

**Private Sector Urged To Work with Government on Green Growth Strategy – DPM
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KUALA LUMPUR, Dec 14 (Bernama) -- Businesses are urged to work collectively with the government on a green growth strategy.

In making the call, Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi said the private sector as the key driver of economic growth must take the lead in adopting state of the art technologies for sustainable development.

"With the support of the private sector, I am confident that we can make meaningful progress," he said.

Ahmad Zahid said this in his speech during the Prime Minister's Hibiscus Awards (PMHA) 2014/2015 award presentation ceremony held here, Monday night. Also present was Natural Resources and Environment Minister Datuk Seri Dr Wan Junaidi Tuanku Jaafar.

He said sustainable development was no longer just a choice or possible alternative but a global priority issue, that demanded urgent action by all countries for the common good and future.

"In the past two weeks, all eyes were on United Nations Climate Change Conference in Paris, France.

"Malaysia was among 190 countries that attended the session led by Natural Resources and Environment Minister Datuk Seri Dr Wan Junaidi Tuanku Jaafar," he said, adding that in Paris last week, Malaysia pledged further to cut 45 per cent greenhouse gases by 2030.

Hence, Ahmad Zahid said Malaysia would conserve a huge area of the world rainforest from Sarawak to Sabah, which clearly demonstrated the country's serious commitment to environment sustainability.

"Our goal for a green economy and sustainable future also lies in how well we can reach out and integrate over 600,000 small and medium enterprises (SMEs) which are an integral part of the supply chain," he said.

He said PHMA could play a critical role to encourage SMEs to step forward to gain greater exposure and learn from leaders in the field on best sustainability practices.

Acidchem International Sdn Bhd and Nanyang Siang Pau swept the top honours for the 2014/2015 Prime Minister's Hibiscus Award.

It is the only company selected for Excellent Achievement after a gap of 10 years and only the fifth ever to meet the mark in the history of the award.

Meanwhile, Nanyang Siang Pau won the Environmental Journalism Award for an insightful series titled "Fighting a Water War" selected from 18 entries from nine print media organisations.

The Malaysian National News Agency (Bernama) and The New Straits Times were awarded honourable mentions for incisive coverage of degradation of Cameron Highlands and the devastating Kelantan floods respectively.

Bernama's Editor-in-Chief, Datuk Zakaria Abdul Wahab, was also present to receive the award.

Judges for the media award comprise Organising Chairman of PMHA, Tan Sri Mustafa Mansur, PHMA Founder and Adviser Datuk Kok Wee Kiat, columnist and former Bernama's Editor-in-Chief Datuk Seri Azman Ujang and Senior General Manager of Standards Research and Management Abdul Aziz Long.

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