

PRESS RELEASE

30 DECEMBER 2021

**ALAM FLORA WON BEST COMMS USE OF VIRTUAL PLATFORM
AWARD FOR WASTE IS AMAZING COMPETITION**

Kuala Lumpur, 30 December 2021 – Alam Flora Sdn Bhd (Alam Flora), one of the country's leading solid waste management companies in the country, has been awarded with the bronze award for **THE 3RD ASEAN PR EXCELLENCE AWARD CATEGORY: BEST COMM. USE OF VIRTUAL PLATFORM** through its iconic annual event, **WASTE IS AMAZING**, a fashion design competition using recyclable materials.

The competition was broadcasted live on social media platforms such as Facebook and Instagram Alam Flora, and was viewed by netizens across Malaysia and around the world, living proof that distance is no longer an obstacle. Entering its 9th year, with the theme **PAPER COUTURE**, this unique fashion competition saw 20 amateur designers from various backgrounds, pitting their unconventional creative designs virtually, due to the Movement Control Order (MCO) for the second year around.

“Without a doubt, digitalisation is changing how the economy runs and how our society operates and adapts due to the pandemic where movements and social gatherings were highly restricted, if not prohibited. This resulted in us depending more on the digital frontier – the internet. We had to adapt to the new norm which includes organising events such as Alam Flora's much awaited signature event, the “Waste is Amazing” fashion design competition. It is an annual event where local designers pit their skills in creating fashion out of recyclable items,” said Dato Mohd Zain Hassan, Chief Executive Officer of Alam Flora.

Mohd Zain further explained that things turned out for the better for the competition as by having the event online, Alam Flora had actually managed to reach far greater viewers and gained new supporters beyond the Malaysian shores as compared to previous events held physically, at one of the city's renown landmarks, KLCC.

He added that the year 2021 has indeed brought some good tidings for the company as they were bestowed with various accolades and what's even more special is, this year marks Alam Flora's 25th anniversary as one of the country's leading players in solid waste management, creating a sustainable living in providing services that go beyond waste management.



The PR Excellence Award is a benchmark in the industry and practice standards as a distinctive badge to RECOGNIZE and CELEBRATE achievements in Public Relations practice. This awarding was held to celebrate the Best of the Best PR peers across the ASEAN regions. Entries were submitted by associations / institutions from different countries in the ASEAN region who had won an award in their own respective country. For this 3rd ASEAN PR Excellence Awards, there are 10 BEST awards in the following categories: PR Programme, PR Practitioner, PR Agencies, PR Campaign, Crisis Management, Media Company Supporting PR and Communication Industry, Government PR, Use of Social Media, Use of Virtual Platform and Covid-19 Related Response.

ABOUT ALAM FLORA SDN BHD:

Incorporated in 1995, Alam Flora Sdn Bhd (Alam Flora) is one of the leading environmental management companies in Malaysia that is dedicated to serving communities to manage and reduce waste with minimal environmental impact. Alam Flora is a wholly-owned subsidiary of Malakoff Corporation Berhad. Being one of the largest concession holders of Malaysia's national solid waste management and public cleansing privatization project, Alam Flora provides comprehensive waste management services to several concession areas in certain regions of Peninsular Malaysia, the Federal Territory of Kuala Lumpur and Putrajaya, and Pahang.

For more information, please contact:

Group Communications & Branding, Alam Flora Group

Azman Shawal | Manager, HP: 019.218.9288 azman@alamflora.com.my

Farizan Hj. Yop | Assistant Manager HP: 019.601.1678 | farizan@alamflora.com.my