

Exhibition centre debuts green programme

THE Malaysia International Trade and Exhibition Centre (Mitec) in Kuala Lumpur was recently the venue host and event partner of the inaugural Kind Malaysia 2018 – a platform bridging corporate and civil organisations to share, inspire, converge and recognise responsible businesses to do more for the betterment of the societies.

“Mitec announced the collaboration with United Business Media (M) Sdn Bhd (UBM) in July this year for Kind Malaysia 2018, and we are glad to see the success of the event,” said Mitec chief executive officer Gunther Beissel.

Beissel said Mitec took the opportunity to spread the word about the centre’s corporate responsibility programme #myWorld.

Launched earlier this year, the #myWorld programme lays out Mitec’s brand promise and practices to work towards reducing its environmental impact and drive sustainability.

The programme is also a commitment to the United Nations Sustainable Development Goals (SDGs) – a universal call to action to end poverty, protect the planet and ensure that all enjoy peace and prosperity.

The goals supported by Mitec include Good Health and Well-being (Goal 3), Quality Education (Goal 4), Sustainable Cities and Communities (Goal 11), Life on Land (Goal

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15) and Partnerships to Achieve the Goal (Goal 17).

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“Some of our milestones under the



International Trade and Industry Ministry secretary-general Datuk Isham Ishak (third from left) with the Mitec team and visitors at the Mitec booth at Kind Malaysia 2018.

#myWorld programme that are aligned with SDGs include a collaboration with the National Kidney Foundation of Malaysia for health screenings in conjunction with World Health Day 2018, and clean-up operations removing litter in a coverage area of approximately 2,000sq m of the Dutamas neighbourhood where Mitec is based, to create a healthier and better place for quality living.”

To advocate the SDGs and ensure that

Mitec’s #myWorld messages reach out to visitors at Kind Malaysia as well as beyond the event, Mitec erected a “Tree of Hope” at its booth to educate visitors about UN’s goals and to join in by signing the pledge and bringing the tree to life by creating a colourful display of paper leaves.

For details on the programme, pledges, or partnership opportunities, email info@mitec.com.my