

KERATAN AKHBAR



AKHBAR	:	SUNDAY STAR		
TARIKH	:	15/9/2019	MUKA SURAT	: 11
JABATAN	:	FRIM		
KLASIFIKASI	:	PERHATIAN		

Bidor all out to go green

10,000 trees being planted in town to preserve ecosystem

By MANJIT KAUR
manjit@hsestar.com.my

BIDOR: The shine of its tin-mining days may be gone but this town is getting greener with another 10,000 trees planted here.

The trees from 35 species were planted at the Forest Research Institute Malaysia's (FRIM) Bidor Research Station yesterday.

The initiative to plant the trees at a 67.9ha land area is part of Aeon Co (M) Bhd's reforestation and rehabilitation project.

Aeon is also marking its 35th anniversary celebration.

Its Environmental Foundation executive director Naoki Hayashi in his speech said the initiative in Bidor started in 2014, where some 8,000 trees were planted at the former mining land.

He said with the additional 10,000 trees, this would help preserve and protect the environment and its surrounding ecosystem.

"It has been a tradition for Aeon to mark the pre-opening of its new shopping malls by planting trees in support of greening the environment.

"The first tree planting activity started back in 1991, with the opening of the first Aeon store in Melaka.

"Besides planting trees at our malls and Bidor, we have planted trees at Paya Indah Wetlands and Borneo as well.

"This has helped restore the habitats of

various insects and birds," he said, adding that Aeon has planted about 12 million trees globally.

The event was attended by Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail.

Others present were Deputy Water, Land and Natural Resources Minister Tengku Zulpuri Shah Raja Puij, and Aeon Co (M) Bhd chairman Datuk Iskandar Sarudin.

Saifuddin lauded Aeon for its unique programme of planting trees before the pre-opening of its malls and stores, as well as other similar projects.

"I hope more corporations will follow the initiative taken by Aeon in preserving the environment.

"We need the involvement of more private companies to help us take care of Mother Earth," he added.

Iskandar said Aeon would also continue to raise awareness on the importance of protecting and conserving the environment.

"This augurs well with our success in having planted 500,000 trees to date in Malaysia.

"We will not just stop here, as it is a continuous effort on our part to ensure we go green.

"Years from now, we can look back on this and see the fruits of our labour growing and enriching the earth," he added.



Nature lovers: Saifuddin (centre) and Hayashi (left) planting trees at FRIM's Research Station in Bidor.