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**Public Bank Raised Awareness on Sustainable Development for Property Developers in the Northern Region**

Public Bank had recently organised a full day seminar aimed at raising awareness on sustainability matters among the Northern Region property developers in the small and medium-sized enterprises (SMEs) category, following its maiden seminar launched about four months ago in Kuala Lumpur with positive response from Kuala Lumpur and Selangor property developers.

Furthering its holistic approach to sustainability, the seminar themed “Embracing Sustainable Development: The Way Forward for SME Developers,” held at G Hotel Gurney, Penang on 18 October 2023, saw the participation of more than 180 delegates from property developers from Perak, Penang, Kedah and Perlis, as well as representatives from the Real Estate and Housing Developers Association Malaysia (REHDA).

The SME delegates’ enthusiasm were fuelled with the presentations by subject matter experts from PwC Malaysia, Knight Frank, GreenRE and EcoWorld to share sustainability best practices, trends to practical approaches from various perspectives of sustainability, including issues covering climate change and ESG, the definition and benefits of green buildings from the environmental and social perspectives, to the processes involved in applying for green building certification.

Real-life case studies were also presented, as part of Public Bank’s capacity building initiatives to encourage property developers to transition to a low carbon economy and embark on sustainable property developments.

Public Bank’s Managing Director and Chief Executive Officer, Tan Sri Dato’ Sri Dr. Tay Ah Lek said Public Bank is looking forward to work closely with property developers to fulfil their environmental, social, and corporate governance (ESG) initiatives.

“This seminar is one of our initiatives to raise awareness on sustainability matters among property developers. When the why is clear, the how is easy,” Tan Sri Tay said, adding that Public Bank adopts a holistic approach in its environmental, social, and corporate governance (ESG) initiatives, including its firm commitment of mobilising RM48 billion in ESG-friendly financing by 2025.

Having signed several memorandums in 2022 with property developers to provide a special sustainable financing package to green property buyers, Public Bank’s holistic approach to sustainable development covers both the supply and demand side to meet the requirements of property developers and buyers of green properties.

Property developers can apply for Public Bank’s Green Financing Facilities and Bank Negara Malaysia’s Low Carbon Transition Facility which cover an extensive list of eligible green financing solutions, including for improving energy efficiency, increasing the use of sustainable materials for production and obtaining sustainability certification.

Concurrently, buyers of green properties can also enjoy Public Bank’s preferential pricing and other add-on benefits for end-financing of green-certified homes, commercial buildings and industrial premises.

Providing feedback on the event, Chairman of REHDA Kedah and Perlis, Mr. Yeoh Su Guan said the seminar had increased the property developers’ understanding on sustainability matters.

“As the nation moves towards net zero and further embrace ESG, we applaud Public Bank’s initiative in organising this event and we are looking forward to the next event,” he said.

Dato’ Seri Jerry Chan Fook Sing, Executive Chairman of property development company Asas Dunia Berhad, said sustainable development is a very big topic and Public Bank’s effort to make ESG issues more

understandable and less daunting is laudable.

“Participants have achieved greater clarity after attending this event by Public Bank,” said Dato’ Seri Jerry Chan, who is also the past Chairman of REHDA Penang Chapter.

Adding to that, Dato’ Chan Soo How, Divisional General Manager of Eco North, EcoWorld said sustainable development best practices will continue to gain popularity.

“From the responses and enthusiasm from the delegates today, we are proud to be part of Public Bank’s effort to raise awareness on sustainable development,” Dato’ Chan said.

With these positive feedbacks, Public Bank will further accelerate its capacity building initiatives and develop suitable programmes to assist our customers to make greener decisions.

To find out more about Public Bank’s future sustainability events or green financing packages, log on to Public Bank’s website at [www.pbebank.com](http://www.pbebank.com) or call PB Customer Service at 03-2170 8000.



SME delegates listening attentively to the presentation by an expert speaker

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