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TO SUPPORT efforts to improve English language proficiency in the country, Informa Markets Malaysia Sdn Bhd is sponsoring RM50,000 worth of *The Star* epaper for undergraduates in several local universities.

The sponsorship, which begins in October, would continue for a year as part of Star Media Group's University Sponsorship Programme 2022.

Informa Markets, a leading trade exhibition organiser in Malaysia, together with Malaysian International Furniture Fair (MIFF) representatives, visited Menara Star in Petaling Jaya, Selangor, for the mock cheque presentation.

They were welcomed by Star Media Group chairman Tan Sri Chor Chee Heung.

Informa Markets general manager for Malaysia and Philippines, Gerard Willem Leeuwenburgh said the company organises international trade exhibitions around the world and spearheads corporate social responsibility events that focus on environment and education.

"My role is to organise trade shows within Malaysia to accelerate business growth for different industries such as furniture, oil and gas, food and hospitality, manufacturing and beauty," he said.

He added that as a listed company in London, they were mindful of adopting environmental-friendly initiatives such as minimising flights whenever possible.

As for its trade shows, they ensure reusable carpets are used.

Free year-long access to epaper for undergrads

Sponsors contribute RM50,000 to SMG's programme for varsities



(From left) Chor receiving the epaper sponsorship from Tan and Leeuwenburgh during the mock cheque presentation at Menara Star in Petaling Jaya.

"In the aspect of education, we are with Star Media Group to support the sponsorship of its epaper," said Leeuwenburgh.

"This programme has been championed by MIFF in the past.

"The underlying motivation is to help students through education, particularly in learning English, which benefits society and industry.

"We are glad to be part of this

initiative," he added.

MIFF founder and chairman Datuk Dr Tan Chin Huat said the epaper sponsorship had gained support.

He also described Star Media

Group's embracing of the business community as progressive.

"We have been partnering with Star Media Group for some time for the epaper sponsorship and we are happy to continue.

"I feel that this is a good project," said Tan.

As much as he personally loves reading the newspaper in its physical form, he believes epaper will be the more popular format in future.

"Star Media Group is on the right track as it has diversified its products with changing times.

"It also has other activities such as exhibitions, and encourages the business community through the establishment of awards that can motivate them to excel further," he added.

Chor said a lot of ideas were exchanged during MIFF's visit to Menara Star, which was their second.

"This time they want to encourage university students to get access to *The Star* epaper.

"I am thankful for MIFF's interest and efforts," he said.

Chor added that the exhibition industry was important and industry events like MIFF needed continued support from the government.

Training community leaders in emergency flood response

THIRTY community leaders attended a flood preparedness training programme in Taman Sri Muda, Shah Alam in Selangor.

It was organised in view of the increasing need for community-based flood preparedness and resilience as Taman Sri Muda was one of the worst-hit areas during the floods of December 2021.

The programme was organised by Spark Foundation in collaboration with Global Environment Centre (GEC).

Also involved were Klang District and Land Office as well as Klang Drainage and Irrigation Department (DID).

It was opened by Selangor socio-economic, empowerment, development and caring government committee chairman V. Ganabathirau who is also Kota Kemuning assemblyman.

He thanked the foundation and GEC for helping to upskill community leaders in flood preparation and emergency response.

"We are working together to execute the training for 30 selected community leaders to be cascaded down to members of the Taman Sri Muda community, in line with the Selangor government's flood preparation measures for communities," he said.

During the programme, participants were taken through a series of presentations and demonstrations.

They were informed of the role of the Klang district disaster committee and learnt how to support communities in a flood incident.

This was followed by a session by DID on its history, current flood mitigation plans and future



Participants of the flood preparedness training programme in Taman Sri Muda, Shah Alam.

works in Taman Sri Muda.

GEC's river care programme manager Dr K. Kalithasan also had an interactive session with participants.

They were taught how best to deal with flood risks, besides skills to prevent and manage floods.

Hands-on activities were carried out on preparing grab bags, 72-hour kits, identifying flood hazards, leveraging potential strengths and developing a localised town-watching map.

Grab bags refer to essential documents like identification papers as well as birth and marriage certificates that should be put into a bag which could be carried quickly during an emergency.

"The flood preparedness training programme is a new addition to our list of initiatives."

Renuka Indrarajah

A 72-hour kit will include basic tools and food rations so households can survive on their own for up to three days.

Foundation trustee Renuka Indrarajah said it wanted to grow with local communities and create learning opportunities

through the partnership with GEC.

"We have executed various water stewardship initiatives with GEC.

"The flood preparedness training programme is a new addition to our list of initiatives.

"We are committed to supporting the community by enhancing their flood resilience."

Renuka added that their aim was to train and prepare community leaders for future floods as well as reduce local challenges.

Dr Kalithasan said GEC had been working with Spark Foundation since 2007 to execute water projects such as the rehabilitation of the Sungai Way river in Petaling Jaya.

"This year we wanted to scale up our efforts by joining hands with the authorities to educate selected key community leaders on the importance of community-based flood preparedness, in view of climate change," he said.