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News Release

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MALAYSIA AIMS FOR 100 GREEN HOTELS BY 2018

SUSTAINABLE TOURISM SET TO IMPACT HOTEL INDUSTRY

Kuala Lumpur, **XX November 2015** – With the slowing down of the global economy, greater efforts are being undertaken by various stakeholders to increase tourist arrivals to Malaysia. The hotel industry is actively looking at ways to boost arrivals and well as spending, mainly by improving key components of the tourist industry especially in terms of services and resources.

In line with global trend and in view of increasingly discerning consumers both locally and globally, Malaysia is actively embarking on greening the hotel industry to maintain its competitiveness. Mr Cheah Swee Hee, President of Malaysian Association of Hotels said, ***“We are targeting 100 green hotels to be certified over the next 2 to 3 years. Over the span of two years, we have seen more and more hotels working towards it, and as of November 2015, there are approximately 14 green hotels certified.”***

On the slow adoption of green hotels, Mr Cheah elaborated, ***“The common barriers to the greening of industrial sector include a lack of awareness on the investment outlay and payback period. However the eventual operational cost savings should suffice making hotel owners decide on greening their properties. We hope to see more adoption, as the world is constantly looking at sustainable ways to protect Mother Earth.”***

Malaysia’s leading total coating solutions provider, Nippon Paint Malaysia Group (“Nippon Paint”) together with the Malaysian Association of Hotels (MAH) and Malaysia Green Building Confederation (MGBC) recently organised the 3rd MAH-Nippon Paint Green Hotel Seminar 2015, aimed at educating and engaging both hotel owners as well as various industry stakeholders from across Malaysia.

The seminar included case studies and lectures on regulatory standards pertinent to sustainable hotel properties. Notable speakers include veterans in the green agenda such as Ar. Sarly Adre Sarkum, President of Malaysia Green Building Confederation (MGBC), Mr. Cheah Swee Hee, President of Malaysian Association of Hotels (MAH), Mr Anthony Wong, Group Managing

Director of Asian Overland Services Tour & Travels and Ir. Chen Thiam Leong, Co-Chairman of Green Building Index Advisory Panel (GBIAP).

“The adoption of the ‘green movement’ has become a cross-industry phenomenon, and now has been extended to hotels as they consume a huge amount of resources. Indeed, there is an urgent and critical need to adopt sustainable measures for the hotel industry in Malaysia. The establishment of the Green Building Index (GBI) rating for new hotels, existing hotels, new resorts and existing resorts has had a catalytic effect on the industry and has motivated more industry players to look into various ways to green their properties,” said Ar Sarly Adre Sarkum, President of Malaysia Green Building Confederation.

The Green Building Index (GBI) is Malaysia’s green rating tools for buildings and townships, created to promote sustainability in the built-environment. GBI is developed specifically to suit the Malaysian tropical climate, environmental and developmental context, cultural and social needs. GBI launched The GBI Hotels & Resorts Tool in February 2014 which covers six key criteria - Energy Efficiency, Indoor Environmental Quality, Sustainable Site Planning and Management, Materials and Resources, Water Efficiency and Innovation.

Currently, over approximately 150 million square feet of building gross floor area have been officially certified by GBI in Malaysia, encompassing industrial, commercial as well as residential buildings. Since 2014, 46 hotel projects in Malaysia have applied for Green Hotel & Resorts certifications, of which 14 have been successfully certified to date. Recent certifications include Alila Bangsar Hotel and St. Regis in Kuala Lumpur.

According to Ir. Chen Thiam Leong, Co-Chairman of Green Building Index Accreditation Panel, most progressive hotels or resorts are already practicing part of ‘green practices’ without realising it. These would include efficient energy control in terms of lighting, rainwater harvesting, waste recycling, or even greeneries around the establishment.

“Hence, to merely push the boundary of their effort slightly, these premises will qualify for green certification through a few additional green features – the implementation would generally be low in cost but with excellent return on investment. Well informed hotel owners will appreciate the resource savings, in addition to an improved image of their brand for its initiative to reduce carbon footprints,” said Ir. Chen.

While some key criteria’s like Water Efficiency and Sustainable Site Planning may require additional resources, according to Daniel Yong, General Manager of Nippon Paint Sabah, criteria such as Indoor Environmental Quality can easily be achieved through selecting the right coatings, and not just having green structures or architecture. ***“Most are unaware of the functional value of paint. In addition to creating a certain ambience, paint also has functional elements such as the ability to absorb formaldehyde or reducing external building surface temperature, thus improving indoor air quality. These form some of the requirements within the GBI rating,”*** said Mr. Daniel Yong, General Manager of Nippon Paint Sabah.

“The hotel industry being at the forefront of international exposure, are in the position to take on a leadership role in driving the sustainable agenda. By adopting green and sustainable practices into our operations, not only are we raising the benchmark of the industry, we are

also influencing and educating the public on the importance of green practices as well,” added Yong,

Nippon Paint recently underwent a corporate and brand repositioning, turning from *“The Paint Expert”* to *“The Coatings Expert”*, with the ability to serve multi-segments in the coatings industry such as Architectural, Protective, Industrial, Automotive and Marine as well as the capabilities to coat multi-surfaces from metal to wood, tiles, cement, slate, glass and even plastic. Be it decorative, protective or functional coatings, Nippon Paint continuously stays at forefront of delivering innovative, ‘industry-first’ coating solutions.

Mr. Daniel Yong continued, **“Leveraging on our leadership position as Malaysia’s leading total coating solutions provider, Nippon Paint has been and is always driven by our Total Green Solution philosophy - pioneering innovative and effective coating solutions. Over the years, Nippon Paint has spearheaded a series of industry-first innovations in the market. Innovations that has benefited hoteliers in search of coatings that are not only aesthetically pleasing but functionally proven to increase inhabitant comfort as well. We were the first to launch Nippon Odour-less AirCare, which can improve indoor air quality by absorbing harmful formaldehyde. On the exterior side, Nippon Paint’s Weatherbond Solareflect reduces external surface temperature by up to five degrees Celsius for better indoor comfort.”**

About Nippon Paint Malaysia Group

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2015) and Putra Brand Awards (2010-2015), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

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About Malaysian Association of Hotels (MAH)

Malaysian Association of Hotels (MAH) is the umbrella body for hotels in Malaysia formed in 1974 and initially established by a group of concerned and dedicated hoteliers to bring about a more dynamic hospitality industry aimed at building a workforce of highly skilled, innovative and disciplined individuals.

Its long term goal was to enhance the efficiency of the hospitality industry, thus, bringing about a more dynamic Malaysian hospitality industry. MAH, as the official national network for the hotel industry, represents more than 800 hotels throughout Malaysia supplying a total of 147,000 rooms which is about 69% of the total number of hotel rooms available as guest accommodation in this country.

With 13 chapters across the nation, MAH acts as a voice of the industry, working as one body to promote, protect, represent and advance the interests of its members.

For more information on Malaysian Association of Hotels:

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