

# The **Smart** Investor

NOV/DEC 2024 | ISSUE 388



**WASTE NOT, WANT NOT:**  
ARE WE EFFICIENTLY KEEPING TABS ON  
WASTE MANAGEMENT?

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## EDITOR'S NOTE

# A YEAR OLDER, BUT NOT NECESSARILY WISER

As the year draws to a close, we've decided not to dwell on the challenges that dominated the headlines—political unrest, economic instability and global uncertainties.

Instead, with this final issue of the year, we chose to focus on the future. Rather than reflecting on the past, we are zooming in on the key issues shaping tomorrow, with a particular emphasis on waste management. From medicines and packaging to community and food waste, we explore how a lack of effective waste management is impacting our world and highlight the people leading the charge for meaningful change.

In our Invest section, we're all about looking ahead—covering everything from the digital economy and family office strategies to SME prospects overseas and the new realities of investment.

On a lighter and more fun note, the SmartInvestor team has uncovered a hidden gem—a hotel tucked away in one of the busiest parts of the country—reminding us all to take time for ourselves when needed. Our BM and Chinese sections continue to gain momentum, bringing fresh perspectives from key stakeholders.

As we anticipate the opportunities of the new year, let's close this one with a focus on the future of waste management, the solutions it demands, and the innovators ready to lead the way.

Have a good read!

Signing out for 2024,

*The SmartInvestor*

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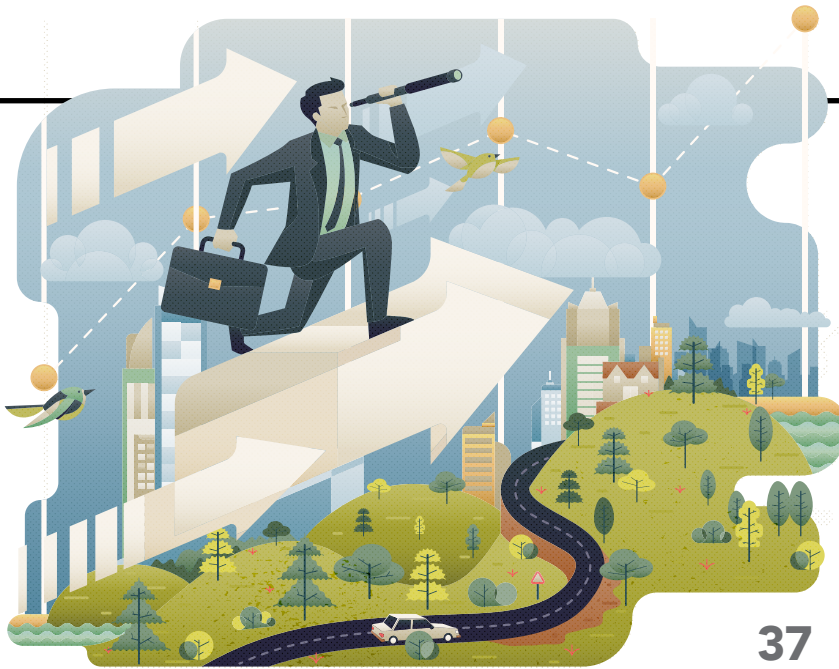
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# WEAVING THREADS OF CHANGE: ADDRESSING FABRIC WASTE FOR A GREENER FUTURE



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**W**hen you think of recycling, textiles may not be the first industry that comes to mind, yet globally, the fashion industry is ranked third as the most polluting sector. If this trend continues, fashion waste is expected to balloon to 134 million tonnes annually by the end of the decade. According to SW Corp., in Malaysia alone, over 1,186 tonnes of clothing are discarded in landfills every day.

**Last year, the United Nations reported that of the 100 billion garments produced each year, 92 million tonnes end up in landfills.**

#### **THE REALITY OF RECYCLING IN MALAYSIA**

The elephant in the room is that while population and consumption are increasing, the recyclability of clothes is not. In Malaysia, only around 15% of garments are recycled. Gone are the days when consumers purchased clothing-based quality or necessity; today, the primary factors are price and accessibility. A study reported that 27% of Malaysians have thrown away clothing after wearing it just once. Extending the life of a garment by just nine months can reduce its environmental footprint by 20%. Growing up, we were taught to mend damaged clothes, pass them down to our siblings and visit stores in person to buy new ones – not simply make a purchase with a click.

Globally, the wheel of the second-hand textile industry is turning; change is on the horizon. Wealthier nations can no longer

dump their discarded clothing onto developing countries. The affordability and accessibility of new, cheap clothing have raised the standards for second-hand garments in these nations, giving consumers more choice and the misconception that they are getting a better-quality item for a similar price. Countries that once relied on imported second-hand clothing now demand higher-quality stock to meet rising expectations.

**But here's the twist: as the market is flooded with low-quality clothing, these garments are increasingly ending up either in landfills or in donation bins, gradually degrading the overall quality of second-hand clothing. It's a vicious cycle, and within our lifetimes, this problem will only worsen.**

So where do we go from here? As humans with wants and needs, completely stopping the purchase of clothes is unrealistic. We must accept that we cannot halt consumption, just as we cannot stop population growth. What we can do is focus on buying fewer clothes, and when we do purchase them, choose items for their purpose and longevity rather than following fleeting trends. Globally, over 60% of all clothing is made from synthetic fibres such as nylon and spandex—materials that are not only energy-intensive to produce but also resist decomposition. By making the switch to



natural or recycled fibres, we can reduce our contribution to this growing issue and make more sustainable fashion choices.

### THE IMPORTANCE OF EFFECTIVE TEXTILE RECYCLING

The next step is to recycle with companies that truly understand the process, rather than those that merely separate saleable clothes and discard the rest in landfills or illegal dumping sites. For textile recycling to be effective, meticulous sorting is essential. Just as plastics need to be separated by type, so do your old clothes. Many companies in the textile recycling industry around the world sort clothes into broad categories such as Men's, Women's, Summer, Winter and Children. However, this general approach often results in end-buyers, particularly stall sellers, receiving a higher percentage of waste, compared to those purchasing curated bales tailored to their specific needs.

Numerous publications highlight the challenges faced by stall sellers in developing countries, who often struggle to sell the clothes they receive. The reality is that the garments they purchase frequently consist

of ungraded or discarded stock, with only 10-20% being usable. While customers increasingly demand higher quality, many sellers are hesitant to invest in better stock that meets their clients' expectations, perpetuating a cycle of frustration for both sellers and consumers.

### A GROWING AWARENESS FOR CHANGE

On a positive note, awareness among communities is growing. People are becoming more knowledgeable about what can be done to recycle items. However, the question remains: what happens to the clothes we recycle? Where do they end up? Many of us recycle, but few actually consider what happens next.

It is important for the community to understand that textile recycling bins are not meant for spoiled clothes. For a viable textile recycling system to work, donated clothes need to be in a dry, wearable condition. Once clothes become wet or spoiled, their recyclability is reduced by more than 50%. For a list of the nearest donation bins across Malaysia and Singapore, visit the [Upcycle4Better](#) webpage.

### THE ROLE OF CIRCULARITY IN FASHION

The key is circularity. The term "circularity" is often used, and for good reason. Every time you purchase an item that has already been produced, you save the exact resources that would otherwise have been spent on creating new garments. One way we can contribute is by buying clothes from thrift shops, such as Best Bundle in Port Klang, to ensure that clothing remains in use. There is a misconception that thrifted clothes are of lesser value, but in fact, you can often find higher-quality items at more affordable



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prices in these stores.

To put things into perspective, a single t-shirt is reported to have a water footprint of 2,700 litres, which equates to 900 days' worth of drinking water for the average person. If we are to make any meaningful change, it must start with the consumer.

If we evaluated the cost of clothing not merely by its initial price tag but by the number of uses we'll get out of it, we would begin to see the true value of our purchases. A higher demand for quality and a reduced demand for cheap, disposable fashion could begin to tip the scales in favour of the environment. However, this isn't a complete solution.

In various countries, governments are implementing fast fashion taxes aimed at both the consumer and brands, to promote accountability for what we produce and purchase. These "extended producer responsibility" (EPR) schemes, modelled after programmes for other hard-to-recycle goods such as batteries, mattresses and medical sharps, require brands to pay fees based on their product output or to set up their own recycling programmes. It won't be long before fashion brands are held to similar standards. If deposits were added to fast fashion items and refunded upon recycling, I believe it would greatly increase recycling rates. However, many of these programmes are still in their infancy, and a clear set of rules would need to be established.


For this movement to gain momentum, it must be integrated into education. Sustainable fashion and responsible consumption need to be instilled from a young age. When the leaders of tomorrow understand the value of reusing and recycling, we can foster a behavioural shift – one that, over time, will become ingrained in society.

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**The ultimate goal is to create a world where conscious consumption is the norm, reducing fashion's environmental footprint.**

### THE WAY FORWARD

In the end, it comes down to the choices we make. It is easy to feel overwhelmed by the scale of the fashion waste crisis, but each decision to reduce, reuse or repair is a step in the right direction. While there is a fixation on finding new, innovative solutions and technologies to recycle textiles, the truth is that we have been practising efficient textile recycling for decades. Why destroy wearable clothes, when we can keep them in circulation?

For the everyday person, we need to make textile recycling more accessible without disrupting daily routines. For the companies producing these goods, accountability is essential. Humans are driven by convenience and recycling has always thrived on this principle. By focusing on small, sustainable habits and making recycling more convenient, we can drive change while educating the public on its importance. 

### AN OPINION BY

Andrew Jackson has spent the last six years immersed in sustainable fashion and textile recycling in Malaysia, forging strong connections with key industry leaders across the Asia-Pacific region. As the Head of Business for the largest ISO-accredited textiles recycler in Malaysia and Singapore, he oversees a company dedicated to a zero-waste-to-landfill policy, collaborating with over 100 companies, councils, numerous schools and universities.



# AN UNWANTED CURE FOR PEOPLE AND THE PLANET

A great deal could be said about “waste,” given the billions of tonnes dumped in landfills worldwide, leading to leachate contaminating nearby water sources. However, the disposal of unwanted medications in household garbage is becoming an increasingly pressing issue.

By **PF Khong**

**W**hile society continues to grapple with changing attitudes, studies from across the globe have clearly shown that rubbish bins, toilets and sinks remain the most popular disposal methods for unwanted medications in homes, with little consideration given to the environmental impact of these “tiny bits” of pharmaceutical compounds.

## A PRESSING ENVIRONMENTAL CONCERN

This is a universal, perennial problem and is not limited to any single person, place or product. Aside from complex factors of phar-

macokinetics, improperly disposed pharmaceuticals allow these compounds to enter the environment and eventually contaminate surface waters. Pharmaceutical concentrations detected in surface waters are relatively low compared to other major environmental pollutants and occurs across continents. However, the continuous discharge of low-concentration residual active pharmaceutical ingredients (APIs) into sewage systems and waterways, even in small quantities over time, will inevitably affect the environment, humans and aquatic wildlife to some degree, raising broader environmental concerns.

Over the longer term, these residual hor-

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monal, psychotropic drugs and antibiotics may eventually lead to the collapse or destruction of fish, animal and microorganism populations. This issue arises as medicines are excreted or discarded at landfills or sewage systems, where sewage treatment plant processes are unable to remove all improperly disposed pharmaceuticals.

The presence of pharmaceuticals in the environment is not a new phenomenon and green initiatives have been continually introduced, with various sustainable policies and frameworks set in place by international organisations and local governments across different countries. These efforts align with current trends such as green pharmaceuticals and green community programmes.

**In the foreseeable future, the use of pharmaceuticals is only expected to increase, perpetuating the rising prevalence in medication wastage due to various factors, including over-ordering, over-prescription, changes in medication regimes, non-adherence to prescriptions and patient deaths. Thus, it is not surprising that a portion of the medications accumulating in home cabinets will eventually find its way into the trash.**

#### **INDISPENSABLE YET DETRIMENTAL**

Pharmaceuticals are indispensable in this modern world. However, pharmaceutical pollution poses a major global challenge that requires a multi-faceted approach and shared responsibility from all stakeholders. The calls for greener strategies to address pharmaceu-

tical issues and reduce the impact of medicinal residues on the environment have never been stronger, alongside initiatives aimed at minimising medication waste.

In the United States, the Food and Drug Administration (FDA) has published a website advising the public on “Where and How to Dispose of Unused Medicines.” Similarly, in England, the NHS encourages the public to return unwanted medications to pharmacies for proper disposal. Even in Malaysia, the Pharmaceutical Services Programme under the Ministry of Health, has recognised the necessity of including safe disposal of pharmaceutical waste as one of the eight research domains of its thematic analysis outlined in the publication Pharmacy Research Priorities in Malaysia (Second Edition).

This highlights the significance of the issue and the affirmative actions taken, not only in Malaysia but across countries worldwide.

#### **PREVENTION AND ADHERENCE**

“Inappropriate and excessive consumption of pharmaceuticals is one of the causes of unnecessary emissions. Overconsumption of medicinal products can start at the time of purchase or prescribing and continue during administration. Through consultations and appropriate prescriptions, prescribers are responsible for assessing the actual needs of each patient,” stated the International Pharmaceutical Federation in its report.

Several journals have published various studies on this subject, many of which similarly cite possible efforts at each stage of the product supply and use. These efforts include, among other things, a greater need for regulation of prescription amounts and more proactive participation from society in returning unwanted medications.

“It would be helpful to consider the medication packaging. Smaller, simpler packaging, without sacrificing safety, may be useful,”



said Dr. Fransiscus Arifin, a Consultant Digestive Surgeon based in Surabaya, Indonesia suggested, adding that products for young and older adults could be differentiated to enhance visibility and for ease of recognition by geriatric patients.

With varying or smaller medication package sizes, physicians can better regulate the appropriate dose and quantity for each patient, thereby reducing the possibility of over-supply or wastage associated with large packages.

Prof. Dr. Lau Hui-Ping, Chief Executive Officer and Medical Director of Hospital Universiti Tunku Abdul Rahman, concurred with Dr. Ariffin. He acknowledged that physicians could limit prescription amounts during each visit but cited the drawback of increased inconvenience for patients. “Take, for instance, the perspective of waste prevention at the prescribing stage. Certainly, physicians could regulate the amounts prescribed to shorter periods with more frequent refills to essentially reduce the medications stored at home. However, this could lead to cost increases and added inconvenience for patients, particularly those with limited mobility or those at the end-of-life phase,” said Prof. Dr. Lau.

“Patients’ adherence to the medication regime is also crucial, not only for their recovery but also to prevent wastage of pharmaceutical resources,” he added. “It is also beneficial to know whether the patient is taking the medicine as recommended,” Dr Ariffin remarked.

Still, preventive measures are necessary, though they may diminish but not entirely eliminate medication waste. This underscores the importance of patients being aware of and engaging in drug disposal programmes, thereby helping to properly discard unwanted medication and mitigate environmental pollution as much as possible.

Dr. Ariffin further suggested that the packaging of certain drugs is specifically designed to protect the chemical composition of the medicines, noting that certain potent medications require appropriate disposal. “As some drugs are potent chemicals, safe disposal should be the responsibility of medical facilities,” he added.

Further information on how to dispose of specific drugs can be found on the websites of many health authorities, as well as options on for returning unwanted medications to pharmacies.



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## MEDICATION DISPOSAL PROGRAMMES

Many countries have implemented “medicine take-back programmes” to reduce the improper disposal of unused medications, and those with easily accessible collection points have yielded positive outcomes.

According to the FDA, the best option for safely disposing of most unused medicines is to drop them off at “take-back locations,” either at permanent collection sites where unwanted medications are gathered and disposed of safely.

In addition to the United States, many countries, including those in Europe and Asia, have implemented similar programmes, which have been effective in managing the disposal of unused medications. In Malaysia, more than a decade ago, the Pharmaceutical Services Division of the Ministry of Health began facilitating the safe disposal of medicines in the community through the implementation of the Return Your Medicines Programme in 2010. This initiative allowed patients to return unused medicines to pharmacies using drop-off boxes located in public hospitals for safe disposal.

A notable effort in Malaysia is MyMediSAFE, organised by the Thematic Working Group 4, which is part of the National Environmental Health Action Plan. This initiative aims to establish strategic collaboration among multiple stakeholders in the public and private sectors, alongside the community, to promote proper medication disposal, thereby reducing the risks of medication misuse, waste and environmental pollution. Through this collaboration, there are now more than 700 collection centres throughout the country.

Several retail pharmacy groups have also joined forces to encourage the public to properly dispose of their unused medi-




cations through their respective disposal programmes. “Encouraging the return of unused drugs and their packaging could be incentivised with financial or non-financial rewards,” Dr. Ariffin commented.

## A SHARED RESPONSIBILITY

With the accumulation of pharmaceutical pollution imposing significant environmental and economic burdens worldwide, it has become imperative for all stakeholders to be more proactive by applying greener solutions and fostering greater collaboration alongside shared responsibility at every stage of medication supply and use. Clearly, an increased focus on awareness is needed.

“People must understand that achieving sustainability requires collective efforts from all parties,” said Prof. Dr. Lau. “Manufacturers can explore possibilities for greener approaches in future innovations and ensure proper waste disposal, while healthcare providers should consider improvements in efficiency and stock management to minimise expiry-related wastage,” he continued.

“Meanwhile, individuals and patients must also take affirmative action to commit to sustainable medication use, while regulators and industry players continue to raise awareness about medicine wastage,” he added. “After all, it’s a shared responsibility to sustain a healthy ecological balance for future generations.” 



# FROM SURVIVAL TO SUSTAINABILITY: THE EVOLUTION OF MALAYSIA'S PRINTING SECTOR

## THE ORIGINS OF PRINT

The advent of mass printing can be traced back to the invention of the movable block type and paper, which was created in China before being further developed by Johannes Gutenberg in the late 15<sup>th</sup> century, which marked a revolutionary shift in the way information was disseminated. Prior to Gutenberg's invention, books and manuscripts were laboriously copied by hand, making them rare and expensive. The printing press transformed

this by introducing movable type, allowing for the mass production of books at a fraction of the time and cost. This breakthrough made knowledge more accessible, allowing ideas to spread quickly across Europe.

Moreover, printing has played a pivotal role in shaping major historical movements such as the Reformation and the Renaissance, facilitating the wide circulation of intellectual works and fostering critical thought.

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As time progressed, printing technology underwent significant advancements. By the 19<sup>th</sup> century, the introduction of steam-powered presses increased the speed and volume of production, facilitating the rise of mass media such as newspapers and periodicals. In the 20<sup>th</sup> century, offset printing further enhanced print quality and efficiency, making colour printing more accessible and visually appealing. These innovations transformed print into an influential medium not only for intellectual discourse but also for advertising, entertainment and education.

### THE INTERNET OF THINGS: A THREAT TO TRADITIONAL PRINT

Fast forward to the 20<sup>th</sup> century, the rise of the Internet of Things (IoT) marked a transformative moment for the print industry, particularly affecting print media. As the internet became more widely accessible and affordable, it introduced new ways of consuming and sharing information. Smartphones and other internet-connected devices offered users instant access to news, books and entertainment, significantly reducing the need for physical copies of newspapers, magazines and books.

With the click of a button, readers could now access breaking news, articles and digital books in real-time, often at no cost or through low-cost subscriptions. This convenience and accessibility drew consumers away from traditional print media, which could not compete with the speed and ease of digital access. The shift also meant that advertisers, who had long relied on print media for reaching audiences, began diverting their resources to digital platforms, further accelerating the decline of print publications.

As a result, newspaper circulation

dropped sharply, and book and magazine sales dwindled, leading to a wave of closures across the industry. Publishers, printers and bookstores, unable to compete with digital alternatives, were forced to either downsize, go digital or shut down entirely. Many iconic print publications either ceased operations or transitioned to purely digital formats to stay relevant in the digital age.

This shift also signified a major change in how information was consumed. The physical act of holding a newspaper or book became less common, and reading habits evolved as people grew accustomed to accessing content through screens. The industry had to adapt to this new reality, with print companies either finding new niches such as packaging, labelling and high-quality print products—or embracing digital transformation to survive in a world dominated by IoT and digital media.

### REINVENTING PACKAGING AND LABELLING AS LIFELINES

In response to the declining print media market, many printing companies have strategically pivoted towards the packaging and labelling sectors. This shift has been driven by the rapid expansion of e-commerce and online shopping, where the demand for packaging materials and product labels has surged. With more consumers purchasing goods online, the need for well-designed, informative and durable packaging became critical for businesses seeking to differentiate their products and enhance brand visibility. Labelling, in particular, gained importance as a means of conveying essential product information, ensuring compliance with regulatory standards and contributing to the overall customer experience. By diversifying into these areas, printing companies were able to adapt to the changing

market landscape, finding new opportunities in an increasingly digital world.

The COVID-19 pandemic further accelerated this demand. With retail outlets forced to close during lockdowns, online shopping became the primary mode of purchasing for millions of consumers. This surge in e-commerce led to a significant increase in orders for packaging and labelling services. Recognising the essential role that these services played in supporting supply chains, the Malaysian government classified the printing industry as a critical sector, exempting it from lockdown restrictions. This exemption allowed the industry to continue operating and meeting the heightened demand during the pandemic. As a result, the printing sector regained its importance, with companies not only stabilising but also expanding their operations. Today, Malaysian printing firms compete actively with other ASEAN nations to secure multinational contracts in packaging and labelling, solidifying the industry's long-term growth prospects in the region.

### **ENSURING THE SUSTAINABILITY OF PRINT**

While demand for packaging and labelling continues to thrive, sustainability is no longer a choice but a necessity. Environmental, Social and Governance (ESG) practices have become indispensable for ensuring the long-term sustainability and competitiveness of the printing industry. Compliance with ESG standards requires adherence to various international certifications, such as ISO 9001 for Quality Management, ISO 14001 for Environmental Management, Forest Stewardship Council (FSC) certification, the Programme for the Endorsement of Forest Certification (PEFC) and ISO 45001 for Occupational Health and Safety. Each of

these certifications and their corresponding training programmes typically cost between RM30,000 and RM50,000.

According to the Selangor and Federal Territory Chinese Printing Presses' Association (SFTCPPA), there has been a significant increase in ESG awareness and adoption among Malaysian printers, as they strive to attract high-value clients. The SFTCPPA plays a proactive role by regularly organising seminars to educate the industry on sustainable materials and practices, enabling printers and their customers to make more eco-friendly choices in paper packaging and printed materials.

Printers are also adopting additional sustainability measures, such as installing solar panels and improving waste management practices. Among our SFTCPPA members, Vivar Printing Sdn Bhd. has successfully completed the first phase of their Solar Power System, with an investment of approximately RM1 million. This installation is projected to save the company around 60,000 kWh per month. According to Mr. Cheong Kok Wai, the Managing Director of Vivar Printing, the impressive returns on investment from Phase 1 have prompted the company to proceed with the second phase of their Solar Power System, which is expected to generate an additional savings of 90,000 kWh monthly.

In terms of waste management, Malaysian printers are increasingly committed to sustainable printing, utilising raw materials sourced from Acacia tree plantations, which are replanted every six to seven years for harvesting. In the printing process, the chemicals used are typically 60% water-based. Through heat separation, the water is removed, and the remaining residues, being flammable, are often repurposed as fuel. Waste paper from the



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printing process is also recycled into carton boxes, ensuring that printing waste has a much lower environmental impact than is commonly perceived.

### **INTEGRATING GREEN PRACTICES IN PRINTING**

The growing impact of global warming makes sustainability a pressing priority for the printing industry. To reduce their environmental footprint, printing companies can implement the following ESG practices:

- Opting for paper certified by FSC or PEFC
- Using mineral oil-free inks to limit Volatile Organic Compounds (VOCs)
- Calibrating machinery to ISO standards to reduce carbon dioxide emissions (CO<sub>2</sub>e)
- Responsibly recycling or disposing all paper, inks and chemical by-products
- Adopting biodegradable, recyclable or compostable packaging materials
- Upgrading to energy-efficient machinery or adopting renewable energy sources
- Incorporating recycled paper in production processes

By embracing these solutions, Malaysian printers can reduce their carbon footprint, enhance sustainability and contribute to a greener future, ensuring the industry's survival in an increasingly eco-conscious world.

Furthermore, with the global focus shifting towards reducing carbon emissions, printers, like other manufacturers, will soon face evaluations based on their carbon footprint. Addressing carbon emissions proactively is becoming essential, especially with the anticipated imposition of carbon taxes on export products. By managing emissions early, printers can mitigate future costs and enhance their competitiveness in international markets.

### **EMBRACING THE FUTURE: SUSTAINABILITY AS A NECESSITY FOR SURVIVAL**

Malaysian printers can no longer overlook the increasing consumer demand for sustainable practices, as the survival of the industry now depends on its ability to evolve in response to shifting market expectations. Consumers today are more environmentally conscious, and they seek products and services that align with their values. This growing awareness has placed pressure on industries, including printing, to adopt more sustainable and eco-friendly practices. In an industry traditionally reliant on resource-heavy processes such as paper production, ink usage and energy consumption, the need for transformation is clear. As consumer sentiment continues to shift, printing companies must prioritise sustainability initiatives to remain competitive and relevant. 🌱

#### **AN OPINION BY**

Peter Chan is the Executive Director of Superior Press Sdn Bhd., a printing company that was established in 1977. With 25 years' experience in the field, Peter currently spearheads Operations, Sales and Marketing. He is also the Honorary President of The Selangor & Federal Territory Chinese Printing Presses' Association (SFTCPPA).



# GLOBAL AND LOCAL BRANDS SPEARHEAD PACKAGING SUSTAINABILITY THROUGH MAREA



**E**nvironmental, Social, and Governance (ESG) goals have seen increased adoption as more brand owners and producers take responsibility for the products they manufacture and distribute. Fast-Moving Consumer Goods (FMCG) companies have recognised this shift and are actively advocating for more sustainable practices, as well as being accountable for their environmental footprint. This includes participating in Extended Producer Responsibility (EPR) schemes, which are mandatory in Europe, and voluntary initiatives in Malaysia, such as those led by the Malaysian Recycling Alliance

(MAREA). Recognising the need for change, FMCG companies in Malaysia are taking proactive steps to lead the way in sustainable practices.

## INTRODUCING THE EXTENDED PRODUCER RESPONSIBILITY (EPR)

Extended Producer Responsibility (EPR) is defined by the Organisation for Economic Co-operation and Development (OECD) as an environmental policy approach in which a producer's responsibility for a product is extended to the post-consumer stage of a product's life cycle. This shifts the responsibility for the collection and recovery of post-

consumer packaging upstream to the producer, reducing the burden on municipalities. It also necessitates providing incentives for producers to consider environmental impacts when designing products, including making them easier to recycle.

However, there is no single 'most successful' model, as each EPR system must be tailored to meet the specific needs of each country. In Malaysia, the development of a successful EPR system must take into account the effective and efficient organisation, financing, administration, and regulation of the system within the unique local context. This is particularly important given the fragmented responsibility for municipal solid waste management, which is governed by the Solid Waste and Public Cleansing Management Act 2007 (Act 672), the Local Government Act 1976 (Act 171) and the respective equivalent legislations in Sabah and Sarawak.

## HOW BRAND OWNERS ARE MOVING TOWARDS SUSTAINABILITY AND TAKING RESPONSIBILITY FOR THEIR PACKAGING FOOTPRINT

Brand owners and producers have made global commitments to becoming more sustainable, often through their ESG targets and goals. These targets include voluntarily redesigning packaging to be more sustainable by incorporating recycled content, making packaging easier to recycle, or actively participating in the collection and recovery of post-consumer packaging through recycling programmes.

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However, given the vast scale of post-consumer packaging in the market, a concerted effort will be required to collect and recover as much packaging as possible.

### **WHY THE SUDDEN SHIFT TOWARDS SUSTAINABILITY IN PACKAGING?**

EPR for packaging is not a new concept—it has been implemented in Europe, South Korea and Japan since the 2000s. Brand owners and producers, particularly those with international operations, are keenly aware that they must lead the way in compliance and in designing systems that work within the jurisdictions where they operate. This includes ensuring that any legislation is both practical and mutually beneficial. Additionally, there is increasing pressure from stakeholders—be it shareholders, consumers or civil society—demanding that companies become more sustainable. By participating in voluntary efforts, we can demonstrate that our sustainability initiatives are effective and can be integrated into our operations.

As companies take responsibility by making global sustainability commitments and incorporating more recycled content into their packaging, it becomes critical to secure secondary raw materials, particularly recycled plastic resin such as rPET, for use in new packaging. This is vital to advancing our Circular Economy goals. To ensure a stable market supply of recycled plastic resin, a consistent and steady stream of recyclables is essential.

Recognising that collaborative action is necessary, the 10 founding contributors of the MAREA came together as an industry coalition to advocate for an industry-led approach to voluntary responsibility. Today, we are a coalition of 13 main contributors—Ajinomoto, Coca-Cola, Colgate-Palmolive, Dutch Lady Milk Industries, Etika Holdings, F&N, L’Oreal, Mondelēz, Nestlé, SIG Combibloc, Spritzer, Tetra Pak and Unilever as MAREA welcomes more like-minded companies to join us in this collaborative effort.

### **EXPLORING MAREA: HOW INDUSTRY COLLABORATION DRIVES SUSTAINABLE SOLUTIONS**

MAREA was founded in January 2021 by a coalition of like-minded FMCGs based in Malaysia, comprising both international and home-grown companies. Together, we represent a broad range of FMCG products available in the market, from food and beverages to toiletries, cosmetics and household items.

**Our objective is to recover 25% of our packaging footprint by 2024, incorporate more renewable and recyclable materials into our packaging, encourage efficient separation at source for effective collection of recyclables and prevent post-consumer packaging leakage into the environment.**

Our industry-led approach is a voluntary EPR scheme, where we collectively conduct recyclables collection projects in select locations across Malaysia. This approach involves collaborations with government and Non-Government Organisations (NGO) stakeholders, actively engaging them in the design and execution of the collection projects while sharing our learnings to inform effective policy development as the government prepares for mandatory EPR in the future.

### **MAREA’S CURRENT EFFORTS TO RECOVER POST-CONSUMER PACKAGING**

We are currently engaged in various collection projects that utilise different strategies.

- 1. ‘Pull’ Projects** – we conduct kerbside collection directly from households, whether in landed properties or high-rise buildings.
- 2. ‘Push’ projects** – which involves engaging recyclers to collect recyclables along the value chain

Both strategies aim to recover as much post-consumer packaging as possible, recirculate it into the circular economy through the production of recycled plastics, and ensure responsible disposal when no existing solutions for recirculating the collected recyclables are available.

This will help minimise post-consumer packaging leakage into the environment.



Our ‘Push’ projects involve numerous stakeholders, including local government authorities, communities, collection partners and NGOs, and are built on the foundation of effective separation at source. We strongly encourage households in our project areas to participate by separating their recyclables from general waste and having them ready for collection on designated days. We regularly engage with the communities to ensure a high level of participation from households.

Currently, our ‘Push’ projects are in Ampang Jaya, covering high-rise residential buildings under the jurisdiction of Majlis Perbandaran Ampang Jaya; Kuala Selangor, encompassing landed residential households under the jurisdiction of Majlis Perbandaran Kuala Selan-

gor; Kuala Lumpur, which includes high-rise residential buildings under the jurisdiction of Dewan Bandaraya Kuala Lumpur; and landed residential households under the jurisdiction of Dewan Bandaraya Kuching Utara.

Meanwhile, our ‘Pull’ projects encompass the entire recycling value chain, with appointed recyclers responsible for collecting and recovering recyclables from their networks across Malaysia, including from other collectors, recycling aggregators and their respective partners. This approach ensures the widest possible geographical coverage and maximises recovery.

Moving forward, we aim to expand our reach for the collection and recovery of post-consumer packaging. This expansion will include finding solutions for dif-

ficult-to-recycle plastics, such as flexible and multi-layer packaging. It will involve developing new and innovative solutions and testing proven technologies that push the boundaries of recycling.

### SHAPING A SUSTAINABLE, CIRCULAR ECONOMY FOR MALAYSIA

Our efforts are inherently collaborative, and we believe that together we can address the issue of post-consumer packaging leakage into the environment while building a sustainable circular economy for a cleaner, greener Malaysia. When designing our collection initiatives, we work closely with Federal and State governments, including the Ministry of Housing and Local Government and the Ministry of Natural Resources and Environmental Sustainability. These collaborations include designing effective policies by utilising findings and insights that MAREA has gathered firsthand or from our knowledge partners.

Finally, through these collection efforts, we are able to establish a stable and consistent feedstock of recyclables to develop a secondary raw material market for recycled plastics. This is crucial as we recirculate raw materials to create new products, particularly in emerging areas such as bottle-to-bottle recycled content and designing packaging with recycled content or packaging that is easier to recycle. This approach will ensure a healthy recycling chain for all recyclable materials and a viable circular economy. 

#### ABOUT MAREA

MAREA's mission is to collaborate with the Malaysian Government and other stakeholders to jointly improve collection and recycling rates for a greener, cleaner Malaysia and a more sustainable, waste-reduced future. With 10 industry leaders united in a singular aspiration and goal, MAREA will serve as a not for profit, professionally-run entity that acts on behalf of the industry as the interface between key stakeholders that include the Malaysian Government.



# MAKE TIME FOR YOURSELF, WHEREVER YOU ARE.

photo credit: CapsuleTransit MAX

A night stay at the premium boutique hotel, CapsuleTransit MAX at KLIA Terminal 2, Landside, was not something I was particularly looking forward to – mainly because it had been a hectic week for both business and personal matters. The idea of unwinding for work felt like the last thing on my mind.

However, looking at it from an objective point of view, the mental state I was in, was precisely where I needed to be to truly experience this hotel. After all, this is a typical scenario for many businesspeople – busy and tired but always on-the-go.

By **Ariel Tan**



Checking in for two persons was fairly easy, all that was needed was my identity card and after signing some disclaimers, we were ready to roll. This is when we reminded ourselves to let go and engage all five senses because a true hotel experience should captivate at least three of them.

#### **SIGHT – OF DETAILS AND THOUGHTFULNESS**

A room is just a room – until thoughtful little details set it apart. The CapsuleTransit MAX Runway Suite is definitely one such space where expectations shift the moment you tap your room card and step inside.

**The obvious feast for the eyes – the panoramic view of the airport runway. The hotel has cleverly capitalised on this advantage, making sure that the nine feet (ft.) high and 22 ft. wide window gave guests a full-blown view of the runway.**

They say that being in nature rejuvenates the soul but despite the absence of greenery, the vastness of the space before us gave us a sense of calmness.



### ENGAGING IN A FUN WAY

A riddle is playfully and cleverly placed just above the sofa seating area for guests to take a shot at guessing. Present your answer at the concierge and you might win something special!

Journey without movement,  
Story without words.  
Visions of future, memories of past.  
What am I?



What's even more beautiful is this vantage point that offers the mesmerising experience of watching the sunset and rise - a sight worth waking up for.

The usual room facilities:

- A huge TV screen
- A bar or dining area
- A tiny cosy workstation by the side of the bed (a subtle reminder to only extend my working hours in proportion to the desk's size)
- A very stylish and well-lit wardrobe
- A mini fridge and two bottles of water
- A comfortable, firm sofa with pillows of mustard yellow and white-tufted threads to add a pop of colour to the room
- Neatly printed card featuring their merchandise partners - a thoughtful gesture to promote local brands



photo credit: CapsuleTransit MAX

The bathroom was particularly impressive—spacious and grand. The feature? A bathtub almost big enough for a swim – plus point for relaxation but a minus for sustainability. Admittedly, we probably didn't do justice to the environment that day, as we took turns indulging in the tub.

Beyond the oversized amenities, it was the thoughtful little touches that really stood out. A torchlight, rarely seen in hotel rooms, was a surprisingly handy addition. The dining table featured a cleverly concealed set of sockets that appeared with a simple, very mindful and very demure touch. The phone was easy to use, with just a handle and volume button, which the concierge answered within seconds. Even the switches were clearly labelled, designed for ease of use—even for senior guests.

As the first guests to experience the Runway Suite, we would say that it exceeded all expectations and more.

Tired as we were, we were still tempted by the chic gym on offer. After a good 30-minute workout, the gym's equipment proved more than adequate for a satisfying and energising session to kickstart the weekend.

## SOUND AND SMELL – PLEASANT AND JUST RIGHT

Despite the room being so close to the runway, guests can be assured that there was hardly a tinkle. Initially one of our scepticisms and to a certain extent, a concern, we were soon pleased to find that the great view did not at the cost of peace and quiet.

In the hotel's lounge, piped-in music is available and much to our delight, at just the right decibel to have decent conversations or focus on work.

While the hotel hasn't adopted scent branding yet, aromatherapy diffusers were strategically placed where needed. Worth noting is that for a new hotel, there were no lingering traces of newly refurbished or renovation smells.

## TASTE – NOT SO MUCH OF A TREAT

The F&B offerings at CapsuleTransit MAX were more of a miss than a hit though we did have one standout meal. We ordered a plant-based burger to the room, which arrived in just 20 minutes, piping hot. The buns were perfectly toasted, the patty grilled to perfection, and the crinkle-cut





fries were crispy on the outside, soft on the inside, accompanied by a fresh salad drizzled with Goma dressing. Most impressively, the meal matched its picture in size, offering great value for money.

We continued to the lounge to experience the 24-hour buffet, and although still full from the burger, we enjoyed small bites such as freshly fried spring rolls, samosa and desserts such as brownies, muffins, and even popcorn. As for drinks, guests can choose from a fridge stocked with sodas, coffee and tea, infused water, ice lemon tea and milk.

What really fell short of expectations was the breakfast the next morning. While we understand that some items were from the previous night, the breakfast buffet lacked key replenishments, even by 9:00 a.m. We ordered Mee Siam and Nasi Lemak from the Hot Food Menu, and while the Mee Siam was average at best, the Nasi Lemak

took an additional 30 minutes to arrive—only after we had already finished the first dish. Considering that Nasi Lemak is a staple and a point of pride in Malaysian cuisine, it was disappointing to receive overcooked rice and sides that didn't match the menu.

The F&B element requires the establishment's attention, as tired travellers eager for boosts in energy and mood will greatly appreciate a solid culinary experience.

### TOUCH – THE HEARTS OF GUESTS

CapsuleTransit MAX is a very new space, as a matter of fact, the hotel started operations in September. While some aspects may still feel a little rough around the edges, the Malaysian hospitality still shines through – after all, MAX proudly embodies the brand purpose of Malaysia's Authentic eXperience.

## THE USUAL INFO YOU'D WANT TO KNOW

There are **46** keys to the hotel, rooms start from

**RM350**



photo credit: CapsuleTransit MAX

Lounge access starts from **RM50** which entitles guests to facilities such as F&B, the gym, steam bath and a 'media room'



Two pillar-less meeting rooms available for corporate meetings that can fit more than

**20 pax**



photo credit: CapsuleTransit MAX



### GOING COMPLETELY MEATLESS

The F&B in CapsuleTransit MAX is entirely meatless, as part of the establishment's commitment to advocating healthy living and sustainability.

On the Hot Food menu, there was a good mix of both Asian and Western fare:

1. Nasi Lemak
2. Mee Siam
3. Roti Canai and Curry Sauce
4. Mushroom Melt Pizza
5. MAX Burger
6. Creamy Mushroom Pasta

While many may not fully appreciate this concept, especially for an airport lounge, it is indeed a refreshing take on F&B, offering a comforting space for non-meat eaters. It also provides a healthier alternative for those who typically consume meat, broadening its appeal.



**EAT MORE GREENS**



From check-in to check-out, we were greeted with genuine smiles from every team member. The front-of-house staff are truly happy to see guests, creating a warm and welcoming atmosphere that is indeed heartfelt. Conversations flowed naturally, and they provided information effortlessly, without pushing sales. They also took the time to share the management's core values and vision for the hotel's operations.

During our brief stay, we witnessed some guests presenting challenges to the lounge service team, who handled each situation with grace. Ultimately, it's not about who is at fault; true resolution lies in how well a situation is managed, which reflects the competence of the service team.

As my colleague and I sat back, relaxed and enjoyed our stay, we concluded that CapsuleTransit MAX is worth the investment, even if you're only staying the night to be somewhere else the next day. The point is that rooms and facilities are hardly the ultimate luxury in life, especially for businesspeople. Instead, one of the true luxuries these busy individuals seek is in fact, time. Time to take a step back even if just for a night, time to replenish one's mental well-being, time to eat well and most importantly, time to open the five senses, recalibrate and savour the moment. 🌱

**Does CapsuleTransit MAX fulfil these criteria? We would say our short stay gave us a reassuring yes.**

*To make time for yourself, as we did at the hotel, get in touch via email at [max@capsuletransit.com](mailto:max@capsuletransit.com) or call +603-8787 8705.*

# FAMILY OFFICES IN 2025: STRATEGIC INSIGHTS FOR GROWTH AND NAVIGATION FOR THE FUTURE



**A** family office is a private company whose employees help manage a family's assets and needs. With families becoming wealthier and successful execution of wealth transfers from one generation to the next, the task of managing a family's wealth is becoming more complex and challenging, demanding greater professionalism, sustainability and direct involvement in various dealings.

Given the constant changes in macro-economic factors, geopolitical uncertainties, technological advancements, changes in regulatory policies and tax laws make managing a family office an extremely complex task.

According to Deloitte's *'The Family Office Insights Series – Global Edition' report in Defining the Family Office Landscape 2024:*

- There are an estimated 8,030 single family offices in the world today, up from roughly 6,130 in 2019. This number is projected to grow to more than 10,720 by 2030, a remarkable 75% increase. Similarly, family offices' total estimated assets under management (AUM) are expected to rise 73% from US\$3.1 trillion today to US\$5.4 trillion by 2030.
- The estimated wealth of families with family offices currently stands at US\$5.5 trillion. This is up from US\$3.3 trillion in 2019 and is expected to grow to US\$9.5 trillion by 2030 – an 189% increase.
- Women now serve as the principals of 15% of family offices worldwide, demonstrating an increase in women taking on greater leadership roles within family enterprises.

### WHAT DO FAMILY OFFICES STRIVE TO ACHIEVE:

- Establish the right structure, governance and organisational design for a family office
- Leverage proven strategies for preserving and growing wealth
- Manage intergenerational wealth transfers
- Balance the spending and investment needs of the family
- Recognise and mitigate the risks of various investment tactics
- Evaluate philanthropic pursuits and partnership opportunities
- Implement best practices for separating operating assets and family office assets

All of this makes it imperative for a family office to be successful; they must be agile and adept at handling such changes, which demand rapid transformations.



### ESTIMATED NUMBER OF FAMILY OFFICES WORLDWIDE

2024	2025 (Projected)	2030 (Projected)
<b>Global - 8,030</b>	<b>Global - 9,030</b>	<b>Global - 10,720</b>
<ul style="list-style-type: none"> <li>• North America: 3,180</li> <li>• Europe: 2,020</li> <li>• Asia Pacific: 2,290</li> <li>• Middle East: 290</li> <li>• South America: 190</li> <li>• Africa: 60</li> </ul>	<ul style="list-style-type: none"> <li>• North America: 3,550</li> <li>• Europe: 2,290</li> <li>• Asia Pacific: 2,600</li> <li>• Middle East: 310</li> <li>• South America: 210</li> <li>• Africa: 70</li> </ul>	<ul style="list-style-type: none"> <li>• North America: 4,190</li> <li>• Europe: 2,650</li> <li>• Asia Pacific: 3,200</li> <li>• Middle East: 350</li> <li>• South America: 240</li> <li>• Africa: 90</li> </ul>

Source: Deloitte

The strategies adopted by family offices going into 2025 are evolving in response to macroeconomic shifts, technological advancements, geopolitical risks and changing family dynamics.

As family offices have been often more unconstrained in terms of asset allocations which are vehicles used for implementing their strategies, it is therefore crucial to strike a fine balance between various asset classes to preserve and grow the wealth of families.

Interest rates have a significant impact on family office portfolio construction and performance. During periods of low interest rates, as seen in recent years, family offices have tended to reduce their allocations to fixed income and increase exposure to alternative investments.

For the first time since 2021, inflation is no longer the top concern, while the Middle East conflict and the Russia-Ukraine war are being seen as less impactful.

### TRENDS UNVEILED – WHERE ARE FAMILY OFFICES INVESTING?

Going into 2025 – cash is no more king, and more and more family offices are increasing allocations to non-traditional asset classes. Here we see the rise of alternatives as an asset class:

#### • Alternative Investments

Alternative assets such as private equity, hedge funds and real estate represent approximately 50% of holdings. This diversification is driven by the need for higher returns and risk mitigation in volatile markets. Sustainable investments represent the largest chunk in this 50%, amounting to approximately 20% of the family office’s wealth. Moreover, family offices are engaging in direct deals more than ever before and hence we see more private families are going into private enterprises, without intermediaries. Many are also joining forces with other family offices or private equity firms in direct investment

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deals. This strategy allows for greater control and influence over investments. These direct investment deals are becoming more common in the private equity and venture capital space.

Meanwhile, allocations to publicly traded stocks were only approximately 25%. This limited exposure could be attributed to family offices taking multi-decade views and can tolerate their investments being illiquid in the short term. However, the sentiment toward global developed equities was significantly more positive than last year.

#### • Gold

The start of the Fed rate cutting cycle supports our view of the US economy achieving a soft-landing. Gold is likely to be a key winner, while cash could be the biggest loser from lower rates.

Gold prices have further room to move north, due to bond yields. Another factor supporting gold prices is central bank demand. We see family offices keep their allocation below 10% in gold.

#### • Environmental, social and governance (ESG)

ESG factors are gaining prominence in the investment decisions by family offices as it shows their commitment to society and helps them to achieve their investment objectives. Diversification is key to the investment decisions being made by family offices going into 2025, as it helps them mitigate risks arising from volatility and stabilise portfolio returns over time.

#### • Impact of the US Elections

Heading into the US elections, with both sides highly polarised, it is important to remain invested in the equity market, with a long-term view. Considering various dynamics like economic growth, earnings growth, inflation, interest rates and valuations, there is a possibility of a slowdown in the performance of the MAG 7 moving forward.

In 2025, we think it would be good to look at other sectors or high-quality companies with low price to earnings (PEs), low Betas, high dividend yields and areas that have lagged recent years but have the potential to catch up. US Small Cap stocks are being favoured by family offices for these reasons.


Beyond technology, healthcare, utilities, consumer sectors and companies likely to benefit from energy transitions look attractive for deployment. Many of the family offices we have spoken to have concurred with the above.

Family offices are also preparing for a weaker dollar in 2025 as the Fed keeps reducing rates. However, they are well aware that the US dollar

generally rebounds in the months following the initial cuts.

The key growth drivers in advanced economies will be monetary policy easing and rebounding inflation-adjusted income growth, especially in Europe and the UK. Across emerging markets, we anticipate the structural slowdown in mainland China to offset robust momentum in India and a slight growth acceleration across the Latin America (LATAM) and Middle East and North Africa (MENA) regions going into 2025.

Geographically, emerging markets especially India, LATAM are being favoured by family offices as their economies benefit from interest rate cuts and sustained lower oil prices. Therefore, we expect to see capital inflows into those economies.

Given the multitude of factors and challenges they pose, family office managers must stay abreast of all the changes and find innovative solutions that meet the investment objectives of family offices while also addressing other goals, such as intergenerational wealth transfers and philanthropy. 

### ABOUT ARC GROUP

ARC Group is a Hong Kong-headquartered global financial services and advisory firm with deep roots in Asia. Recognised as one of Asia-Pacific's leading financial advisors, ARC Group has built a strong reputation for its innovative, client-focused solutions across a comprehensive range of services. Since its establishment in 2015, the firm has distinguished itself in equity markets, specialising in IPOs, special purpose acquisition companies (SPACs) and prominent merger and acquisition (M&A) transactions. ARC's Wealth & Asset Management division is headquartered out of United Arab Emirates and is regulated by Abu Dhabi Global Markets.

With offices across 12 countries and three continents, ARC Group provides boutique advisory services tailored to clients' evolving needs. At the core of its business model is a commitment to forging long-term partnerships, where the success and growth of its clients are not just objectives, but the firm's driving passion.



# THE NEW REALITIES OF INVESTMENTS: NAVIGATING TRENDS, CHALLENGES AND OPPORTUNITIES IN 2025

**T**he investment landscape in 2025 is rapidly transforming. This evolution is shaped by the post-U.S. election effects, central banks' actions, slower global economic growth, China's potential stimulus, geopolitical tensions, technological advancements and heightened focus on environmental, social, and governance (ESG) principles.

To this end, investors today face unprecedented opportunities and challenges that require adapting strategies, staying aware of megatrends and embracing the dynamic

nature of the market. These shifts demand a global macro and industry trend approach rather than a country-specific focus. Yet, many retail investors emphasise company fundamentals and local markets, and may risk missing the bigger picture.

## THE GLOBAL ECONOMIC BACKDROP: A SLOWER RECOVERY AND CENTRAL BANK INTERVENTIONS

It is anticipated that in 2025, the investment environment will be defined by slower growth as ma-

ior economies including U.S., Europe and China, are grappling with post-pandemic recovery slowdowns, supply chain disruptions and inflationary pressures. Global growth has slowed compared to the immediate post-pandemic rebound, with central banks and governments still playing a crucial role in the ongoing recovery.

The central banks' actions, particularly in the U.S., Europe and China, have become significant drivers of market sentiment. While higher interest rates typically dampen growth in equities, they may also

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**Given these geopolitical realities, a global investment strategy against a country-specific approach is critical as industry trends transcend national borders—such as the shift toward renewable energy, the demand for critical tech materials, and the race for AI dominance offer compelling opportunities. Retail investors who focus solely on country-specific strategies risk missing these global dynamics.**

create attractive yields in bonds and other fixed-income instruments. On the other hand, the prospect of easing monetary policies in the US, Europe and China could provide a much-needed stimulus, supporting equities and commodities. Meanwhile in Japan, the country is in the process of increasing interest rates cautiously while balancing economic growth.

## **GEOPOLITICAL TENSIONS AND THEIR RIPPLE EFFECTS**

Ongoing geopolitical tensions are fundamental to investment decisions in 2025. Conflicts between the U.S. and China will affect global supply chains, tech sectors and energy markets. For instance, Artificial Intelligence (AI), semiconductor industries and rare earth mining have become geopolitical battlegrounds, influencing a range of industries from automotive to consumer electronics.

The war between Russia and Ukraine and tension in the Middle East, particularly involving oil-producing nations, can lead to spikes in oil prices. Escalations in conflict can lead to disruptions or blockages of key maritime routes, such as the Strait of Hormuz or the Suez Canal. This results in delays and higher shipping costs, as companies are forced to find alternative routes, increasing transit times, insurance cost and fuel consumption.

## **OPPORTUNITIES AMIDST CHALLENGES**

The 2025 investment landscape offers numerous opportunities and at the same time poses challenges, including slower growth, inflation, and geopolitical risks. Here are some key strategies:



### **1. Diversification Across Asset Classes**

Diversification is key in navigating macroeconomic and geopolitical factors. A balanced portfolio of equities, fixed income, commodities and alternative assets can help manage volatility. However, the relationships between stocks, gold and bonds have become more complex due to central bank policies, inflation and investor sentiment. Recent trends, such as simultaneous losses in stocks and bonds in 2022 from rising interest rates, complicate these dynamics, while Bitcoin has reduced reliance on gold as a store of value.



### **2. Global Diversification**

A multi-country portfolio is crucial in 2025, allowing investors to benefit from global fund flows influenced by central banks, government policies and economic conditions. Diversifying across regions helps mitigate local market risks and provides exposure to stronger economies, reducing the concentration risk of relying on a single market.



### **3. Long-Term Focus on Megatrends**

Rather than chasing short-term gains, investors should focus on megatrends that will reshape industries over the next decade. AI, clean energy, cloud computing, big data and fintech offer immense potential. Temporary market pullbacks caused by macroeconomic factors create opportunities to invest in these trends at lower prices.



### **4. Risk Management in Volatile Times**

Active risk management is crucial in a volatile environment shaped by central bank policies and geopolitical developments. Hedging strategies, such as options or exposure to safe-haven assets like gold, and some defence stocks can mitigate some downside risks.

## THE TECHNOLOGICAL FRONTIER: AI, AUTOMATION, AND BLOCKCHAIN

Technological advancements, especially AI, blockchain and automation are no longer buzzwords but are instead, transforming industries at an accelerated pace. Investors who are attuned to these shifts are positioning themselves to capitalise on the next wave of innovation, in AI, Fintech, Cloud Computing, Big Data and Next Generation Broadband.

### AI and Automation-Driven Investments

AI is permeating various sectors, from healthcare to finance, driving efficiencies and opening new business models. AI-driven decision-making is becoming central to investment strategies as well, with algorithmic trading and robo-advisors taking on a more sophisticated role.

Similarly, automation is transforming industries like manufacturing and logistics, offering long-term growth opportunities. Investors targeting companies that

are successfully integrating AI and automation stand to benefit from both cost savings and improved operational efficiency.

### Blockchain and Decentralised Finance (DeFi)

Blockchain technology, particularly DeFi, continues to grow. Asset tokenisation is democratising access to high-value assets for smaller investors, while decentralised platforms for lending and yield farming offer new wealth generation opportunities. However, regulatory scrutiny remains a key risk for blockchain technologies, as governments aim to ensure stability in this space.

### ESG AND SUSTAINABILITY: FROM TREND TO NECESSITY

In 2025, ESG considerations are no longer just a trend—they are essential. The shift toward sustainability, driven by consumer demand and regulatory pressures, is making ESG-compliant companies more attractive.

### Sustainable Investing Gains Traction

Investment firms that are increasingly integrating ESG criteria into decision-making processes by prioritising sustainability are better positioned for long-term success. Governments are imposing stricter regulations, leading to capital surges in industries like green energy and electric vehicles (EVs).

### Carbon Markets and Climate Tech

The development of carbon markets and climate technologies presents significant opportunities. As companies aim for net-zero emissions, demand for carbon credits and carbon-reduction technologies will grow.

**However, investors must remain vigilant against greenwashing, where companies overstate their sustainability efforts.**

In conclusion, the investment world in 2025 is vastly different from previous decades. In addition to navigating global economic challenges, investors also need to adjust to central bank actions and the growing importance of ESG factors. In particular, retail investors will need to broaden their perspectives beyond local markets and company fundamentals, adopting a global macro, industry trend and multi-asset approach to fully capture the opportunities of this new era. 

### ABOUT THE EXPERT



Kathlyn Toh is the founder and Chief Trainer of Beyond Insights, a leading global market investment and trading education provider based in Malaysia. She has been an active investor and trader in the global markets for more than 30 years. Kathlyn began her trading journey in the KLSE stock market in 1993 and expanded to the US Stock Market in 1997, eventually venturing into Options trading in 2005. Since then, she has actively traded various instruments, including US Stocks, Options, CFDs, Currencies, and Commodity Futures. Her exposure to multiple market phases—bull runs, crashes, recoveries, sideways movements, and high volatility—has equipped her with valuable experience and the ability to adapt her strategies to different market conditions. Since the founding of Beyond Insights in 2008, she has educated more than 7,000 graduates who are mostly working professionals from across the region. Her seminars and content can be assessed at [www.beyondinsights.net](http://www.beyondinsights.net)





# THE DIGITAL REVOLUTION: TRANSFORMING EMERGING MARKETS WITH NEW TECHNOLOGIES

**I**n the past decade, emerging markets (EMs), particularly those in Southeast Asia, have been undergoing a remarkable transformation fueled by digital innovation. These regions, once perceived as playing catch-up with developed economies, are now leapfrogging traditional economic models and reshaping the global landscape. With access to advanced technologies, these markets are rewriting their growth stories, not just for rapid gains but for sustainable, inclusive prosperity.

As we look ahead, it's clear that digital technologies are not just a layer of modernisation—they are a powerful force that

is fundamentally altering the socio-economic fabric of EMs.

According to the World Economic Forum (2023), Southeast Asia's digital economy, valued at \$200 billion in 2020, is projected to quintuple to \$1 trillion by 2030, with an internet user base expected to hit 600 million by 2025. This shift is being driven by explosive growth in sectors such as e-commerce, fintech and digital services.

The profound impact of digital technologies on industries, societies and economies cannot be overstated. What we are seeing is not just the integration of technology into business operations but the re-imagining of entire economies.

**Emerging markets are no longer waiting for the future to happen—they are actively shaping it.**

**LEAPFROGGING TRADITIONAL MODELS: THE EMERGING MARKET ADVANTAGE**

One of the most compelling aspects of digital transformation in EMs is their ability to leapfrog traditional development stages. Unlike developed countries, where legacy systems and outdated infrastructure can slow progress, EMs have the opportunity to adopt the latest digital solutions from the ground up. This phenomenon is particularly evident in sectors like telecommunications, finance and healthcare.

In many EMs, mobile networks have leapfrogged landline infrastructure, leading to breakthroughs in fintech, as seen in Kenya's M-Pesa, which has revolutionised financial inclusion. This trend has spurred widespread technological adoption, creating new economic opportunities. Similarly, in Malaysia, digital adoption is rapidly advancing, especially in financial services, with the digital economy projected to reach \$30 billion by 2025, contributing 25.5% of GDP.

**Platforms like Moomoo are democratising wealth management, giving individual investors greater access to financial markets.**

The region's readiness to adopt new technologies offers EMs the opportunity to reshape industries in a more agile, inclusive way. This innovation not only accelerates economic growth but also promotes broad-

**BRIDGING THE DIGITAL DIVIDE**

While the potential for digital transformation in EMs is immense, it is not without its challenges. To counter the following challenges, the coordinated efforts between governments, educational institutions and the private sector is crucial:



• **Infrastructure gap** – In Southeast Asia, vast rural areas remain disconnected when it comes to digital adoption as people are unable to access reliable internet or digital services, which affects the overall resilience of the digital economy.



• **Skills gap** – Fast-growing economies in the region face a talent shortage in areas like AI, data analytics and cybersecurity, where demand for skilled labour outpaces supply, potentially slowing innovation. In Malaysia, programmes like the Future Skills Framework (FSF) and Singapore's FutureSkills initiative are already working to upskill the workforce and place a stronger emphasis on STEM education. For more effective transformation, upskilling and reskilling efforts must be scaled up, with a focus on both technical skills and digital literacy.



• **Digital literacy** – While younger generations are digitally savvy, older and remote populations often lack digital skills, risking exclusion and inequality. Collaboration between governments, educators, and businesses is essential to provide digital literacy programmes and bridge this gap.

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er financial inclusion, helping to narrow the wealth gap.

### **THE ROLE OF GOVERNMENT: CATALYST FOR DIGITAL TRANSFORMATION**

Governments play a pivotal role in shaping the digital transformation of EMs. While the private sector often drives innovation, the regulatory and policy environment set by governments determines whether these innovations can scale and thrive. In Southeast Asia, we've seen governments take proactive steps to embrace digital transformation, but there is still much work to be done to create the right environment for long-term success.

**In the financial sector, for example, too much regulation can inhibit the growth of fintech startups and small businesses introducing disruptive technologies. Conversely, too little regulation can lead to vulnerabilities in areas like cybersecurity, data privacy and financial stability. Countries like Malaysia and Singapore have introduced regulatory sandboxes, where new technologies can be tested in controlled environments with lighter regulatory oversight. This approach has proven successful in fostering innovation without compromising consumer protection.**

In Malaysia, initiatives such as the Digital Economy Blueprint (MyDIGITAL) and the efforts of agencies like the Malaysia Digital Economy Corporation (MDEC) are positioning the country as a hub for dig-

ital and economic transformation. These forward-thinking policies are encouraging investments in key areas such as fintech, digital infrastructure and innovative ecosystems, ensuring that Malaysia remains competitive on the global stage.

Cross-border regulatory harmonisation within ASEAN is another critical area for unlocking the full potential of digital economies. As digital services like e-commerce and fintech transcend national borders, regulatory frameworks need to adapt to facilitate seamless digital trade. Coordinated efforts across the region would allow Southeast Asia to become a highly integrated, digital-first economic bloc.

### **FINANCIAL INCLUSION: DRIVING EQUITABLE ACCESS TO WEALTH CREATION**

One of the most transformative impacts of digital technologies on EMs is the potential for financial inclusion. In markets where traditional banking infrastructure is underdeveloped, mobile banking and fintech platforms are opening up access to financial services for millions who were previously excluded from the formal financial system. These platforms are enabling individuals and businesses to access credit, invest and build wealth in ways that were previously inaccessible.

In markets like Indonesia and the Phil-

#### **ABOUT THE EXPERT**

Ivan Mok is the Chief Executive Officer of Moomoo Malaysia, bringing over 25 years of extensive experience in financial products trading and professional services to the helm of the company. His expertise spans a wide spectrum of equity derivatives products, including Foreign Exchange, bonds, single stock markets and various other capital market products. Ivan possesses a solid understanding of these financial products and has a proven track record of serving retail clients from diverse backgrounds, meeting their varied trading requests and demands with precision and expertise.



ippines, where traditional banking infrastructure is underdeveloped, mobile banking and fintech solutions provide millions of people with access to financial services for the first time.

However, financial inclusion is not just about access - it REQUIRES education. Many first-time users of digital financial products lack the knowledge to fully utilise these tools, which can lead to poor financial decision-making or exploitation. To address this, there is a growing need for financial literacy programmes that educate users on how to manage their finances, invest wisely and protect their data in an increasingly digital world.

Private sector players can also contribute to bridging digital literacy and skills gaps, by providing capacity-building initiatives and education-forward resources for consumers. Platforms like Moomoo are driving transformation by providing access to global markets, advanced tools and promoting financial literacy. By leveraging technology, we democratise investment opportunities, enabling individuals to participate in wealth creation and secure their financial futures.


### THE PATH FORWARD: BUILDING A RESILIENT, INCLUSIVE DIGITAL ECONOMY

The digital revolution offers Southeast Asia's emerging markets an unprecedented opportunity to reshape their economic

destinies. By embracing new technologies, these economies can build resilient, innovative industries that are globally competitive. However, the journey is not without its challenges.

Investment in education, infrastructure and digital literacy will be critical in ensuring that the digital economy benefits everyone, not just urban elites. As AI, blockchain and 5G continue to drive the next wave of digital transformation, Southeast Asia is well-positioned to lead in these technologies, provided the right policies and investments are in place.

The potential is enormous. Imagine a rural farmer in Malaysia, who, through digital platforms, can now sell produce to buyers across the country, access mobile banking for instant payments and secure microloans to invest in better equipment. This kind of transformation is happening every day, as digital tools empower small businesses and individuals to seize new opportunities.

In the end, digital transformation is about more than technology—it's about people. Southeast Asia's emerging markets have the entrepreneurial spirit, youthful populations and readiness to embrace change that position them to lead in the digital age. With the right support from both public and private sectors, these markets can become global powerhouses of innovation, driving growth and development for decades to come. 



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This article has not been reviewed by the SC.



# A NEW DAWN FOR SMES: WHY MAURITIUS IS THE NEXT FRONTIER FOR ASIAN INVESTORS

**T**he island of Mauritius, located in the Indian Ocean, represents a compelling choice for those looking to capitalise on the burgeoning SMEs (Small and Medium Enterprises) that are becoming the backbone of the island's economy.

In this article, we'll explore the myriad reasons why Mauritius is an attractive investment destination and unravel the potential that lies beneath its surface for SMEs.

## WHY MAURITIUS? LET'S BREAK IT DOWN

Mauritius is more than just beautiful sunny weather and stunning beaches. It's a melting pot of cultures where the influences of Africa, India, China and Europe converge, creating a unique environment. With a GDP of around US\$13 billion and a steady growth rate of about 4% each year, it's one of the fastest-growing economies in Africa. In fact, the World Bank has classified

it as a high-income economy, showcasing its solid contributions to the continent and beyond.

According to Mercer's Quality of Life Index, Mauritius was named the best place to live in Africa for 2023! The island excels in various factors like quality of education, housing and a thriving social scene. And don't forget happiness—if you want to feel good where you work, Mauritius tops the list as the happiest country in Africa, according to the World Happiness Report 2022.

## SMES ARE ON THE RISE!

One of the most exciting trends happening in Mauritius is the rise of SMEs. These businesses account for about 40% of the country's GDP and employ around 60% of the workforce!

With more than 130,000 SMEs registered—representing a 25% increase over the past five years—there's no shortage of opportunities.

Whether you're interested in

technology, renewable energy, or agriculture, there's room to scale. Additionally, favourable policies are in place to boost these sectors, such as tax incentives, grants and easy access to financing.

### HOW ASIAN INVESTORS CAN GET HELP WITH TAX PLANNING

If you're an investor in Asia and feeling overwhelmed by taxes, there are excellent resources available to help you navigate the tax landscape. Here's a simple breakdown of how you can get expert advice to improve your tax situation:

#### Tailored Tax Strategies

There are professionals who can create specific tax plans just for you. They can help you find ways to lower your tax bills and make your investments more efficient.

#### Compliance Checks

Experts can review how you're handling your tax compliance and suggest ways to improve, ensuring you don't run into any trouble.

#### Managing Tax Risks

Every investment comes with certain risks, including tax risks. Advi-

sors can help spot these potential issues and provide strategies to avoid them.

#### Mergers and Acquisitions Help

If you're involved in buying or merging with another company, our experts can help with due diligence (which means carefully checking everything) and offer advice on how to structure the deal for the best tax outcomes.

#### International Tax Guidance

For those dealing with cross-border investments, our professionals can guide you on international tax regulations and help with pricing strategies between different branches of your business.

#### Estate and Trust Planning

Planning for the future? There are ways to set up estates and trusts that can help keep your wealth safe for future generations while minimising taxes.

#### Indirect Tax Advice

Sales taxes, VAT, or GST can be confusing. Advisors can help you understand these indirect taxes and find ways to comply while spotting opportunities for savings.

### UNFOLDING INVESTMENT OPPORTUNITIES

If you're curious about where to invest, here are some hot sectors you might want to look into:

- Agro Industry
- Blue Economy
- Education
- Financial Services
- Freeport and Logistics
- Healthcare & Pharma
- Information & Communication Technology (ICT)
- Life Sciences
- Creative Industry
- Renewable Energy
- Manufacturing
- Sports Economy

#### Resolving Tax Disputes

Our professionals can provide representation and advice on how to resolve potential disputes with tax authorities.

### AN INVESTMENT FOR THE FUTURE

Mauritius is undeniably becoming a hotspot for Asian investors looking to capitalise on the thriving SME sector. With its sound economic policies, strategic location and vibrant entrepreneurial ecosystem, the island presents lucrative opportunities across various sectors poised for growth.

The journey of investing in Mauritius may have its challenges, but with the right preparation and partners, Asian investors can reap substantial rewards.



#### ABOUT THE EXPERT

Javed Bolah is a multi international award-winning brand and communication strategist. Having worked in eight countries and visited more than 40 countries, he possesses a deep understanding of international markets and cross-cultural dynamics. Javed currently serves as the Executive Director of the Mauritius-based Cerebrō, which has been named 2023 Best Brand Consultancy for Mauritius. He can be reached at [javed@thecerebro.net](mailto:javed@thecerebro.net).



## CEREBRÕ – HELPING YOU NAVIGATE YOUR BUSINESS IN MAURITIUS

Like any investment territory, Mauritius comes with its set of challenges. However, Cerebrõ is committed to assisting your journey:

**Cultural Liaison:** At Cerebrõ, we understand how crucial it is to grasp local business practices and cultural nuances. We help you navigate these waters, enabling you to build strong relationships and deep connections within the community.

**Regulatory Hurdles:** Additionally, through our partnership with Fortis Mazars Mauritius, we streamline various services—from regulatory compliance and tax advisory to market research—to make your investment journey as smooth as possible.


### SIMPLIFYING YOUR INVESTMENT JOURNEY

The joint Cerebrõ/Fortis Mazars

teams offer guidance to investors regarding the optimal business structure for their project implementation.

Assistance is available for the incorporation of the domestic company, Limited Liability Partnership, Société and foreign branch as well as establishing bank accounts with internet banking access, credit cards and debit cards, registering with pertinent authorities to ensure adherence to laws and regulations as well as applying for occupation permits.

Forvis Mazars Mauritius also offers corporate secretarial services, accounting services and guidance in implementing the National Code of Corporate Governance.

Furthermore, through our local connections, investors can be assured of finding the right registered office address to conduct their business. 

### ENSURING YOUR STORY IS HEARD

Cerebrõ's mission is to make sure your investment story shines bright in Mauritius. With our public relations, communication, and branding expertise, we'll help you settle in and make your mark in Mauritius.

#### Strategic Brand Development

Our team develops branding strategies that intertwine your heritage with the Mauritian ethos, resulting in a compelling narrative.

#### Targeted Communication Strategies

Our agency devises targeted communication strategies that align with local customs and expectations.

#### Public Relations Expertise

From press releases to media events, we ensure your story reaches the right audience and generates favourable coverage.

#### Event Management and Sponsorship Opportunities

We facilitate and manage events that showcase your brand's commitment to the community and help you network with key stakeholders.

# THE HOARDING DILEMMA: SAVING FOR SOMEDAY

By Adeline Wong

Ask anyone and it's likely you know of someone who possesses hoarding tendencies. They may have the habit of collecting everyday household items like sauce packets, paper bags, raffia strings, rubber bands, clothes, plastic bags, containers and the list goes on. While it can be argued that keeping such items reduces waste by allowing them to be repurposed, it becomes problematic when they start to clutter the house.

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**Hoarding, often characterised by the excessive acquisition of items and an inability or reluctance to discard them, can have significant psychological, social and environmental impacts.**

The habits associated with hoarding typically stem from emotional attachments to possessions, a perceived need to keep things “just in case,” or anxiety over letting go of belongings. It is also believed

that hoarding can be influenced by upbringing, fear of scarcity, cultural factors and emotional connections to material objects.

Many of us, growing up, have witnessed our grandparents and parents holding on to seemingly ‘useless’ items – a practice that is quite common in Asian households. Back then, there was little awareness of the dangers of microplastics, or the health risks associated with reusing plastic containers. Marie Kondo and her KonMari Method didn't even exist yet. Kondo's KonMari Method, which advocates for only keeping items that “spark joy,” encourages individuals to let go of possessions that no longer serve them.

And this is the crux of the issue. Those who hoard are usually in denial, genuinely believing that these items have a future purpose.



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“I don’t think I’m hoarding...I’m following the age-old principle of saving things for future use. One never knows when these items will come in handy. Today, people just use things and throw them away without thinking,” says Victor Wong, 79.

He explains that the habit of collecting is deeply ingrained, learning from the belief that items like the ubiquitous rubber band can be repurposed in countless ways – from tying garbage bags to extending the life of a one-inch pencil by fastening it to a stick.

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**This mindset reflects a generational approach rooted in frugality and resourcefulness, though it can sometimes conflict with modern perspectives on decluttering and sustainability.**

“My mom also has trouble letting go of things. She holds on to them because she thinks that she’ll use them in the future, but that almost never happens. Whenever I suggest that we get rid of some items, it often leads to a huge argument,” says Angel Jupirik, 29. “Though I must admit, I’m equally guilty. I like to keep books because they’re still readable and I also hold on to photographs since they capture moments that happen only once,” she adds.

This resonates with my own habits of hoarding. Call it what you will, but I live in a house filled with

‘stuff.’ Being part of a household of eight, ranging from the ages of 11 to 78, means there’s a lot on record. Our cupboards are crammed with unused electrical appliances, a graveyard of broken stand fans, old mattresses and furniture, yellowed and worm-eaten books that no one reads, shoes that have seen better days, office clothes of retirees, DVDs and CDs, abandoned instruments and tons more.

You might wonder, why haven’t we KonMari-ed it all away? The simple answer is because these items are still in working condition and might be useful in the future. It’s not for lack of trying, either. Like every dutiful Chinese family, we attempt to tidy up before Chinese New Year, but without much success.

The clutter remains, a testament to our reluctance to let go.

Additionally, there are limited options and it’s too costly to discard bulk items like furniture, stand fans and electrical appliances. I believe this is the case for many Malaysian households – people hold on to things because there are no easily accessible, proper disposal channels.


In many neighbourhoods and residential areas, there are insufficient bins or facilities for proper waste disposal. As a result, people often discard items where it’s most convenient. It’s not uncommon to see mattresses, old furniture or toys dumped in RORO bins meant for garden waste or construction waste. People also frequently leave unwanted items beside their house-

hold garbage bins, expecting the garbage trucks to collect them. This points to a general lack of public awareness regarding proper waste management.

Personally, I believe that it’s time we take the initiative to declutter our lives and our homes. What we can do is start parting with our items and gifting them to people who need them more than we do.

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**Additionally, it is wise for us to make conscious purchasing decisions, as we are not only buying the item itself, but also the packaging and other materials that come with it. We also must recognise our own role in environmental stewardship by disposing responsibly. There is little benefit in the continued implementation of waste and environmental policies if we, the people, don’t play our part. Sustainability starts with us. It’s time for us to lead by example and adopt practices that contribute to a healthier planet.**

As for me, I am starting 2025 with an action pledge to first, clear my graveyard of fans and spoiled furniture. Next, send yellowed and tattered papers to the recyclers, and finally, sell or give away any usable items. 



# NO TRASH HERE, PLEASE!

Moving into a new housing area built for the middle-income class in the late 90s, I've pretty much seen the evolution of the taman that I still live in. From younglings leaving their parents' nest to new tenants, including foreign workers, this relatively muhibbah taman now faces a crucial issue – **waste management**.

By Ariel Tan

In the 90s, when awareness of conscientious waste management was minimal, we weren't really taught how to manage our trash. As a matter of fact, it was as simple as disposing waste into individual garbage cans and having it cleared weekly by the designated municipal service providers. Despite the lack of awareness about sorting, trash and other waste were generally kept indoors.

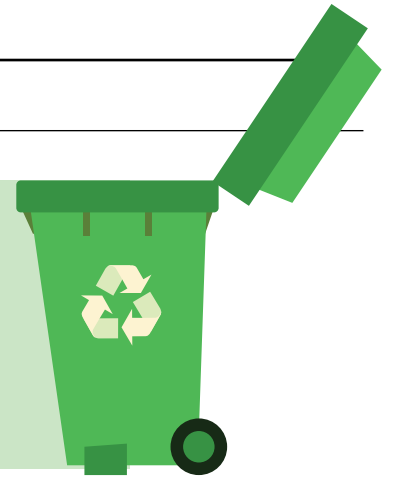
Strangely, in recent years, things have taken a drastic turn in this taman. It seems the community has adopted an 'out of sight, out of mind' mentality, leading to 'not in my backyard' actions. It's unclear when it began, but piles of trash have started randomly appearing around the area.

It usually starts with a couple of bags consisting of cut grass, cloth and small household items. Once a pile is expected



### SINGLE STREAM MANAGEMENT

A practice that involves no sorting of recyclables, whereby all permitted materials including paper, cardboard, glass, metals and plastics are placed together in the polycart with the green lid.



to be cleared, more irresponsible behaviour follows, such as disposing drink cans or plastic bubble tea cups outside these trash bags. Not only are these piles left by the roadside, but some neighbours have even chosen to create them near other people's houses, especially if it is a corner or end unit. Slowly, things escalated to the next level. Irresponsible residents have begun discarding large items like beds, furniture, mattresses and more!

In response, community leaders began taking action. Banners were hung to communicate proper disposal methods, such as directing residents to the nearest recycling facility. Pleas were also made in newsletters urging households to stop these despicable actions and encouraging people to report offenders.

Every now and then, a charity recycling service drives by for collection. In addition to announcing their presence, the vehicle clearly displays the facility's contact num-

ber for drop-off. And yet, we still see piles of rubbish by the roadside, left by those unwilling to take an extra step.

Recently, a new trend has emerged in my taman – abandoned cars. It started with one or two vehicles parked slightly away from houses, perhaps near a playground. Then, the numbers increased, with cars being boldly abandoned even between lanes. As this 'car graveyard' spread, second-hand dealers began placing stickers, offering to buy these unwanted vehicles. Still, these cars remained unclaimed, overtaken by weeds and vermin. Following numerous pleas from residents, the Municipal Council took action by placing warning stickers on these cars, stating that fines will be implemented if they were not moved within a certain

period. However, once these cars were cleared, a new batch of abandoned vehicles took their place.

Frustrated, I remembered that there is an exemplary neighbourhood from which we could learn from. SS20 in Damansara Utama/Kim, Petaling Jaya, is one such place, where a relative of mine lives. With the help of this relative, I was connected to Eileen Thong, a committee member and ex-Chairman of the SS20 Rukun Tetangga (RT). She has also been awarded the Ahli Mangku Negara (AMN) title for her outstanding community service.

Eileen started her statement strong, by saying waste management and sustainability boils down to leadership and community effort.



“ It was just before 2016, when the Petaling Jaya City Council (MBPJ) organised a trip to the Jeram Sanitary Landfill in Kuala Selangor, which I immediately signed up for. ‘Eye-opening’ is an understatement for that trip, there were heaps of trash. Although it was dirty and smelly, there were individuals scavenging for treasures amidst the waste, and because we tend to dispose of things easily, there are indeed treasures to be found. But the bulk of it goes to the landfills, ” she said.

After that trip, Eileen made a vow to herself for the sake of future generations: something needs to be done, and she would act on it. The first step was to rally the community to work with the local council and be part of the Single Stream Waste Management initiative.

“At that time, awareness of waste management and segregation was low. But it was a start, so we involved



a single street first to see how it was received. Thankfully, it grew from there,” she reminisces.

Witnessing how receptive the residents are to proper waste management, Eileen and the dedicated SS20 RT stepped up their efforts by collaborating with MBPJ. She proudly notes, “We got involved in various projects and programmes. One of our most effective contributions is participating in Nestle’s corporate social responsibility programme in partnership with KPT Recycle. We were part of their

Phase 3 execution, and the efforts continue to this day. Once a week on Wednesdays, the KPT Recycle Truck will come by to collect our waste, rain or shine.”

This initiative highly supported the waste management ecosystem at the community as residents who are reluctant to travel to a recycling centre can now easily wait for the third parties to collect them.

As things were going well, COVID-19 threw a spanner in the residents’ waste management practices. With people staying at home, it was not surprising that they started decluttering. That was when Eileen took the lead by creating a Preloved Gifting and ISO Group WhatsApp for the residents.

“It was for people to gift what they don’t need, to others who have use for the items instead of buying new ones. The WhatsApp group grew, widening the network and a fellow Zero Waste advocate, Ms Ham Ngap Shui was added. She collects second use clean food containers for reuse at the Soup Kitchen, old clothes, toys, electrical items,

### MORE PROGRAMMES!

The residents also participate in:

- Talks organised by the local council
- Donations to Orang Asli communities – food containers are washed, packed with food and sent to the communities
- Regular spring-cleaning sessions organised by MBPJ during festivities
- E-waste collections by the council and private corporations
- Supporting the neighbourhood’s eco-friendly business, KitaRefill and more



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etc. for the Orang Asli Settlements that she visits,” Eileen explained.

Another important aspect of SS20’s waste management practices is food disposal. MBPJ encourages as many households as possible, to embark on manual home-composting as a lifestyle by distributing compost bin to every household in SS20. As a follow up, the MBPJ Waste Management Team also taught the community on the composting process as well as visited some households to track progress and provide solutions to any challenges faced. Meanwhile, a few households have the advantage of sending their food waste regularly to an electrical Composting Machine, provided by the RA Central Zone SS20.

Amidst the sea of sustainable initiatives, one strata of society is of utmost importance – children. As Eileen rightly says, “They are the future, so it is essential for adults to engage and educate them. For example, the children participate in the Community Garden Waste composting initiative. In support of their school’s initiative, we help children collect old newspapers and cardboard boxes.”



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**When asked how the community handles those who are less cooperative, Eileen noted that it can be difficult because essentially, they are neighbours.**

“Of course, there are some who are not entirely cooperative, which is normal in every neighbourhood. With a mindset of ‘no rubbish in front of my house’, they transfer their waste elsewhere for pick up, more so at the shophouses.”

She continued, “We can only hope to reach out to perpetrators in a few ways, such as talking to them personally upon identification, installing CCTV cameras at spots that are prone to becoming a dumping ground, get the local council to put up signages, placing flowerpots, and in a worst-case scenario, reporting to the authorities for enforcement and follow up action.”

Uniquely, most of the offenders at the SS20 housing area are not from the vicinity. While this shows that the residents themselves are extremely civic-minded, this scenario also places them at a disadvantage as it is hard to find the perpetrators.

Sustainability is undoubtedly entrenched in the SS20 community’s lifestyle and the like-minded is not stopping in upholding this value. The community is always ready to undertake collaborations and participate in pro-

grammes to ensure that the area remains clean and pleasant.

“Communication is key. People are becoming more aware of the benefits of sustainable practices. A clean neighbourhood means a healthy community, and it also increases the value of your property,” she laughs.

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**When asked what the crux of it all is, she said, “it’s the attitude of the people and the awareness that non-degradable toxic waste should never end up in our earth or oceans, that makes the difference. We need save Mother Earth or face the devastating wrath of climate change”.**

Eileen gives tribute and credit to the then MBPJ Director of Waste Management & Public Cleansing Department, the inspiring Mr Lee Lih Syan, and his awesome team. Mr Lee drove many initiatives and is the catalyst of turning waste into assets. The SS20 and other neighbouring community leaders is committed to carry on his legacy.

She concludes by noting that she is tremendously proud of the fellow residents, noting that ‘they are indeed a class above’. 🌱



L-R: Alvin Chen, Co-founder of WaW, a CSR partner and Angela Tan, Co-founder of WaW.

**F**ood waste is a global issue, with one-third of all food discarded annually, impacting food security and the environment. In Malaysia, What a Waste (WaW), co-founded by Alvin Chen and his wife Angela Tan, tackles this challenge by repurposing surplus food to support communities. Both architects by profession, Alvin's work in social housing and his personal experience with food insecurity, along with Angela's commitment to sustainability and hunger relief, inspired them to focus on food waste. Together, they left their careers to lead WaW, supported by volunteers and partners, with a mission to ensure food nourishes people, not landfills.

### When did WaW's journey begin?

WaW was established in December 2018 as a grassroots initiative aimed at bridging the gap between food surplus and hunger in a sustainable manner. Over the years, it has evolved from being the only food rescue service provider for weddings and corporate events into a dynamic organisation with a broad reach and significant impact. As awareness of this global issue grew through our food missions and more partners joined, WaW transformed into a full-fledged organisation dedicated to changing how communities think about and address food waste and hunger. WaW quickly became the preferred ESG and CSR partner for many high-pro-

file companies due to its innovative and refreshing approach.

### What drives WaW's cause?

Our cause is simple but not easy to materialise: to eliminate food waste and reduce hunger through preventive measures, primarily by redistributing rescued surplus food (both perishables and non-perishables) to those in need. WaW aims to create a sustainable food system based on a circular economy model, where resources are used efficiently, and no one goes hungry while perfectly edible food is recovered.

### Who inspired this cause?

The inspiration for WaW's cause stems from the alarming rate of global warming due to climate

change, exacerbated by food waste, and the paradox of food wastage in a world where millions go hungry daily.

“ In Malaysia, we observed that many food waste NGOs and even food banks are very specific and selective about the food they accept, often lacking sustainable handling practices. They primarily avoid dealing with ready-to-eat meals due to high-risk factors and a lack of knowledge in handling such food. For this reason, WaW intentionally ventured into this area to manage ready-to-eat meals. ”

- Alvin Chen

WaW's food missions align with the UN's Sustainable Development Goals (SDGs). Since its inception, we envisioned WaW as an ESG-driven organisation that would inspire the corporate sector to prioritise the welfare of our planet.

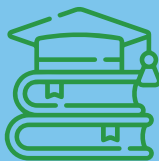
### What is WaW's philosophy?

Our philosophy centres around the belief that **“a snack for you is a meal for others.”** Every meal matters, and the WaW team does not underestimate even a single portion of food. This philosophy extends beyond food redistribution; it encompasses the belief that food is not just a necessity but a fundamental right and a symbol of dignity and respect.


WaW approaches the fight against food waste with a holistic mindset, emphasising three in-

## WAW'S STRATEGY


We engage our stakeholders through a comprehensive strategy:



1. Education



2. Collaboration



3. Advocacy

Each approach is tailored to the specific needs and roles of different stakeholder groups, ensuring that everyone from food donors to beneficiaries is actively involved in the mission to reduce food waste.

By sharing compelling stories from our missions and measuring data from food initiatives, WaW highlights the magnitude of food waste and its impact on hunger and the environment, inspiring many followers to act. WaW's innovative approach to curating CSR programmes for corporate companies is a unique strategy designed to engage food-related businesses and encourage them to become part of the ecosystem.

terconnected pillars: Humanity, Stewardship and Sustainability. We strive to build a community that values food and minimises waste, using innovative methods that have made it Malaysia's first and only ESG-driven food rescue specialist, attracting public and corporate support.

### What are the ongoing and outstanding initiatives?

WaW is currently running several initiatives, such as daily food rescue missions, disaster relief mobile kitchen, CSR collaborations, ESG impact reporting and environmental talks in conferences, companies, public and private universities.

One of our standouts past initiatives was a green wedding campaign branded as “Saying I Do To

The Environment,” which continues to resonate today.

**“Saying I Do To The Environment” targets couples seeking a unique wedding experience—where they could wed responsibly and share their surplus food to feed those in need on the biggest day of their lives. This green initiative has led to WaW being professionally engaged as a paid service, for over 600 wedding banquets, often held at high-profile hotels and reputable restaurant chains.**

## TO DATE, WAW HAS SUCCESSFULLY:

Diverted over **32 million** kilogrammes of food from landfills



Served more than **400,000** meals to underserved communities



Recovered more than **RM30 million** in total value of food recovered



Rescued food weight equates to over **80 million kg** of **GHG emissions** prevented from entering the atmosphere



This eventually opened doors to the corporate sector to engage WaW to rescue food from their conferences, annual dinners and large-

scale events. All data and measured impacts are then shared with the clients for their ESG reporting. Having built its brand identity in the wedding and corporate scene, WaW went on to rescue food from the Selangor State Assembly which was a huge breakthrough.

Another recent high-impact initiative is food rescue from Ramadhan Bazaars during the fasting month. In collaboration with the Subang Jaya City Council (MBSJ) and the State Assemblywoman's office, we launched "Ramadan Tanpa Pembaziran," which rescues unsold food daily from Bazaar vendors.

Additionally, during the pandemic, we launched "Cope with Covid," an initiative that ran for 2.5 years in partnership with over 20 restaurants. These restaurants prepared between 500 to 1,000 daily meals using rescued or near-expired ingredients, which were then served to various marginalised communities.

### What are the challenges faced by WaW and how did the organisation overcome these challenges?

Initially, WaW faced challenges in gaining the trust of potential partners and building a reliable food redistribution network. These issues were addressed through persistent engagement, transparent communication, and consistently demonstrating impact.

Overcoming public perception and stigma around surplus food was also a daunting task as it was difficult to convince people that surplus

food is safe and valuable. We tackled this by engaging the community, running educational campaigns and partnering with reputable local chefs to create meals from "rescued" food, showcasing its quality and value.

As WaW grows, we foresee new and evolving challenges:

- **Scalability**

Scaling operations while maintaining the same level of impact and efficiency is a complex task. WaW is seeking green-friendly companies, impact investors to invest in technology solutions, such as real-time food tracking and AI-based supply chain management, to enhance its capabilities. We are also seeking support to increase its current facilities.

- **Funding and Resources**

Securing consistent funding to support expansion and new initiatives remains an ongoing challenge. While food rescue service fees are WaW's primary source of income, the organisation is diversifying its funding streams by pursuing grants and exploring other social enterprise models.

- **Public Engagement and Policy Influence**

While awareness is growing, translating it into sustained behaviour change and policy influence remains a challenge. WaW is intensifying our advocacy efforts by building coalitions with government agencies and pushing for legislative changes that encourage food donations through tax incentives and penalise waste.





## TOP 5 REASONS WHY WAW SHOULD NOT EXIST

**1. A world without food insecurity:** WaW should not exist if every person has consistent access to nutritious food.

**2. Effective food management systems:** If food systems were optimised to prevent surplus, WaW's mission would be unnecessary.

**3. Minimised food waste:** If society embraced a culture of more respect towards food, food recovery organisations like WaW wouldn't need to exist.

**4. Global sustainability practices:** If all nations adopted strict regulations and practices to minimise waste, WaW's role would diminish.

**5. Social equality:** If economic disparities were eradicated, leading to equitable food distribution, the need for WaW would be obsolete.

### Do you think that food waste will reduce in the future?

While reducing food wastage is challenging, it is achievable with collective efforts. The future holds promise if organisations, governments and individuals continue to prioritise sustainability and adopt a circular economy model. WaW remains optimistic and believes that ongoing education, technology and policy changes can bring about a significant reduction in food wastage.


Individuals too can make a difference by planning meals, storing food properly, using leftovers creatively and supporting our food rescue initiatives. By understanding the impact of food waste, individuals can make more conscious and informed choices.

### WaW's Future Plans

Looking ahead, WaW expects significant growth driven by expanded partnerships, improved technology, and stronger advocacy efforts. The organisation aims to become a key player in the global food sustainability movement, influencing policies on food waste and hunger alleviation.

Plans include scaling operations globally through partnerships with local and international organisations, leveraging AI for better food tracking, and advocating for stronger food waste policies, targeting the corporate sector, including GLCs, MNCs, and financial institutions. WaW seeks to solidify our status as an ESG-driven platform to help these companies

meet their SDG and CSR goals.

Additionally, WaW aims to enter the global carbon trading market to quantify and monetise food waste reductions, currently working on certifying its carbon credits generated from food rescue missions to establish credibility in the market. 



# PIONEERING A GREENER MALAYSIA THROUGH CORPORATE TEXTILE RECOVERY

**E**ver wondered how a non-textiles-related business can play an integral role in textile recovery?

This is where Upcycle4Better, an award-winning upcycle organisation serves as a game changer in the sustainability sphere by extending the life of corporate textiles, ‘one t-shirt at a time.’

Upcycle4Better contributes to the environment by connecting corporations with textile recycling and offering strategic solutions that not only help businesses fulfil their ESG targets but also create a meaningful community impact simultaneously.

The organisation’s approach towards sustainability transcends mere compliance, as it focuses on taking tangible action to reduce textile waste and create a greener footprint for the benefit of future generations.

Upcycle4Better helps companies materialise their corporate responsibilities by partnering with iconic brands such as Petronas, IKEA, POS Malaysia, Port of Singapore (PSA), Panasonic, Air Asia, Top Glove and many more. In collaboration with Life Line Clothing Malaysia (LLCM), the largest ISO-accredited textile recycler in the country,

Upcycle4Better offers companies a seamless way to recycle their old textiles—whether it’s outdated uniforms, linens or curtains. This partnership enables businesses to sustainably manage their textile waste while contributing to a greener future.

Andrew Jackson, Head of Business Development for Upcycle4Better, emphasised the importance of integrating textiles into business recycling strategies,

“Our goal is to make recycling accessible for all businesses by incorporating textiles into their sustainability frameworks. This approach not only fosters community engagement but also significantly reduces landfill waste, demonstrating a strong commitment to future sustainability.”

Through our partnerships with leading universities across the country, we are tapping into a wealth of design talent and innovation, which we believe is essential in closing the loop on textile recovery. ”

The process starts with an initial consultation with an Upcycle4Better project manager. Once the discarded textiles are collected and transported to LLCM’s facility for processing. Based on the chosen recovery streams, the materials are sorted and processed accordingly. Upon completion, LLCM issues an Environmental Impact Certificate, completed by an external envi-

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**But wait—what if a business doesn't generate any textiles for recovery? We believe textiles serve not only organisations but also individuals. To this end, Upcycle4Better works with corporates to organise textile recovery drives, enabling employees to donate their personal household textiles and fabrics. This collective effort contributes to sustainability goals while engaging staff in meaningful environmental action.**

ronmental engineer to quantify a business's CO<sub>2</sub>-equivalent (CO<sub>2</sub>-e) savings, providing measurable data on the positive impact of these recovery efforts.

To further instil sustainability, Upcycle4Better also organises corporate tours and workshops at LLCM, allowing visitors to deep dive into the world of textile recovery. During these tours, employees can learn why this cause matters in a fun and engaging manner. For example, workshops are incorporated into the tours, where participants can unleash their creativity by designing and crafting their very own tote bags. The agenda also includes exciting quizzes that test participants' knowledge of textiles. Additionally, we provide an exclusive behind-the-scenes peek at the only zero-waste-to-landfill textile recycler in the country.

Beyond engaging corporates, the educational programme also reaches out to future generations through school tours. The entire visit is not only eye-opening and fun, but more importantly, it exposes the participants to a wealth of knowledge that Upcycle4Better hopes will inspire and empower them towards sustainable living.

Combatting textile pollution requires a collective effort from individuals, businesses and governments alike. By embracing sustainable practices and advocating for responsible consumption, we can significantly reduce the impact of the fashion industry on our environment. In this respect, Upcycle4Better firmly believes that educating ourselves and others about the consequences of textile waste is crucial in fostering a culture of sustainability. 🌱

With a dedicated team and various partners, Upcycle4Better can process used textiles into any of the following streams:



- **ReUSE:** Revitalising and reusing corporate textiles, giving new life to items that would otherwise be discarded



- **Cleaning Cloth:** Transforming unwanted absorbent corporate textiles into high-quality cleaning products



- **Process Engineered Fuel:** Innovatively converting waste into energy sources



- **Upcycling:** Crafting unique, stylish products from discarded uniform textiles



- **Mechanical Separation:** Efficiently breaking down garments and fabrics into fibres, which are then re-spun and made into new products



## **AN ARTICLE BY UPCYCLE4BETTER**

A leading textiles recovery company, Upcycle4Better is committed to minimising landfill waste while raising awareness and advancing education on textile sustainability across the Asia-Pacific region. With a proven track record of large-scale partnerships with multinational corporations, the organisation is the first upcycled brand to be featured on Zalora, Southeast Asia's largest fashion e-commerce platform. By supplying significant amounts of upcycled products worldwide, Upcycle4Better continues to lead the way in sustainable fashion and educational initiatives.

# MEMBENTUK MASA DEPAN EKONOMI SEKULAR MALAYSIA MELALUI TENAGA BOLEH DIPERBAHARUI DALAM INSTITUSI PENDIDIKAN





**D**alam usaha penting untuk membawa penyelesaian tenaga boleh diperbaharui kepada sektor pendidikan Malaysia, Malaysia One Hundred, sebuah badan pemikir yang berpangkalan di Ipoh, dengan kerjasama GSPARX, anak syarikat Tenaga Nasional Berhad (TNB), sedang menerajui projek panel solar dalam Kerajaan- Sekolah Bantuan (SBK) di seluruh Lembah Kinta di Perak di bawah program Net Energy Metering 3.0 (NEM 3.0). Inisiatif ini yang turut mendapat sokongan padu daripada Yang Berhormat Howard Lee, Ahli Parlimen Ipoh Timor, mewakili satu langkah penting ke arah Pelan Hala Tuju Peralihan Tenaga Nasional (NETR) Malaysia, dengan matlamat yang lebih luas untuk menyumbang kepada ekonomi sekular.

### PROJEK PERINTIS TENAGA SOLAR DI SEKOLAH

Digelar sebagai “Schools Solar Energy Pilot Project,” projek ini direka untuk mengurangkan kos tenaga untuk sekolah dengan memperkenalkan tenaga boleh diperbaharui ke dalam infrastruktur bangunan-bangunan pendidikan yang berkenaan. Pemasangan panel solar fotovoltaik (PV) di sekolah yang mengambil bahagian akan membantu menjana penjimatan tenaga, dalam lingkungan yang dianggarkan sebanyak RM200,000 setahun. Tetapi, ini adalah terpulang kepada usaha Malaysia One Hundred, GSPARX dan TNB dalam pencapaian matlamat mereka terhadap penjanaan satu megawatt tenaga melalui pemasangan panel solar PV.

Daripada 15 sekolah yang menandatangani Memorandum Persefahaman (MoU) dengan GSPARX, tujuh sekolah telah menjalani lawatan tapak oleh GSPARX dan TNB untuk penilaian lanjut. Usaha ini menunjukkan momentum yang kukuh untuk ini-

siatif tersebut. Sekiranya kesemua tujuh sekolah meneruskan pemasangan panel solar PV, adalah dianggarkan bahawa jumlah 596.55 kilowatt puncak (kWp) akan dijana, dengan lebih kurang penjimatan tenaga RM100,000 setiap tahun.

**Dengan usaha ini, GSPARX dan Malaysia One Hundred bukan sahaja menangani peningkatan kos elektrik yang dihadapi oleh sekolah-sekolah tetapi juga memastikan institusi-institusi pendidikan ini memainkan peranan penting dalam masa depan tenaga boleh diperbaharui Malaysia. Ini adalah sejajar dengan matlamat Malaysia untuk mencapai 70% tenaga boleh diperbaharui menjelang 2050, iaitu satu matlamat yang penting untuk keselamatan tenaga negara dan kelestarian alam sekitar.**

Projek ini juga menawarkan dwi faedah dalam pengurangan kos operasi untuk institusi pendidikan sambil menyumbang kepada matlamat nasional yang lebih luas. Ini merujuk kepada mengurangkan pelepasan karbon. Selain itu, projek ini juga merupakan sebahagian daripada trend pelaburan yang lebih besar dalam tenaga solar di seluruh Asia.

Pada akhir-akhir ini, benua Asia telah menjadi penjana kuasa solar terkemuka dunia, dengan negara China memegang tempat utama sebagai peneraju global dalam penggunaan solar PV. Sejak mengatasi negara Jerman pada 2015, China telah berjaya mengekalkan penguasaannya. Menjelang akhir tahun 2023, syarikat tenaga

China telah mengumpulkan 2,919 GW kapasiti solar terpasang terkumpul dan menunjukkan lonjakan besar daripada jumlah keseluruhan 77 GW pada 2016. Pertumbuhan luar biasa ini telah didorong oleh kedudukan negara China sebagai pengeluar panel solar terbesar di dunia, memacu kedua-dua pasaran domestik dan antarabangsa.

Penglibatan YB Howard Lee baru-baru ini dengan syarikat tenaga boleh diperbaharui terkemuka di China menekankan kepentingan kerjasama antarabangsa dalam memacu agenda tenaga boleh diperbaharui Malaysia. Mesyuarat ini telah meletakkan asas untuk pertukaran pengetahuan, peluang pelaburan dan pemindahan teknologi yang akan memanfaatkan usaha peralihan tenaga Malaysia. Wawasan yang diperoleh daripada perbincangan ini secara langsung mempengaruhi reka bentuk dan pelaksanaan projek perintis tenaga suria di Ipoh, memastikan Malaysia One Hundred dan rakan-rakan kongsinya memanfaatkan amalan terbaik global untuk mencapai matlamat tenaga boleh diperbaharui negara.

### TENAGA SOLAR DAN EKONOMI SEKULAR

Integrasi tenaga solar di sekolah-sekolah di Malaysia bukan sekadar mengurangkan bil elektrik atau berfungsi sebagai langkah penjimatan kos, ia merupakan satu langkah berkuasa ke arah ekonomi sekular, sistem yang mengutamakan kelestarian, kecekapan sumber dan pengurangan sisa. Teras projek



Schools Solar Energy Pilot adalah satu bukti komitmen untuk meminimumkan kesan alam sekitar sambil memaksimumkan faedah jangka panjang.

Panel solar memperoleh sumber tenaga boleh diperbaharui dari sumber semulajadi yang sedia ada – matahari. Lebih-lebih lagi, jangka hayat panel yang panjang dan sifat komponen utamanya yang boleh dikitar semula, seperti aluminium dan kaca, memastikan projek ini menyumbang kepada sistem litaran kelestarian, di mana sumber digunakan semula dan bukannya dibuang atau diabaikan.

Tambahan, impaknya tidak berakhir di situ. Infrastruktur tenaga solar juga dijangka mewujudkan pekerjaan dalam sektor teknologi hijau, menjana peluang baharu dalam bidang seperti pemasangan, penyelenggaraan dan kitar semula. Apabila negara beralih ke arah tenaga boleh diperbaharui, permintaan untuk kepakaran dalam bidang ini akan berkembang, mengukuhkan komitmen negara terhadap kedua-dua kelestarian alam sekitar dan pembangunan ekonomi.

### IMPAK POSITIF TERHADAP PELAJAR DAN INSTITUSI PENDIDIKAN

Selain dari faedah alam sekitar dan ekonomi, projek ini juga merupakan kaedah pendidikan yang bermanfaat. Pelajar di sekolah yang mengambil bahagian boleh menyaksikan sendiri bagaimana tenaga solar boleh mengubah persekitaran pembelajaran mereka. Ini memberikan pelajaran realistik dalam ekonomi hijau yang semakin berkembang. Memandangkan infrastruktur tenaga solar menjadi sebahagian daripada persekitaran harian mereka, pelajar-pelajar didedahkan kepada teknologi termaju yang bukan sahaja memberi kuasa elektrik kepada bilik darjah mereka tetapi juga berfungsi sebagai contoh nyata pasaran pekerjaan masa hadapan.

Tambahannya, sekolah-sekolah kini semakin menggabungkan topik tenaga boleh diperbaharui ke dalam pembelajaran kurikulum mereka, mencetuskan minat dalam bidang Sains, Teknologi, Kejuruteraan dan Matematik (STEM). Pendedahan langsung melalui projek Schools



Solar Energy Pilot memberi persembaan kepada generasi baharu untuk mendakap peluang pekerjaan yang berkembang dalam pemasangan solar, penyelenggaraan dan kitar semula, maka, mewujudkan saluran paip profesional masa depan yang akan membantu memacu peralihan hijau Malaysia.

**Inisiatif perintis ini menghubungkan para pelajar kepada kedua-dua tanggungjawab alam sekitar dan laluan kerjaya masa depan, memastikan bahawa kesan tenaga suria mencapai jauh melebihi penjimatan serta merta pada bil tenaga elektrik.**

### **KEWUJUDAN BERSAMA WARISAN DAN PEMODENAN**

Satu cabaran unik yang dipaparkan oleh projek Schools Solar Energy adalah bahawa kebanyakan sekolah-sekolah di Perak bertempat di dalam bangunan warisan. Ada sesetengah bangunan telah wu-

jud untuk lebih dari satu abad dan strukturnya adalah masih kukuh lagi. Bangunan-bangunan ini bukan sahaja memainkan peranan sebagai tempat pembelajaran, malah adalah mercu tanda budaya yang mengasaskan komuniti-komuniti tersendiri. Walaupun Malaysia One Hundred adalah komited terhadap membawa penyelesaian tenaga moden dan kelestarian kepada sekolah-sekolah, ia menyedari bahawa projek ini tidak boleh mengorbankan nilai sejarah negara yang kaya dan berharga.

Dengan memastikan bahawa GSPARX menjalankan proses penilaian secara menyeluruh terhadap integriti struktur bumbung dan memastikan pemasangan panel solar PV tidak menjejaskan warisan seni bina, projek ini menunjukkan bahawa kelestarian dan pemuliharaan warisan boleh wujud bersama. Tenaga boleh diperbaharui boleh disepadukan dengan lancar ke dalam struktur ikonik ini, membolehkan mereka berfungsi sebagai simbol masa lalu dan isyarat masa

depan yang mampan, membuktikan bahawa kemajuan dan pemeliharaan boleh berjalan seiring.

### **MASA DEPAN PERAK YANG MENGUTAMAKAN KELESTARIAN DAN SELEBIHNYA**

Projek Schools Solar Energy Pilot adalah sejajar dengan matlamat NETR yang lebih luas, menjadikannya batu loncatan ke arah masa depan yang mampan untuk Perak dan, seterusnya, Malaysia. Dengan menyatupadukan tenaga boleh diperbaharui ke dalam fabrik institusi pendidikan, Malaysia One Hundred dan rakan-rakan kongsinya bukan sahaja mempromosikan persekitaran yang lebih hijau, tetapi juga memupuk generasi warga yang mementingkan tenaga. Pelajar-pelajar ini akan berada di barisan hadapan dalam peralihan tenaga boleh diperbaharui Malaysia, dilengkapi dengan pengetahuan dan inspirasi untuk menyumbang kepada ekonomi bulat dan masa depan yang mengutamakan kelestarian. 🌱

### **TENTANG MALAYSIA ONE HUNDRED**

Kami di Malaysia One Hundred adalah lebih daripada sekadar agensi badan pemikir – kami adalah peneraju wawasan yang komited untuk membentuk masa depan Malaysia. Perjalanan kami bermula dengan aspirasi berani: untuk membayangkan bagaimana rupa Malaysia dalam masa seratus tahun. Intipati misi kami terletak pada kuasa “100” - simbol komitmen kami yang tidak berbelah bahagi terhadap kecemerlangan dan inovasi. Di luar sekadar mewakili satu abad, “100” merangkumi dedikasi kami untuk meneroka kemungkinan yang tidak berkesudahan dan menolak sempadan apa yang mungkin.

Pendekatan kami berakar umbi dalam keterangkuman dan kerjasama. Malaysia One Hundred berusaha untuk melibatkan diri dengan pelbagai pihak berkepentingan daripada semua sektor masyarakat, memperkasakan suara individu, komuniti dan organisasi di seluruh negara. Dalam usaha kami untuk merealisasikan potensi penuh Malaysia, kami sedang meneroka jalan baharu untuk memanfaatkan kuasa “100.” Sama ada mengenal pasti 100 harapan dan impian rakyat Malaysia, mencari 100 syarikat untuk bekerjasama, atau membayangkan 100 cara untuk memacu perubahan positif, kami sentiasa menolak sempadan apa yang mungkin.



# SAINS MELALUI SENI

Rumah Terbuka Malaysia

**A**rtScience atau Senisains adalah bidang yang melangkaui dan menyatupadukan semua disiplin atau bentuk pengetahuan. Seseorang yang mengamalkan Senisains adalah seorang artis dan pengamal sains yang menghasilkan perkara yang bersifat artistik dan saintifik secara serentak. Dr. Faridah Qamaruz Zaman berkongsi tentang penglibatan beliau dalam bidang ini.

## Kongsi sedikit tentang diri anda

Saya seorang pensyarah di Jabatan Biologi, Fakulti Sains, Universiti Putra Malaysia (UPM). Ijazah saya ialah BSc Biological Sciences dari King's College, University of

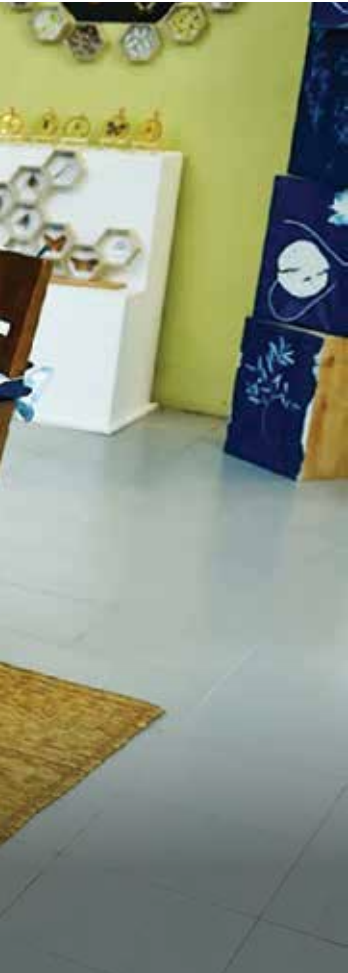
London pada tahun 1996 dan PhD saya adalah dari University of Cambridge dan Kew Gardens pada tahun 2000.

## Sebagai pensyarah biologi di UPM, apakah yang mendorong anda untuk terlibat dalam seni?

Semuanya bermula apabila saya menganjurkan pameran Senisains tahunan bertajuk NYAWA (Nature's Yield and Wonders of Art) sebagai sebahagian daripada aktiviti edupelancongan UPM di eDU-PARK® dari 2012-2019.

Sebagai projek pertama saya di bawah NYAWA, saya berkesempatan menggunakan seni *cyanotype*, satu kaedah fotografi





berusia 200 tahun yang menggunakan sinaran UV matahari untuk mengambil gambar. Apabila UV bertindak balas dengan garam besi, warna biru Prusia di mana terdedah kepada matahari akan dihasilkan. Bahagian yang tersembunyi dari matahari kelihatan putih. Kesan terakhir ialah cetakan biru-putih yang menakjubkan.

Saya masih menjalankan projek NYAWA, dua kali setahun.

### **Adakah anda fikir seni adalah satu cara untuk menyampaikan sains dan mengapa?**

Memang pasti, berdasarkan dua sebab. Sains adalah subjek yang ramai berasa membosankan dan apabila kita memberitahu orang tentang teori dan penemuan, orang awam sukar untuk memahami keajaiban penemuan itu. Tambahan pula, selama bertahun-tahun, gaya penyampaian telah berubah kini di mana orang ramai lebih menghargai kaedah perkongsian visual yang menarik seperti melalui platform media sosial.



### **Pernahkah anda bekerjasama dengan mana-mana artis luar dalam menghasilkan Senisains? Sila kongsi tentang pengalaman anda.**

Saya bekerjasama dengan Profesor Jennifer Angus (Instagram: @insectgurl), artis yang pakar dalam penggunaan serangga pemasangan seni (art installations).

Projek kami bertajuk Zoollery Art Intervention: BLUE di mana kami bekerja selama sebulan untuk menghasilkan karya seni. Ia terbahagi kepada tiga bahagian:

- i) Rumah Terbuka Malaysia di mana haiwan taksidermik (sumbat) seperti rusa, tenggiling, penyu dan lain-lain duduk mengelilingi meja berkongsi hidangan. Antara makanan seperti buah-buah-



Aquascape



- an tropika dan madu yang bergantung kepada pendebunga seperti lebah dan kumbang untuk bekalan mampan yang kita manusia nikmati
- ii) Jeli serangga yang dibuat dengan agar-agar, pektin, dan pewarna semula jadi seperti bunga telang, roselle, teh hijau, dan kunyit. Botol jeli diletakkan di antara spesimen haiwan basah untuk menyerlahkan warna
  - iii) 'Cabinet of Curiosities', adalah 15 laci yang menampilkan serangga dan dedaun kering pada latar belakang cyanotype. Serangga itu dikumpul oleh pelajar Biologi sejak tahun 70-an. Bio-seni yang dibentangkan memberi nafas baru untuk dikagumi oleh pengunjung

Pengalaman itu sangat mengagumkan kerana merupakan kerjasama sebenar antara saintis dan artis. Tiga daripada laci telah

dipilih untuk Festival Seni Kontemporari Perak (PCAF) yang berlangsung di Ipoh dari 5-18 Oktober 2024.

### Siapakah inspirasi anda apabila melibatkan inisiatif ini?

Profesor Angus, sudah tentu dan semua penyelidik-penyelidik berdedikasi yang terlibat dengan NYAWA.

### Apakah hasil kerja terbaik anda dalam hal cyanotype?

Karya saya yang dikenali sebagai Aquascape, yang dihasilkan semasa saya cuti sabatikal saya di Universiti Wisconsin-Madison. Karya ini memberi tumpuan kepada ancaman tumbuhan akuatik invasif. Saya berbesar hati kerana karya Aquascape berjaya mara ke peringkat akhir Hadiah Senisains 2022 oleh Akademi Sains Malaysia.

### Walaupun kreativiti dan seni boleh menjadi cara untuk menyampaikan sains, mengapa anda fikir ia bukan untuk semua orang?

Saya percaya sesetengah saintis mungkin tidak yakin dengan nilai berkongsi fakta sukar melalui cara artistik. Begitu juga untuk sesetengah artis, mereka mungkin tidak terbuka kepada teknikal dan jargon yang digunakan oleh saintis.

### Bagaimanakah anda ingin mewujudkan lebih banyak kesedaran mengenai Senisains?

Saya ingin melihat Festival Senisains yang akan menarik orang ramai di Malaysia.

### Pada pendapat anda, apakah cabarannya dan bagaimana semua orang boleh memainkan peranan yang lebih baik dalam seni ini?

Sokongan pembiayaan dan lokasi yang betul diperlukan untuk mengembangkan



kesedaran dan ketersediaan pameran Seni-sains. Kementerian berkaitan dan dunia korporat boleh memainkan peranan efektif melalui bekerjasama untuk menganjurkan acara ini.

### Adakah anda menggunakan media sosial untuk mempromosikan tujuan dan kerja anda?

Sudah tentu, media sosial memainkan peranan penting dalam mempromosikan inisiatif ini. Secara peribadi, saya menggunakan akaun Instagram (@bioartfqz) dan Facebook di bawah Faridah Qamaruz-Zaman.

### Apakah cara lain yang berkesan dalam mewujudkan kesedaran untuk Senisains?

Saya dalam proses untuk memperkenalkan cyanotype di sekolah untuk meningkatkan minat dalam sains. Selain itu, saya mengalu-alukan jemputan untuk menganjurkan bengkel.

### Apakah masa depan anda dan seni, terutamanya cyanotype?

Masa depan untuk seni ini adalah cerah dan saya akan mendalami penglibatan saya lagi. Hashtag peribadi saya ialah #propagatecyanotype, sebagai satu cara untuk menyebarkan kesedaran dan juga mendorong semua yang berminat untuk mengikuti karya saya dan seni ini.

Saya akan teruja untuk mempunyai galeri bioart, bukan sahaja cyanotype tetapi juga karya seni lain yang menampilkan biologi. Saya merasakan bahawa ia adalah salah satu cara untuk menyelamatkan biodiversiti kita dan membuat orang mengambil berat tentang planet kita yang tercinta. 🌱


### MENGENAI ARTIS SENISAINS

Profesor Madya Dr. Faridah Qamaruz Zaman ialah pensyarah di Jabatan Biologi, Fakulti Sains, UPM untuk 24 tahun. Dr. Faridah sentiasa meminati Biologi dan sebagai pencinta alam semulajadi, dia berkongsi semangat dan pengetahuannya dengan pelajarnya dan orang ramai. Selepas sabatikalnya di Universiti Wisconsin-Madison pada 2022, Dr. Faridah menggabungkan cyanotype dalam pengajaran dan penyelidikannya dalam Senisains. Beliau telah menyertai beberapa pameran Seni seperti Telur Pecah 3.0 (GMBB) pada 2023 dan PCAF pada 2024. Pada masa ini, pelajar-pelajar Dr. Faridah sedang menjalankan penyelidikan tentang kesan cyanotype dalam pendidikan sains sekolah menengah.



# VICTOR SL TAN博士： 变革的引路者 与实践者





身为杰出的企业改革咨询师，Victor SL Tan博士凭籍丰富的经验和卓越的贡献，成为了无数企业转型的关键推手。他通过充满跨文化的学习与不懈的奋斗，走出了一条独特的成功之路。从教育背景到职业生涯初期的经历，Victor博士的每一步都成为了驱使他日后成为变革管理专家的里程碑。

文/翁伟豪



## 走出校园·投入职场

1975年，仅有16岁的Victor博士作为AFS交换生，独自飞往美国缅因州洛克兰市，与当地家庭共同生活了一年。这段跨文化的交流经验开启了他对多元文化的深入理解，也为他日后在国际咨询领域的工作提供了宝贵的文化适应能力。

在美国的学习结束后，Victor博士回到马来西亚完成了HSC (高级中学证书)，并凭借优异成绩获得全额奖学金，再度前往美国，这次是到纽约州埃尔迈拉学院修读生物化学预科课程。他不仅以优秀的学术成绩毕业，还获得了美国Phi Beta Kappa(优等生荣誉学会)颁发的荣誉奖状。这一荣誉在学术界备受尊敬，表彰他的学术卓越和课外活动的贡献。

尽管在美国的学术生涯录得了各项的佳绩，Victor博士毅然决然地选择回到大马，因为他深刻地理解到家庭责任的重要性，特别是他身负照顾智障弟弟的义务。这一决定不仅彰显了他的家庭价值观，还显示了他对社会责任的理解。

在回到马来西亚后，Victor博士加入了知名的大众银行，并在企业秘书处工作。这一职位让他积累了宝贵的人脉资源和实践经验，为他后来的咨询职业铺路。



## 银行业到咨询界的转型

他在1993年离开大众银行，投身安德森咨询公司的决定和举动使他从金融业跨入了全球知名的管理咨询领域。在转行的初期，他需要面临的最大的挑战就是如何在全新领域站稳脚跟。

从大众银行的公司策划师转为安德森咨询公司(现埃森哲)的管理顾问时，他需要快速地适应这全新的角色和职责，并在竞争激烈的管理咨询领域中建立起自己的名声，期间可算是挑战和机遇重重。

为了克服这些挑战，Victor博士不断自我提升，深入学习组织面临的各类问题，并抓住每一个宝贵的学习机会。在安德森咨询期间，他曾多次前往芝加哥进修咨询相关的课程，强化自己的专业技能，积累丰富的咨询经验。15年的咨询管理经验不仅助他取得显著的成就，也为他日后回到大众银行培训高层管理者奠定了基础。

2008年，Victor博士再次回到大众银行，为1500多名高层领导和经理提供培训，这些领导者来自多个国家和地区，这一经历为他在培训领域进一步地赢得了声誉和认可。

## 解决市场痛点，为企业提升价值

在安德森咨询的五年里，Victor博士逐渐认识到变革管理在企业成功中的关键作用。他发现，许多国际知名企业提供的变革咨询服务价格高昂，令许多中小型企业变得难以负担。为了解决这一痛点，Victor博士决定创立吉隆坡战略变革咨询集团(KL Strategic Change Consulting Group)，旨在为中小型企业提供高质量、可负担的变革管理服务。

在创立吉隆坡战略变革咨询集团的过程中，Victor博士需要在竞争激烈的咨询市场中与大型国际咨询公司区别开来。他通过撰写多部变革管理专业书籍，包括《改变以赢》

、《改变心态》和《变革的秘密》等，树立了自己在该领域的权威地位。书籍的出版不仅为他赢得了“变革大师”的美誉，也吸引了大量的企业客户。通过这些著作，他不仅分享了自己丰富的变革管理经验，还帮助了许多企业找到了实施变革的实际解决方案。

Victor博士的咨询服务覆盖广泛领域，从政府部门到国际集团不等。服务客户包括马来西亚国家银行、证券委员会、马来西亚会计师协会、国家心脏研究所等。他的服务不仅帮助这些企业实现了显著的变革，还使他在企业咨询领域建立了广泛的影响力。Victor博士以创新性的方法论和深入的行业洞察力，帮助客户克服变革的挑战，并推动他们在快速变化的商业环境中取得成功。

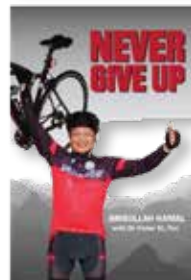
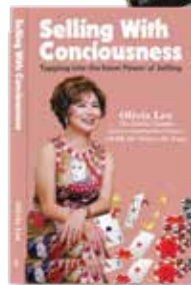
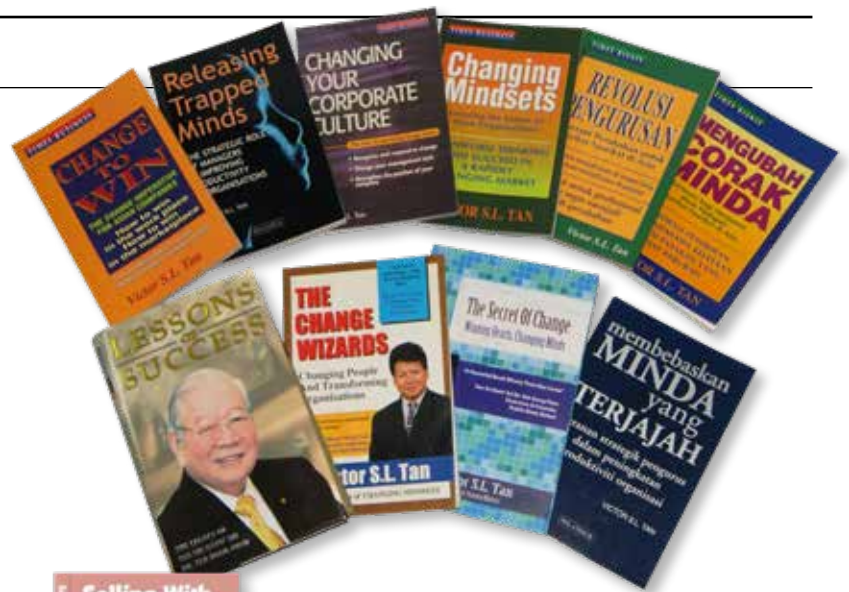
## 克服挑战 · 取得认可

在多年的咨询工作中，Victor博士所遇到的项目和挑战层出不穷。尤其是在与印尼大型房地产开发公司Summarecon Agung的合作中，他和团队不仅要克服语言和文化的差异，还需要应对公司内部对变革的抵触情绪。通过坚持不懈的努力和丰富的变革管理经验，Victor博士和他的团队成功激励员工打破旧有思维模式，走出舒适圈，达成了公司预设的KPI和进度度。这一项目的成功不仅证明了Victor博士团队的能力，也进一步展示了变革管理对企业成功的重要性。

在为客户设定长期战略方向和愿景时，Victor博士强调，了解关键利益相关者和行业环境是制定恰当且鼓舞人心愿景的前提。他认为，深入理解客户、行业和竞争对手的需求，结合外部的法律法规和市场趋势，是成功战略制定的要素。Victor博士通过这种务实而深思熟虑的方法，帮助客户在复杂的商业环境中确立明确方向。

## 以培训与领导力创优势

在培训和领导力发展方面，Victor博士的贡献也非常突出。他认为，当前的领导者在应对变革时最需要具备的关键能力是韧性和主动引领变革的能力。他特别强调了在面对市场竞争和技术革新时，领导者必须拥有积极的



心态，并辅以正确的技能和工具，以在竞争激烈的市场中保持优势。

Victor博士和他的团队根据客户的具体需求，设计了定制化的培训课程，帮助各类组织领导者提升应对变革的能力。通过深入研究客户的行业和业务，Victor博士确保培训不仅传授知识和技能，还能有效帮助学员将所学应用于实际工作中，推动组织实现积极变革。

## 成功哲理与未来展望

Victor博士的成功哲学强调对知识的不断追求、自我革新以及在困境中保持韧性的能力。他坚信，成功不仅仅是荣誉和成就，更在于个人不断挑战自我、追求卓越目标的过程。

对于未来的发展，Victor博士和妻子共同开设了Dorsett Hotel Sri Hartamas的屋顶氩水Spa，标志着他在健康产业中的探索与创新精神。氩水Spa利用氩气作为抗氧化剂，有望在健康产业引领新潮流。Victor博士希望通过这种创新项目，推广氩水疗法，让更多人受益于健康生活。

Victor博士也为读者提出了几点建议：培养对事业的热情，时刻保持学习心态，相信“一切皆有可能”。他鼓励大家，未来的成功取决于个人的信念与不懈努力。通过这些建议，他不仅分享了自己的人生智慧，也激励读者勇敢追求自己的梦想，在职业和生活中追求卓越。🌱

# 法国顺应全球趋势： 巴黎塑造 “最绿色奥运会”

在2024年奥运主办国的火炬交到了欧盟巨头法国手中，法国选择在首都巴黎举办奥运会，这一决定无疑遵循了“巴黎气候协定”的精神。因此，本届奥运会我们看到了巴黎建造的史上最环保的“最绿色奥运会”。

文/翁伟豪



Photo credit: florian\_hulleu



在全球温室效应持续对地球环境造成破坏的背景下，各国和组织都逐渐意识到环保的重要性，而奥运会作为全球性活动的象征，法国此次以行动展示了环保理念，向全世界传递了可持续发展的重要性。

为了实现“最绿色奥运会”的目标，巴黎2024奥运会采用了多项节能新技术，并且确保所有活动场地与物件的再循环使用率高达90%。这场全球瞩目的盛会，不仅展示了巴黎的文化魅力，更体现了环保的承诺。

## 史上第一场户外进行的奥运开幕仪式

为了实现“最绿色奥运会”的目标，法国今年在浪漫的塞纳河上举办了奥运开幕仪式，这是历届奥运中首场户外举办的开幕仪式。85艘游船搭载着206个代表团的奥运选手，6800位奥运选手在船上展示着自己国家的国旗，沿着塞纳河途经巴黎的各处历史景点，让来自全球的奥运健儿共同感受巴黎文化。这一开幕形式既环保又富有巴黎浪漫风情，令所有参赛者和观众感受到了一场与众不同的奥运开幕仪式。

## 巴黎致力打造首个再生能源奥运村

本次奥运选手村为了减少30%的碳足迹，采用木材等天然材料建造，整体建筑设计注重通风和隔热，可以减少建筑对太阳热能的吸收。同时，运用新节能技术，从地下70米深处抽取冷水，泵入公寓的地板管道内，实现室内外6至10摄氏度的温差，使得奥运村在极大程度上摆脱了对空调的依赖。

选手村的所有卧室都配备了“可回收”纸板床，尽管床身和凳子使用了纸板，床垫也由渔网制成，这些简易材料却能承受高达250公斤的重量，足以满足大多数奥运选手的需求。这些纸板床在奥运结束后将捐赠给慈善机构。而奥运结束后的选手村也将改建为容纳6000人工作的商业区和6000人居住的住宅区，确保新建设施能被有效利用，迎来“第二生命”。

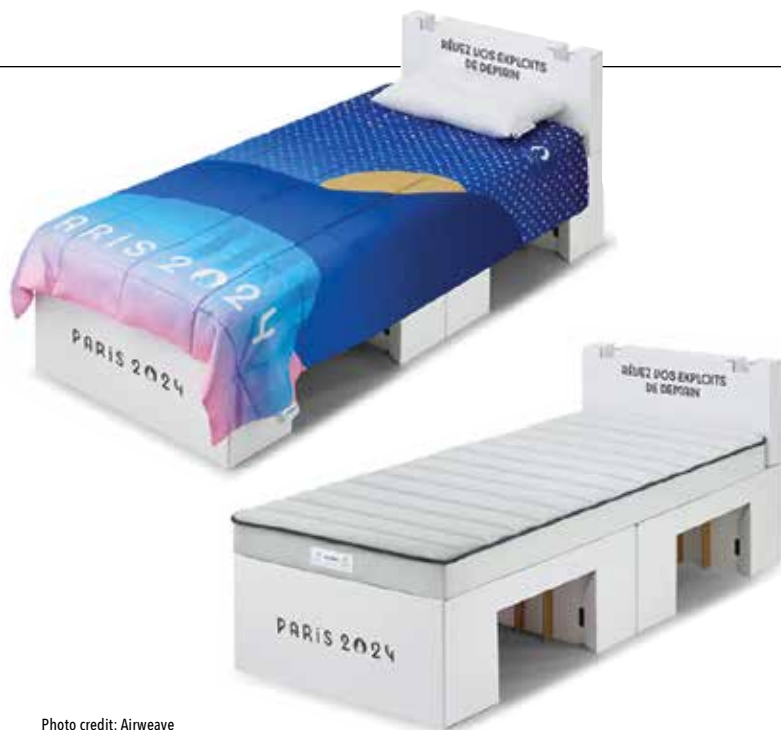


Photo credit: Airweave

## 从场地设施到物件设备，确保90%再循环率

为了减少不必要的体育馆建设，巴黎2024奥运会的90%项目都使用了现有场馆或场地进行临时改造。这不仅减少了资源浪费，还确保了现有场馆得以翻新和维护。一举两得。而唯一新建的体育馆也使用了“可回收塑料垃圾”制成的环保座椅，确保新场馆在后续活动中的可持续利用。

奥运活动期间的物件设备，包括电脑、屏幕、计算器、感应器、打印机等，都是以租借形式暂时用于各项活动。赛事结束后，这些设备中有90%将被归还和继续使用，避免了“奥运遗产”造成的资源浪费与空间占用。

## 场馆推行绿色能源发电场与奥运村低碳交通

以往奥运会场馆为了确保电力供应的稳定，多数采用柴油发电机。然而，为了符合“最绿色奥运会”理念，巴黎2024年奥运会的场馆均使用绿色能源发电。巴黎奥委会先计算出比赛场馆所需电量，并购入等量的再生能源，这些能源主要来自太阳能和风能发电场。

为了推行低碳交通，80%的奥运场馆都位于奥运选手村10公里范围内，选手们可以乘坐奥运村内配置的巴士快速抵达场馆。换乘



Photo credit: florian\_hulleu

厅站上方安装了太阳能光伏顶棚，这个顶棚不仅为选手遮阳，还能附近建筑供电，真正做到实用与环保并重。

### 融入埃菲尔元素的奖牌与颁奖台

为了纪念2024巴黎“最绿色奥运”，奥委会将代表巴黎的“埃菲尔铁塔”与本届奥运会的“环保”核心主题融合，设计了奖牌与颁奖台。奖牌的中心位置镶嵌了从埃菲尔铁塔修复时遗留的铁块，使得本届奥运前三甲选手能够将巴黎的地标性记忆与个人荣耀一同带回家。

环保颁奖台的设计同样融入了埃菲尔铁塔的元素，并且材料方面使用了法国当地的杨树木材与100%回收塑料。所有制作工程均在法国本地完成。设计理念参考了埃菲尔铁塔的金属网格结构，采用模块化设计，奥委会准备了685个模块，能够适应不同比赛的颁奖需求。比如，单人项目颁奖台由3个模块组成，长约4米；而足球项目的颁奖台



由43个模块组成，长达40米，足以容纳所有队员。

### 巴黎奥运为国际活动树立“最环保”标杆

在过去的几届奥运会中，各主办国其实都采取了环保决策以降低地球污染。比如2012年伦敦奥运的“污土壤大清洗”、2016年巴西奥运的“环保创意换奥运门票”、以及2020年东京奥运的“二手家电回收重造奖牌”。

巴黎2024奥运会不仅是全球体育盛事，更是环保理念的一次大规模展示。这场“最绿色奥运会”不仅为未来的奥运会树立了环保标杆，也向世界传递了可持续发展的重要性。 15



# 携手共建 绿色未来： 政府与人民的 环保之路

随着全球对气候变化和环境恶化的关注日益增加，马来西亚也在加速推进绿色环保的步伐，力图通过政策、城市规划和社会倡议的配合，推动一个更加可持续的未来。政府通过政策引导和环境活动的推行，而市民则通过积极参与和日常行为的改变，共同努力打造一个更绿色环保的马来西亚。

文/翁伟豪



### KL Free Car Day:吉隆坡市民的环保承诺

KL Free Car Day 是马来西亚政府推动绿色环保的一个典型代表。这一活动旨在减少城市交通污染，提升市民对可持续交通方式的认知。每周一次的活动，吉隆坡的部分主要街道会对私家车封闭，市民可以选择步行、骑自行车或使用公共交通出行。这不仅是减少碳排放的有效方式，也为居民提供了一个健康的生活方式。

活动中，吉隆坡市政厅与交通部门积极合作，保证交通管理的顺畅，同时通过社交媒体、新闻报道等方式广泛宣传活动的益处和环保意义。通过这样的活动，市民们逐渐意识到减少私家车使用的重要性，进而更频繁地选择共享出行或公共交通。

此外，KL Free Car Day 的另一个亮点在于其社区参与度。政府和非政府组织共同策划各种周边活动，如环保工作坊、健康讲座和自行车比赛，以吸引不同年龄层的市民参与其中。家长们可以带孩子们参加相关的教育活动，向他们灌输环保理念。对许多市民而言，KL Free Car Day 不仅是减少交通污染的日子，还是一个融入环保生活的契机。

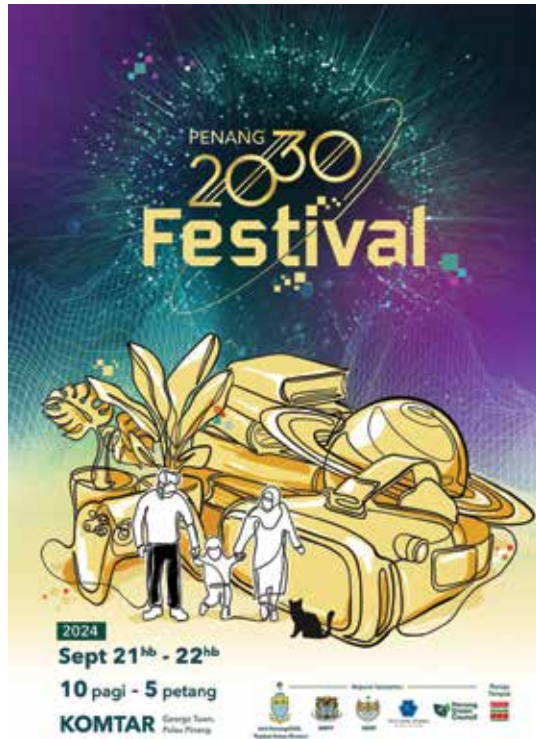
### JB Free Car Day:柔佛州迈向绿色发展的新起点

除了吉隆坡，柔佛州的新山市（Johor Bahru）也在积极推动环保和低碳生活，JB

Free Car Day 是其中的重要活动。柔佛州政府意识到，随着城市化进程加快，交通拥堵和空气污染问题也日益严重，因此，他们通过与本地社区、学校、企业及非政府组织的合作，共同推动这一无车日活动。

与吉隆坡类似，新山市政厅也会定期关闭部分城市道路，鼓励市民以骑行、步行或乘坐公交车的方式出行。同时，新山特别重视结合本地特色，举办了一系列贴近生活的环保活动。比如，在无车日当天，市中心会设立绿色市集，展示由可持续材料制作的本地产品，推广环保购物理念。此外，新山还结合本地文化，推出了以环保为主题的艺术展览，邀请艺术家和设计师利用废弃材料创作艺术品，呼吁减少资源浪费。





柔佛州政府通过这一活动展现了其对可持续城市化的承诺，并通过与市民的互动和合作，进一步推进了绿色生活方式的普及。通过这种方式，JB Free Car Day 不仅仅是一个象征性的无车日活动，更是柔佛州迈向绿色发展的实际步骤，展现了马来西亚地方政府在推进环保工作中的独特创新性。

### 槟城2030 Festival:全方位推动可持续生活的城市愿景

槟城作为马来西亚的历史文化名城，除了其独特的文化遗产，还通过多项环保活动展现了其可持续发展的决心。槟城州政府在其“槟城2030愿景”（Penang 2030 Vision）下，设立了多个与环保、社会福利相关的目标，力图在2030年将槟城打造成一个宜居、低碳且充满活力的城市。而其中，2030 Festival 是其推动环保意识的亮点活动之一。

2030 Festival 每年在槟城举行，聚焦于环境保护、绿色科技和可持续生活。活动通过讲座、工作坊和展览，让市民和游客了解如

何在日常生活中践行环保理念。政府通过这个平台引入了大量本地和国际环保企业，展示最新的绿色科技创新成果，如可再生能源设备、智能家居产品等，进一步提升公众对科技环保的关注度。

与此同时，槟城政府还通过节日促进社会各界的合作。企业被鼓励参与绿色供应链项目，学校和大学则利用这一机会向学生们传播环保教育。这种全方位的参与不仅推动了绿色经济的发展，也帮助形成了更广泛的社会共识：可持续发展是每个人都应关心并为之努力的目标。

槟城政府通过这一活动成功地将环保理念渗透进社会的方方面面，尤其是在旅游业、文化活动和社区建设中，构建了一个可持续发展的城市愿景。

### 政府政策与社会协作：推动绿色环保的双轮驱动

除了这些活动的推动，马来西亚政府在政策层面也发挥了重要作用。《国家绿色技术政策》和《马来西亚低碳城市框架》是政府制定的绿色发展蓝图，通过补贴、激励措施和立法，促进可再生能源的应用、减少碳排放，并提高资源利用效率。这些政策为城市如吉隆坡、柔佛和槟城的环保活动提供了制度支持。

此外，市民和民间组织的积极参与也为这些政策的实施奠定了基础。例如，绿色非政府组织（NGOs）和企业组成的联盟，如“马来西亚绿色协会”（GreenTech Malaysia），积极倡导环保意识，支持政府政策，并通过举办研讨会和公众活动推动政策落地。通过政府与社会的协作，马来西亚在推动绿色环保的过程中形成了独特的“全民参与”模式。

在未来，马来西亚的绿色发展道路将继续依赖政府政策的引导与市民的积极参与。随着全球气候危机的加剧，政府需要加大对绿色基础设施的投资，推动新能源和低碳经济的建设。同时，市民也逐渐将环保理念融入日常生活，通过这种政府与人民共同合作的模式，马来西亚有望在未来成为东南亚地区绿色发展和可持续生活的典范。🌱





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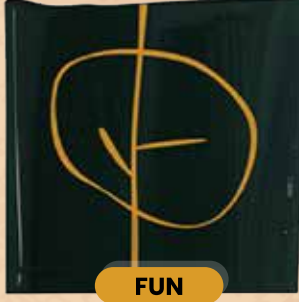


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