewardship.</p> <p>The assessment is carried out in two stages:</p> <p>Stage 1 : Submission of a written questionnaire by the participating company</p> <p>Stage 2 : Site visit to verify Stage 1 submission and the company's environmental performance and commitment.</p> <p>The 2016/2017 Award cycle was launched on 6 October 2016 and members from all economic sectors, including organisations in the services sector are encouraged to participate. The deadline for the registration of participation is <b>31 December 2016</b>.</p>	<p><b>Objective</b></p> <p>The briefing serves to provide an overview on the Award and provide better understanding on the assessment criteria for the 2016 / 2017 cycle.</p> <p><b>Who should Attend</b></p> <p>Person in charge of the environment in companies who are interested to participate in the Award.</p> <p><b>Registration</b></p> <p>There is <b>NO</b> registration fee charged. Each company is allowed to send a maximum of 2 representatives only.</p> <p><b>Programme</b></p> <p>9.00 am Registration / Refreshment / Networking</p> <p>10.00 am Welcome Remarks</p> <p>10.10 am Keynote Address by Dr Gunalan Paramasevam, Chairman of Technical Committee</p> <p>10.30 am Overview of the Prime Minister's Hibiscus Award and Assessment Criteria for 2016/2017</p> <p align="center">Q &amp; A</p> <p>12.00 noon End</p>
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**REGISTRATION FORM**

**Submission Deadline: 29 November 2016**

To: Prime Minister's Hibiscus Award Secretariat  
 c/o MICCI Kuala Lumpur  
 (Attn: Pn Ilyani Yusof/ En Ku Ahmad)

Tel: 03 - 6201 7708 Fax: 03 - 6201 7705  
 e-mail: [ilyani@micci.com](mailto:ilyani@micci.com) / [ku.ahmad@micci.com](mailto:ku.ahmad@micci.com)

**Briefing on the Prime Minister's Hibiscus Award, 6 December 2016, FMM Hall**

Please register the following representatives:

Submitted by :

1. Name :	Name:
Designation :	Company :
	Designation :
2. Name :	Tel:
Designation :	Fax:
	e-mail :
Address:	



## **MINISTER OF NATURAL RESOURCES AND ENVIRONMENT MALAYSIA**

Salam Bahagia dan Salam 1 Malaysia,

I am delighted that the Organising Committee of the Prime Minister's Hibiscus Award (PMHA) has already begun work on the new 2016/2017 cycle of this remarkable endeavor by the private sector. Therefore, I would like to thank PMHA for the good work and supportive in organizing the recent launching of the Prime Minister Hibiscus Award successfully which was held on the 6 October 2016.

Once again, the Ministry of Natural Resources and Environment gives its full endorsement to this Award because of its significant role in creating greater awareness in the business community on the importance of being environmentally, economically and socially sustainable.

The PMHA is indeed a prestigious and premier Award organised every two (2) years by four (4) of Malaysia's leading private sector Non Profit and Non Governmental Organisations - The Business Council for Sustainability and Responsibility Malaysia (BCSRM), Environmental Management and Research Association of Malaysia (ENSEARCH), Federation of Malaysian Manufacturers (FMM) and Malaysian International Chamber of Commerce and Industry (MICCI).

This award is in line with the Government's policy to continuously promote development in a responsible manner to achieve a sustainable future for our society, to have a better quality of living and to mitigate the effects of climate change.

I would like to call on all businesses and industries, both small and large in Malaysia, to participate in this Award. This is an excellent opportunity to undertake an independent evaluation of your environmental performance

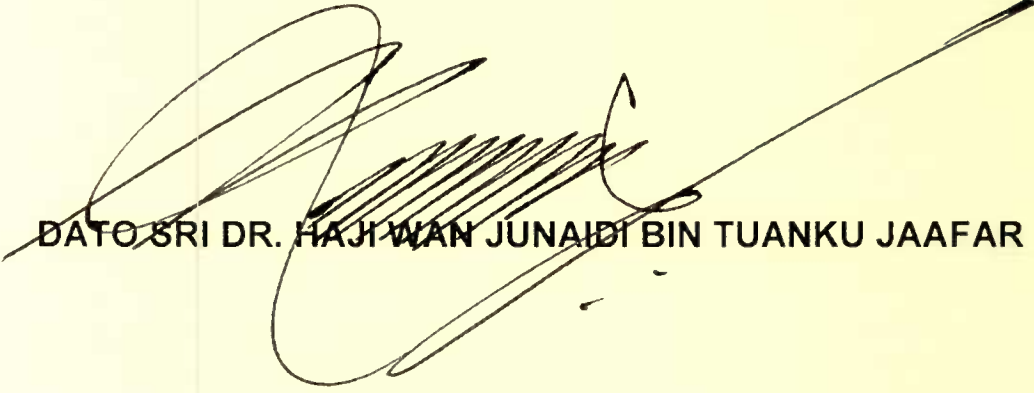
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that is benchmarked against global best practices and be an exemplary model for others to follow.

Your participation in this Award will be a step forward in the national efforts towards environmental sustainability as Malaysia grows closer to its vision to become a developed nation by 2020.

I take this opportunity to wish you good luck on your participation and best wished for your business success.



**DATO SRI DR. HAJI WAN JUNAIDI BIN TUANKU JAAFAR**