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PERANGSANG SELANGOR NAMED AS RECIPIENT OF ASIA RESPONSIBLE ENTERPRISE AWARD 2018



Dr Niven Huang, Chairman of Advisory Board of Association of Sustainable and Responsible Investment in Asia, Hong Kong, presenting the trophy to Puan Suzila Khairuddin, Chief Operating Officer of Perangsang Selangor witnessed by Dato' William Ng, President of Enterprise Asia

Manila, 1 June 2018: Kumpulan Perangsang Selangor Berhad (Perangsang Selangor) was named recipient of the Asia Responsible Enterprise Awards (AREA) 2018 under the Health Promotion category. The awards gala dinner was held in the Philippines this year, after having been held in Thailand, Singapore and Macau previously. The awards were organised by Enterprise Asia, the leading non-governmental association for entrepreneurship. Fifty-one corporate social programmes and leaders across Asia were selected as the recipients of the Asia Responsible Enterprise Awards 2018.

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Suzila Khairuddin, Chief Operating Officer of Perangsang Selangor expressed, "Perangsang Selangor is extremely pleased to be recognised by AREA as recipient of the award for year 2018. The award is the fifth (5th) achievement under our Corporate Social Responsibility initiative, two (2) for social empowerment and engagement and three (3) for 'Sports for All' programme. Recently, we have been 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 knowledge and opportunity to be involved in sports as well as producing potential champions for the state or country. Last year, more than 10,000 participants were involved in the programme with 90 events implemented across the state of Selangor", added Suzila.

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 submission over a three-month judging period. Besides being able to demonstrate the design and execution of sound and effective CSR programmes, nominees are 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 honour Asian businesses 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.