



Media Release

For Immediate Release

Press Statement On Samling Group's CSR Efforts During The Current MCO

The month of June has been a difficult one for all Malaysians, and more so for the communities living in the rural interior of Baram, Sarawak. Having just recovered from floods brought on by torrential rains, the travel restrictions imposed by the enforcement of the Movement Control Order further impacted the villagers' ability to sustain their food supply.

Aware of the difficulties and constraints facing the communities, Samling organised a food pack drive as part of its ongoing Corporate Social Responsibility (CSR) programme, for villagers in Lawas and Long Lamai.

The Group prepared over 500 food packs which were delivered to villages in Lawas comprising canned food, cream crackers, cooking oil, instant noodles, sugar and milo.

"We organised for volunteers from our employees to assist with the packing which took a whole day. It also took us a whole day to deliver the packets to the villages because we had to travel some 300km of rural roads to get to the villages.

"Altogether we utilised 6 pickups to deliver the packages," said Samling regional manager Chong Chii Ming, adding that while Samling sponsored the packages, the packing and delivery exercise relied solely on the efforts of volunteers from the Group.

Because of the conditions imposed by the MCO, the packets were handed over to the heads of each village together with the list of recipients to ensure that all villagers were accounted for.

Bina Balang, the Long Sukang village head, said the food packages were a relief for the older villagers, but hoped that Samling would also provide food aid for other needy villagers in future.

"The trip to the villages allowed us to really identify future CSR efforts that we can conduct for the communities. These food packages are not a one-off event – we are constantly engaging with village heads to determine other types of assistance that Samling can bring to the villages," Chong said.

Apart from Lawas, Samling had also delivered food packs to villagers in Long Lamai and Miri urban poor.

"Some of these families were really in desperate states. It was heart wrenching to see how affected they were by the MCO.

"The MCO impacted all communities, whether rural or urban. While we may not be able to reach every single person in need, we hope that we can at least bring relief to some of them," Chong added.

Samling Group is a home-grown company that has evolved into a global concern but continues to play an important role in the development of the Baram district in Miri.