

**REMARKS BY
YB DATUK LIM BAN HONG, DEPUTY MINISTER OF
INTERNATIONAL TRADE AND INDUSTRY**

**2020 CSR AWARD LUNCHEON
(ORGANISED BY THE EMBASSY OF THE REPUBLIC OF KOREA)**

**18 December 2020 (Friday), 12:18pm ~ 12.21pm
The Residence of the Ambassador of the Republic of Korea to
Malaysia, Kuala Lumpur**

His Excellency Lee Chi Beom
Ambassador of the Republic of Korea to Malaysia

Mr. Victor Lee Seung Kon,
Chairman of Korean Chamber of Commerce (KOCHAM)

Mr. Choi Ki Ryeong
Managing Director of COWAY

Madam Nor Hasnah Badroddin,
Senior Director of Bilateral Economic and Trade Relations Division
MITI

Ladies and Gentlemen,

Good afternoon and *An-nyeong-haseyo!* (Meaning: Hello, one of the most common forms of greeting in Korean.)

1. It is a great honour and pleasure to be invited by the Embassy of the Republic of Korea to present the 2020 CSR Award to the prominent Korean company that has contributed significantly for the well-being of the local community, especially during this challenging period.

2. Indeed, the unprecedented pandemic has brought greater challenges to the companies to continue their commitment and support in Corporate Social Responsibility (CSR) programmes. As a result of the pandemic, many companies have changed their corporate strategies to adapt to a rapidly changing commercial environment. Despite the disruption caused by the pandemic, many companies have stepped up to assist the Government by providing aids to the needy and the underprivileged members of the community. I am touched by the kind gestures of some of the Korean Companies which are still actively supporting the Government by distributing disinfectants, stitching masks, providing food and medical items as well as assistance to the local community.

3. Having said that, I would like to applaud COWAY's commitment in extending their full support to the Government of Malaysia and the local community during the pandemic. I was informed that COWAY has donated 100,000 pieces of three-layer surgical face masks to the Polis Diraja of Malaysia (PDRM) to safeguard our front-liners during the global pandemic. On top of this, COWAY has initiated the "Happy Water Project" which aim to provide clean and safe water to 700 Orang Asli families by the end of 2020. Despite the current difficulties caused by the pandemic, COWAY remains committed and on track to achieve its 5-year target of ensuring 1,000 Orang Asli families are given access to clean water by the end of 2021. It is worth-noting that during the peak of the pandemic (MCO period), COWAY has contributed 300 air purifiers to around 38 public hospitals in Malaysia and donated RM300,000 (in monetary contribution) to the Ministry of Health. The Company's generosity truly is in line with their philosophy of "Tto Tto Sarang" [*pronunciation: to-to-sa-rang*] which means "Love and Love Again".

Excellency, Distinguished Guests, Ladies and Gentlemen,

4. Without further ado, I would like to take this opportunity to congratulate the winner of CSR Award this year and present this award to COWAY Malaysia. Once again, thank you for your commendable contribution to the local community here.
5. On a similar note, I would like to take this opportunity to thank KOCHAM, KOTRA and the Korean companies for their kind donations which have in one way or another, help our community to cushion the impact of COVID-19 pandemic.
6. In concluding my remarks, I hope the culture of CSR could be continuously instilled amongst the business community and embedded in the corporate's core value. With a strong culture of CSR, we are building a better future for our generation. Therefore, once again I would like to record my appreciation to the Embassy of the Republic of Korea, KOCHAM, KOTRA and Korean companies in Malaysia for your continuous support to our economy and community. It is my hope that, next year we could organise a greater celebration to appreciate these great CSR efforts.
7. Lastly, I wish you all a great success and have a good year-end holiday.

Kam-sa-ham-nida. (Meaning: Thank you in Korean language)

Thank you.