



MINISTRY OF NATURAL RESOURCES AND  
ENVIRONMENTAL SUSTAINABILITY

## **KEYNOTE ADDRESS**

**NIK NAZMI NIK AHMAD**

**MINISTER OF NATURAL RESOURCES AND  
ENVIRONMENTAL SUSTAINABILITY**

**IN CONJUNCTION WITH THE  
LAUNCH OF THE SUSTAINABOLEH! PROGRAM  
&  
OPENING OF THE GREEN FACTORY EXPERIENTIAL CONCEPT  
STORE**

**6 MAY 2025 (TUESDAY)**

**THE CAMPUS, AMPANG**

**Assalamualaikum and Salam Malaysia MADANI**

**1. Yang Amat Mulia Tunku Zain Al-'Abidin ibni Tuanku Muhriz**

Chairman of Sepulo Holdings Berhad.

**2. The Honourable Puan Hajah Rodziah Ismail**

Member of Parliament for Ampang.

**3. His Excellency Mr. Bulat Sugurbayev**

Ambassador of the Republic of Kazakhstan to Malaysia.

**4. Her Excellency Ms. Anne Vasara**

Ambassador of the Republic of Finland to Malaysia

**5. His Excellency Mr. Krzysztof Dobrowolski**

Ambassador of the Republic of Poland to Malaysia

**6. The Hon. Dato' Dr Ismail Hj. Parlan**

Director General of the Forest Research Institute Malaysia (FRIM).

**7. Puan Huda Ikhwan**

Founder of One-Tech (M) Sdn Bhd

**8. Mr Harith Ridzuan.**

Founder of The Green Factory

**9. Honoured Guests;**

- a. The directors and senior officers of government agencies
- b. Presidents and representatives of associations
- c. Shareholders of Sepulo Holdings Berhad.
- d. Industry partners, media friends.

10. And to the young participants, ladies and gentlemen whom I deeply respect.

## **INTRODUCTION**

1. It is a true pleasure to be here today for the launch of Sustainaboleh! Program and the opening of The Green Factory Experiential Concept Store, a meaningful step forward in our collective journey toward sustainability.
2. I would like to extend my congratulations to The Green Factory team for this noble initiative: making sustainable products more accessible to our community, providing hands-on experiential learning, and demonstrating a steadfast commitment to raising environmental awareness in Malaysia.
3. This marks my second time officiating a program by The Green Factory.
  - a. In July 2024, we inaugurated the Kids Sustainability Program, where over 200 kindergarten students from across the Federal Territory, especially Setiawangsa took part. I was very impressed by their enthusiasm to learn about sustainability from such a young age.
  - b. Today, we are joined by 100 youths from across the Klang Valley for Sustainaboleh! Our young people are quick learners, passionate advocates, and the future stewards of Malaysia. Their energy reminds us that no goal is beyond our reach when we are united in purpose.

- c. I believe “Sustainaboleh!” will embody our can-do spirit and steadfast determination, pushing us to achieve our sustainable milestones, just like “Malaysia Boleh”.
4. As mentioned earlier by YAM Tunku Zain Al-‘Abidin, The Green Factory’s dedication to advancing the Sustainable Development Goals (SDGs) aligns closely with the Government’s aspirations. I believe initiatives like these will help elevate Malaysia as a global player in the sustainability sector.
5. Your Excellencies, distinguished Ambassadors, your presence here today is a testament to the confidence you have in The Green Factory’s innovative products. It signals that Malaysian green products are not only viable at home, but competitive on the world stage.
6. On behalf of the Government, I invite our embassy partners to explore strategic collaborations that bring Malaysian green innovations to the global market.
7. In the same spirit, I encourage The Green Factory to work closely with our embassies to optimise export channels and expand into new international markets.
8. I understand that Sepulo Holdings Berhad, the parent company of The Green Factory, is exploring a public listing on Bursa Malaysia or even on international sustainability-focused exchanges. With its proven track record, strong governance, and visionary leadership, I am confident Sepulo will succeed - supported by the dedication of its team and shareholders.

Your Highness Tunku, esteemed guests,

9. As you know, Malaysia is committed to accelerating progress toward key Sustainable Development Goals, particularly:

A.**SDG 9:** Industry, Innovation & Infrastructure

B.**SDG 12:** Responsible Consumption & Production

10. We believe the Small and Medium Enterprise (SME) sector is critical to achieving these targets. That's why the Ministry is focused on:

- Expanding green technology grants and incentives
- Accelerating the implementation of sustainable investment tax allowances
- Strengthening collaboration between government, the private sector, and communities

11. Our aim is to build an ecosystem where green innovation is not only encouraged, but also facilitated and accelerated.

12. A circular economy is not just about recycling waste. It is a paradigm shift - from a culture of use-and-dispose to one of reuse, revalue, and redesign.

13. This requires comprehensive innovation in product design, manufacturing, usage, and sustainable waste management.

14. Today, The Green Factory proves that a circular economy isn't just an environmental ideal, it is a viable, competitive business model that delivers real value to both society and the environment.

15. I urge more Malaysian companies, from SMEs to large corporations to follow this lead. Sustainability should not be treated as an

afterthought or CSR checkbox but embedded into the core of business strategy.

16. With more innovators like The Green Factory, I am confident that Malaysia can position itself as a regional leader in the green and circular economy, in line with the principles of Malaysia Madani.

Your Highness Tunku, distinguished ambassadors, ladies and gentlemen,

## **CONCLUSION**

17. In conclusion, I once again extend my heartfelt congratulations to the team led by Your Highness Tunku Zain Al-'Abidin ibni Tuanku Muhriz, Chairman of Sepulo Holdings Berhad, and Mr. Harith Ridzuan - Founder and CEO of The Green Factory – as well as his mother, Puan Huda Ikhwan, who founded the company 32 years ago, and to the entire Green Factory team for their inspiring efforts and dedication.
18. I also thank everyone here today who continues to support this important cause. May we continue to drive positive change - not only in the industry, but also in the hearts and minds of all Malaysians.
19. With that, I hereby officiate:
  - a. The Sustainaboleh! Program, and
  - b. The launch of The Green Factory Experiential Concept Store.

Thank you.