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TO SUPPORT efforts to improve English language proficiency in the country, Informa Markets Malaysia Sdn Bhd is sponsoring RM50,000 worth of *The Star* epaper for undergraduates in several local universities.

The sponsorship, which begins in October, would continue for a year as part of Star Media Group's University Sponsorship Programme 2022.

Informa Markets, a leading trade exhibition organiser in Malaysia, together with Malaysian International Furniture Fair (MIFF) representatives, visited Menara Star in Petaling Jaya, Selangor, for the mock cheque presentation.

They were welcomed by Star Media Group chairman Tan Sri Chor Chee Heung.

Informa Markets general manager for Malaysia and Philippines, Gerard Willem Leeuwenburgh said the company organises international trade exhibitions around the world and spearheads corporate social responsibility events that focus on environment and education.

"My role is to organise trade shows within Malaysia to accelerate business growth for different industries such as furniture, oil and gas, food and hospitality, manufacturing and beauty," he said.

He added that as a listed company in London, they were mindful of adopting environmental-friendly initiatives such as minimising flights whenever possible.

As for its trade shows, they ensure reusable carpets are used.

Free year-long access to epaper for undergrads

Sponsors contribute RM50,000 to SMG's programme for varsities



(From left) Chor receiving the epaper sponsorship from Tan and Leeuwenburgh during the mock cheque presentation at Menara Star in Petaling Jaya.

"In the aspect of education, we are with Star Media Group to support the sponsorship of its epaper," said Leeuwenburgh.

"This programme has been championed by MIFF in the past.

"The underlying motivation is to help students through education, particularly in learning English, which benefits society and industry.

"We are glad to be part of this

initiative," he added.

MIFF founder and chairman Datuk Dr Tan Chin Huat said the epaper sponsorship had gained support.

He also described Star Media

Group's embracing of the business community as progressive.

"We have been partnering with Star Media Group for some time for the epaper sponsorship and we are happy to continue.

"I feel that this is a good project," said Tan.

As much as he personally loves reading the newspaper in its physical form, he believes epaper will be the more popular format in future.

"Star Media Group is on the right track as it has diversified its products with changing times.

"It also has other activities such as exhibitions, and encourages the business community through the establishment of awards that can motivate them to excel further," he added.

Chor said a lot of ideas were exchanged during MIFF's visit to Menara Star, which was their second.

"This time they want to encourage university students to get access to *The Star* epaper.

"I am thankful for MIFF's interest and efforts," he said.

Chor added that the exhibition industry was important and industry events like MIFF needed continued support from the government.