



FOR IMMEDIATE RELEASE

**BERJAYA ORGANISES A CONFERENCE AND EXHIBITION IN CONJUNCTION WITH
WORLD VEGETARIAN DAY 2018**

Kuala Lumpur, 11 October 2018 – Berjaya Corporation group of companies (“BCorp”), in collaboration with Taiwan Buddhist Tzu Chi Foundation Malaysia (“Tzu Chi Foundation Malaysia”) and supported by Berjaya Youth, is organising a conference and exhibition in conjunction with World Vegetarian Day 2018. The 4-day event, from 11 to 14 October 2018, is part of BCorp’s initiatives to raise awareness and further enhance the understanding among Berjaya employees and the public on issues relating to environmental protection and sustainability.

The conference themed “Make a Difference for a Sustainable Future” was held at Berjaya Times Square Hotel, Kuala Lumpur today. Approximately 1,000 participants from various non-governmental organisations and education institutions as well as employees from the Corporate Office, operating companies and subsidiaries of BCorp attended the event. Tan Sri Dato’ Seri Vincent Tan, Founder and Executive Chairman of BCorp, took the stage and shared his journey as a vegetarian with the attendees. Other inspiring speakers included Ms Yeo Kar Peng, Dr. Eddie Chan and Mr Francis Tan who are all dedicated volunteers of Tzu Chi Foundation Malaysia.

The 4-day exhibition will be held at the Ground Floor and Lower Ground Concourse, Berjaya Times Square from 11 to 14 October 2018 between 10:30am to 9:30pm. The exhibition on the Ground Floor is the culmination of more than 3 months of efforts put in by the employees from the Corporate Office together with the various operating companies and subsidiaries of BCorp such as Cosway, Starbucks, Kenny Rogers ROASTERS, Wendy’s, Krispy Kreme Doughnuts, Berjaya Hotels & Resorts, Berjaya Clubs, Sports Toto Malaysia, Berjaya University College, Inter-Pacific Securities, U Mobile, 7-Eleven and many more. Working closely with the facilitators from Tzu Chi Foundation Malaysia, the employees juggled their time and sacrificed their weekends in developing the concept and layout, sourcing for recyclable materials and creating engaging visuals and displays for the exhibition. Throughout the 4 days, employees will take turns to be on duty to manage the exhibition.

The exhibition at the Lower Ground Concourse will be managed by Tzu Chi Foundation Malaysia with fun-filled stage activities, fashion shows and various booths that showcase their environmental concepts, and handicraft items made from recyclable materials. There is also a section dedicated to promoting Jing-Si eco-friendly products, food and beverage as well as pre-loved items available for sale.

Commenting on the event, “The exhibition was a good team-building project that brought everyone together towards a common goal. Employees who were involved in the exhibition demonstrated a strong spirit of volunteerism and teamwork by coming together to make this event a success. Along the 3 months, we have also witnessed positive changes among the employees as they became more aware of the various environmental issues. This unique experience will be remembered by everyone involved for a long time,” said Shirley Quah, Senior Manager of Group Corporate Communications, Berjaya Corporation Berhad.

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For media enquiries, please contact Ms Shirley Quah at 03-2149 1535/ shirley.quah@berjaya.com.my from Group Corporate Communications Division of Berjaya Corporation Berhad.

About Berjaya Youth (“B.Youth”)

Berjaya Youth (“B.Youth”) is a platform created by Berjaya Corporation Berhad specifically for the youth community of Malaysia and it aims to enable Malaysian youths to make a difference in our community in respect of 4 key pillars – inspiration, creativity, eco and animal. Through Berjaya Youth, young people are given the opportunities to participate in various exciting projects which nurture them in the areas of leadership, creativity, proactivity, volunteerism, positive thinking and good values.

Some of B.Youth’s past exciting projects are as below:

- Berjaya TeenStar Challenge 2016, 2017 & 2018
- Paint My Favourite Animal Social Media Contest 2017
- TEDxYouth@KL 2013 to 2017 (as an Ideas Partner)
- Finding Life’s Passion - A Talk by Dr. Jane Goodall 2016
- Reasons For Hope – A Talk by Dr. Jane Goodall 2015
- Stop Hunger Now Meal Packing Event 2014 to 2016
- Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife 2015 & 2016
- EPIC Homes Build Project 2014 & 2015
- It’s Pawssible Campaign 2013 to 2014 (an animal welfare project)
- Eco Tioman Island Clean-Up Day 2013
- Berjaya Youth Short Film Competitions 2011 to 2015

For further information, please visit www.facebook.com/berjayayouth, www.instagram.com/berjayayouth and www.berjayayouth.com.

About Taiwan Buddhist Tzu Chi Foundation

Taiwan Buddhist Tzu Chi Foundation is a widely respected global organisation founded in 1966 by Dharma Master Cheng Yen in Hualien, Taiwan. Presence in more than 90 countries worldwide, the organisation has over 10 million members. In addition to charity, the foundation dedicates itself in the fields of education, medicine, environmental protection and international relief work. Since 2007, Tzu Chi Foundation implemented a recycling programme that is directly linked to its disaster relief efforts, known as "Turning Trash into Gold"- a massive effort in collecting PET bottles and converting them into blankets, scarves, shirts, and other textile-based items, used for disaster response and humanitarian aid. Over 60,000 volunteers at more than 5,600 recycling centres in Taiwan collect, clean and transport the plastic bottles to partnering factories, which process and convert the plastic bottles into textiles, used to make the aforementioned items. Tzu Chi Foundation has since distributed over 800,000 blankets in disaster relief operations in over 30 countries worldwide.