International Auditors Green Malaysia

Organizer: MyCEB

Date: September 30, 2011

Venue: Forest Research Institute Malaysia (FRIM)

Kepong, Selangor 52110 Malaysia

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

Kuala Lumpur, 30 September 2011 – Delegates of the recently concluded 70th 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.

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".

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.