

29 JUN 2000

BCSDM-CONFERENCE

NATIONAL CONFERENCE ON "MAKING SUSTAINABILITY A BUSINESS OPPORTUNITY"

KUALA LUMPUR, June 29 (Bernama) -- A national conference and exhibition on how to achieve business profits in an environmentally sustainable manner will be held here on July 6, 2000.

The event, organised by the Business Council for Sustainable Development in Malaysia (BCSDM) jointly with the World Business Council (WBC) for Sustainable Development (WBCSD), will be launched by the Minister of Science, Technology and the Environment Datuk Law Hieng Ding on behalf of Prime Minister Datuk Seri Dr Mahathir Mohamed.

Law, who is also the patron of BCSDM, will deliver the Prime Minister's keynote address, said BCSDM in a statement here today.

To be themed, "Making Sustainability a Business Opportunity", the one-day conference & exhibition will feature presentations from international and local speakers.

Key speakers at the conference will include international experts in the field of sustainable development such as WBC director for External Relations, Claude Fussler, and WBC's programme manager, Marcel Engel.

Malaysian speakers will include Hajjah Rosnani Ibrahim who will lead the Department of Environment (DOE), Tuan Haji Abu Bakar Che Man who will lead the Department of Occupational Safety & Health and Dr Johari Basri who will lead the National Institute of Occupational Safety & Health.

Special adviser to the Prime Minister, Tan Sri Razali Ismail, is expected to deliver the closing remarks.

BCSDM said the conference will provide a forum for participants to share best practices and management tools as well as discuss strategies for achieving business profits in a sustainable manner.

Registered in 1992, BCSDM is a non-profit organisation and acts as the catalyst for sustainable environmental conservation and economic development in Malaysia.

It is affiliated to the World Business Council for Sustainable Development (BCSD) based in Geneva. BCSDM is the largest BCSD among some 25 international business councils.

BCSDM's vision is to grow a business community committed to the care and conservation of the environment in support of the Government's environmental policies.

In its efforts to raise environmental awareness among the small and medium industries, BCSDM said it would be collaborating with DOE to conduct a series of ISO14001 workshops, with the inaugural workshop planned for July 2000. -- BERNAMA

ZMY SA