

## Perangsang Selangor bags Asia's Responsible Enterprise Award

11 June 2018



**Kumpulan Perangsang Selangor Berhad** (Perangsang Selangor) was named recipient of the Asia Responsible Enterprise Awards (AREA) 2018 under the Health Promotion category on 1 June 2018 in Manila, Philippines.

The awards which were organised by Enterprise Asia, the leading non-governmental association for entrepreneurship, had selected fifty-one corporate social programmes and leaders across Asia as the recipients of the AREA 2018.

“Perangsang Selangor is extremely pleased to be recognised by AREA as recipient of the award for year 2018. The award is the fifth achievement under our Corporate Social Responsibility initiative, two for social empowerment and engagement and three for ‘Sports for All’ programme,” said Suzila Khairuddin, Chief Operating Officer of Perangsang Selangor.

According to Suzila, Perangsang Selangor has been recently conferred as winner of the ‘Jury Award’ by Selangor Sports Council and named as top 10 in Asia for the ‘Best Sports CSR initiative of the Year’ category by Asia Sports Industry Awards in 2017.

“Our mission under the ‘Sports for All’ programme is to enhance the quality of life among the underprivileged, disabled and rural society in Selangor by providing an opportunity to be

involved in sports as well as producing potential champions for the state or country,” Suzila expressed, adding that more than 10,000 participants were involved in the programme with 90 events implemented across the state of Selangor last year.

Over 200 submissions from 14 countries were received from companies across Asia, with judges led by Ambassador-at-Large of Taiwan and Former Minister of Foreign Affairs and Minister of Environment of Taiwan, Dr Eugene Chien, sieving through the submissions over a three-month judging period.

Apart from being able to demonstrate the design and execution of sound and effective CSR programmes, nominees were also required to demonstrate the extent that CSR practises have been institutionalised within their organisations and the measurable impact of their programmes to people, community and environment.

The awards ensures that Asian businesses are honoured for championing sustainable and responsible business practices, demonstrating companies’ leadership, sincerity and on-going commitment in incorporating responsible and ethical values, compliance, investment in stakeholders, involvement in communities and protection of the environment into the way they run their businesses.

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