



PUBLIC TALK

ADVANCING SUSTAINABILITY AND FUTURE PROOFING FOR SMEs

**Friday
24th October 2025**

Executive Summary : Eric Chong

Board Member | C-Suite | Founder/CEO | ESG Advocate

1) Background and Experience

Eric Chong comes with 30+ years of senior leadership experience across the telecom, logistics & fintech sector. He held leadership roles in various multinational corporations (MNCs) and regional enterprises, focusing on business innovation, market expansion and operational excellence in Malaysia, Singapore, Indonesia, Brunei, Cambodia and Australia/New Zealand.

He founded BoostBiz, a B2B fintech, providing digital business solutions & digital microlending for SMEs & MSMEs.

He also played an active role in advisory boards and industry associations, advocating for digital adoption, sustainability and the integration of both, to future-proof businesses. He is currently holding the current positions:

- a) Board Chair for Boost Connect, a subsidiary of Boost Holdings
- b) Independent Non-Executive Director for SIRIMCal, a subsidiary of SIRIM Group
- c) Independent Non-Executive Director for BioVerde Technologies, a subsidiary of the Sarawak Biodiversity Center
- d) Vice President at the ESG Association of Malaysia

2) Passion for ESG/Sustainability

His passion for ESG and sustainability is driven from the realization that businesses must integrate sustainability into their core strategy to stay competitive and future-proof their operations. He believes that technology and digital innovation are key enablers of ESG – from capacity building to sustainability tracking, financial inclusion and more importantly, help companies move beyond ESG compliance and unlock real business value through sustainability driven strategies. He recently helped launch **ESGAMConnect**, an ESG AI-powered Digital “1 window” platform, on June 30th 2025, primarily to serve the SMEs.



Agenda

1. NAVIGATING THE CHANGING LANDSCAPE
2. ESG CHALLENGES & OPPORTUNITIES FOR SME
3. THE ESG ROAD AHEAD
4. INTRODUCTION TO ESG ASSOCIATION OF MALAYSIA (ESGAM)
5. EMPOWERING BUSINESS SUSTAINABILITY WITH ESGAMCONNECT
6. Q&A

1.0 NAVIGATING THE CHANGING LANDSCAPE

- **EXECUTION & MATURITY VARIES GEOGRAPHICALLY**
- **SUSTAINABILITY IS NOW MAINSTREAM**

Politics, not climate, to drive sustainable finance trends in 2025



Nvidia Targets AI Data Centers And All-Renewable Electricity

INVESTOR'S BUSINESS DAILY

Singapore Will Contract High-Quality Nature-Based Carbon Credits From Four Projects In Ghana, Paraguay And Peru



KWAP launches maiden RM2bil climate vehicle to fund low-carbon transition



88% of Global Investors Show Interest in Sustainable Investing: Morgan Stanley Survey



ASEAN endorses action plan to increase renewable electricity share to 45% by 2030



Sarawak unveils ambitious Sustainability Blueprint 2030 to lead Southeast Asia's green transition



Korea to require sustainable jet fuel on all outbound flights from 2027

The Korea Times

Innovation and sustainability are the key to Brunei's national development, says deputy minister



“In an uncertain world, ESG has become the compass to navigate the future”

Mars Launches \$250 Million Sustainability Investment Fund to Accelerate Climate Solutions



Malaysia's Rubber Industry Moves to Implement Net Zero Transition Framework

Support for ESG proposals at record low driven by US investors, report shows

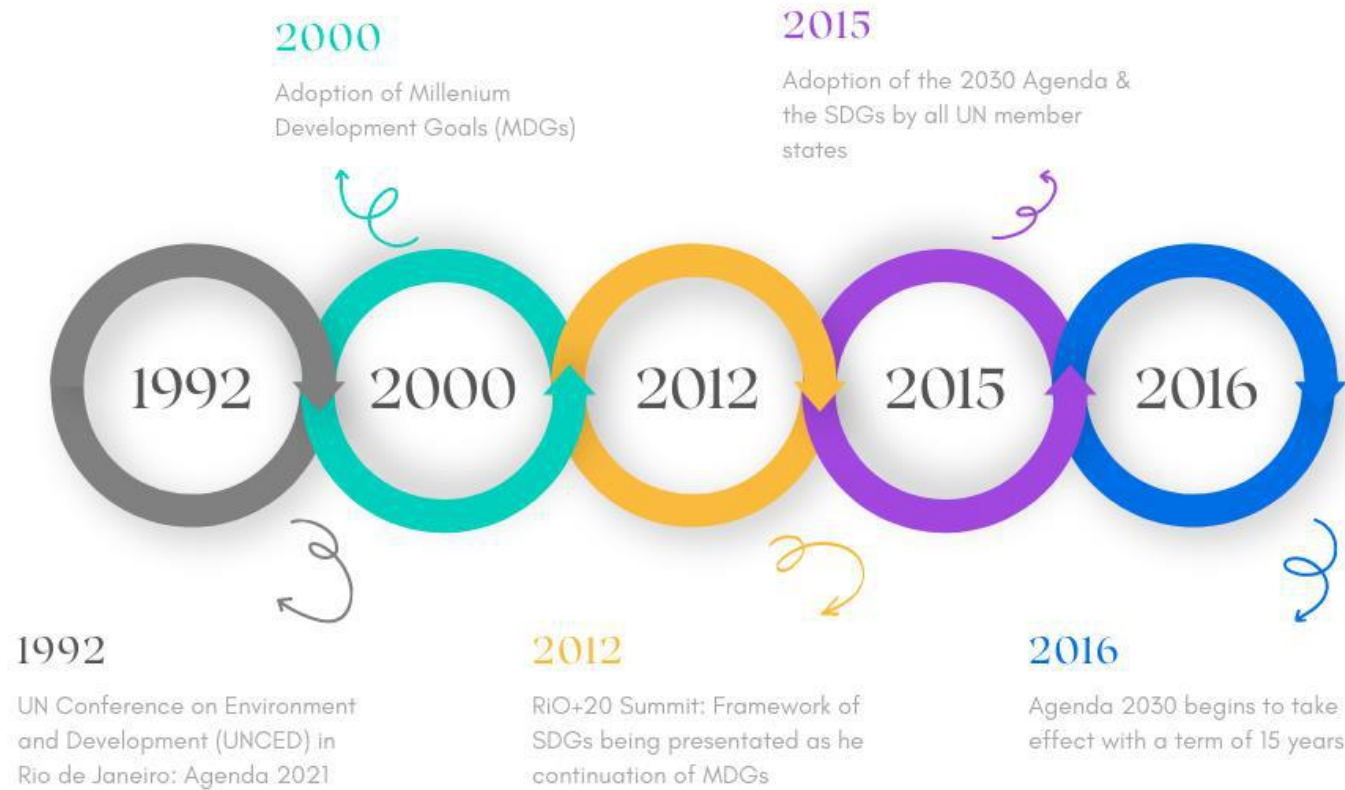


1.1 YOUR FUTURE & ESG: IT'S CLOSER THAN YOU THINK!

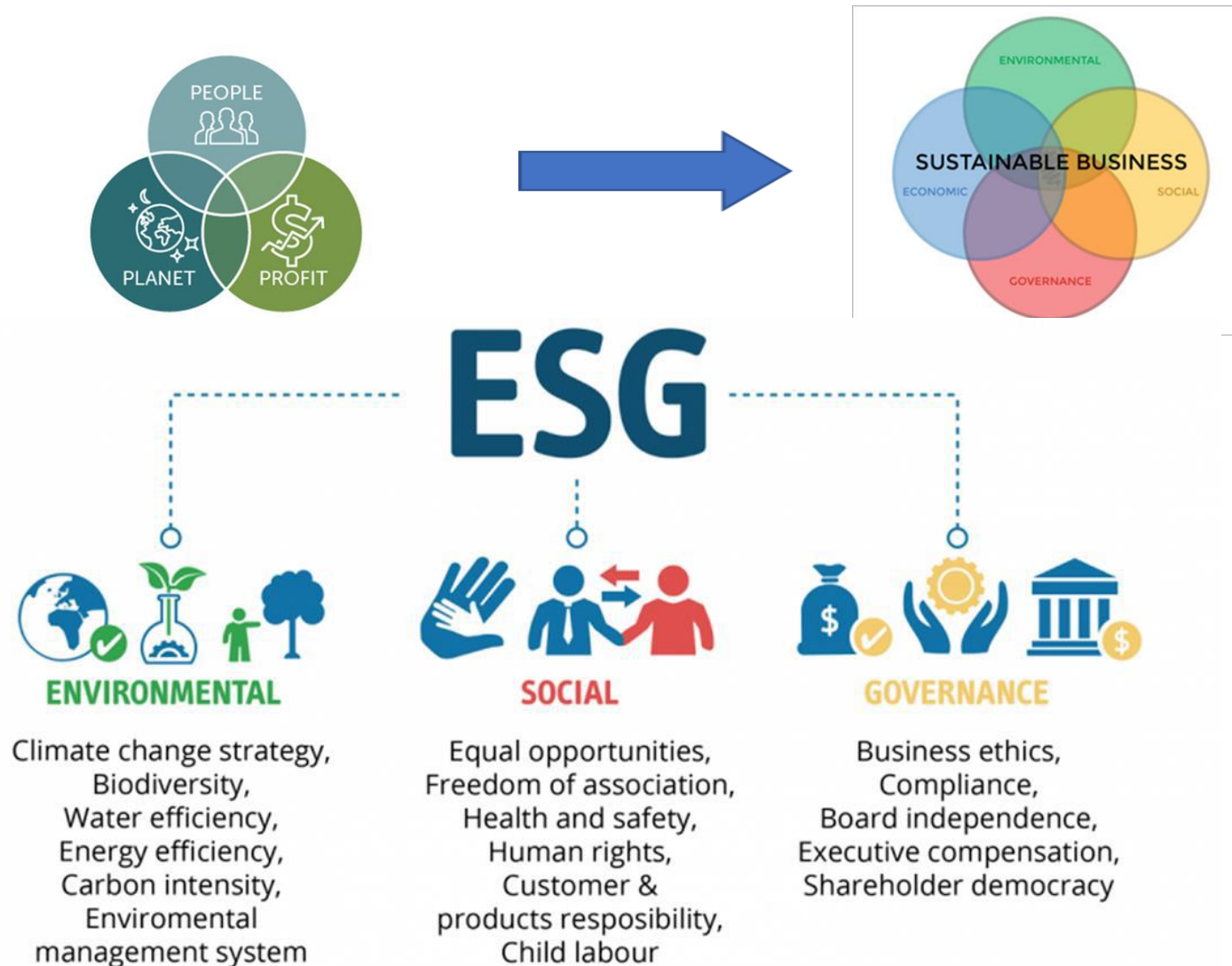
- ESG isn't just a buzzword – it's shaping YOUR career landscape!
- Understand why top companies (and Bursa Malaysia) are prioritizing ESG.
- Understand the skills to be a leader in sustainable business practices.



1.2 THE JOURNEY OF SUSTAINABLE DEVELOPMENT



1.3 ENVIRONMENTAL, SOCIAL AND GOVERNANCE



In the past, governments, non-governmental organisations (NGOs)/civil society, and communities advocated for sustainable development.

Now, companies, investors, and customers with a focus on environmental, social, and corporate governance (ESG) want to see companies voluntarily practice sustainable development as much as possible.

Majority of Stock Exchange requires listed companies to report on their sustainable development impact.

1.4 WHO CARES WINS

The term ESG was officially coined in 2004 with the publication of the UN Global Compact Initiative's "Who Cares Wins" report.

In 2004, Kofi Annan (secretary of the United Nations) asked major financial institutions to collaborate with the United Nations and the International Finance Corporation in identifying ways to integrate environmental, social, and governance concerns into capital markets.

The paper stated that incorporating ESG drivers into investments would not only benefit the company. It would also make good business sense.

“A better inclusion of environmental, social and corporate governance (ESG) factors in investment decisions will ultimately contribute to more stable and predictable markets, which is in the interest of all market actors”.

“Who cares win – Connecting Financial Markets to a Changing World”,
UN Global Compact, 2004



George Serafeim

Award-Winning Scholar, Harvard Business School

PURPOSE

+

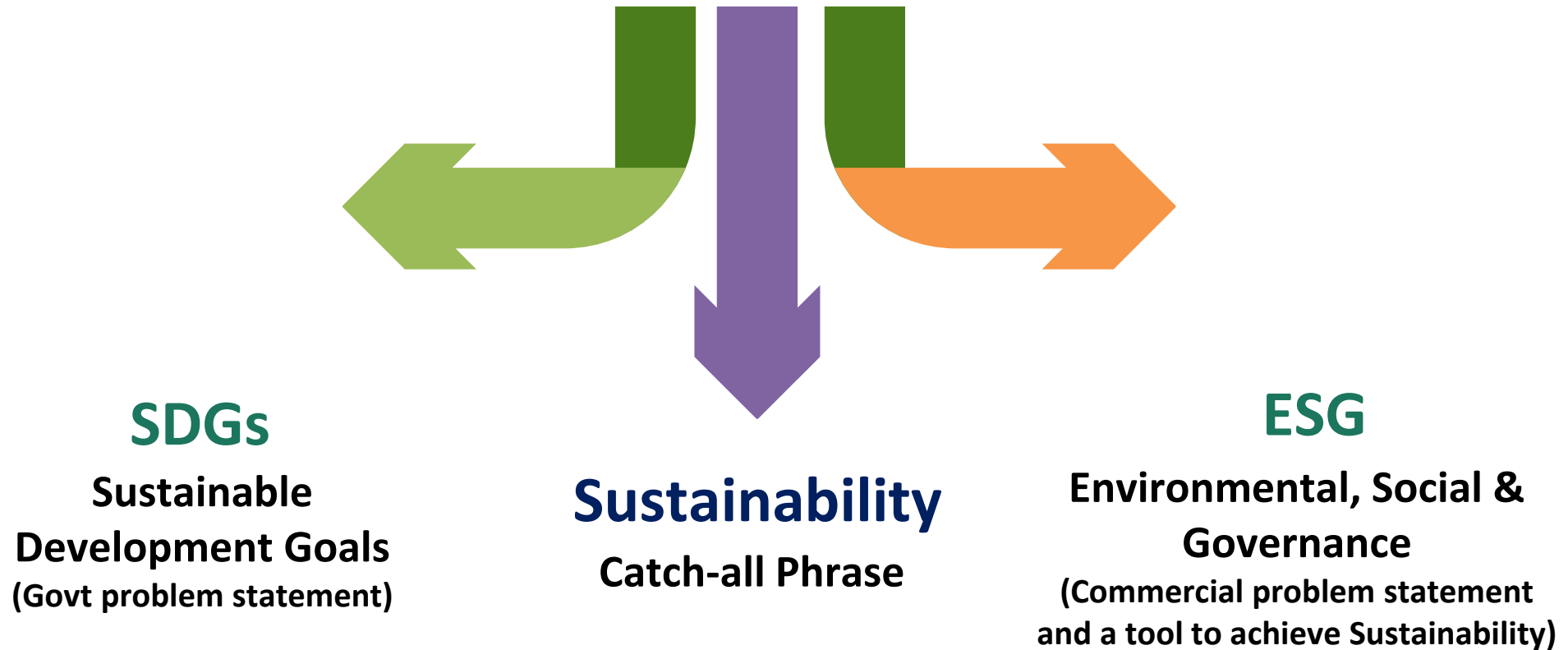
PROFIT

HOW BUSINESS CAN
LIFT UP THE WORLD

**It is not survivability *versus*
sustainability.**

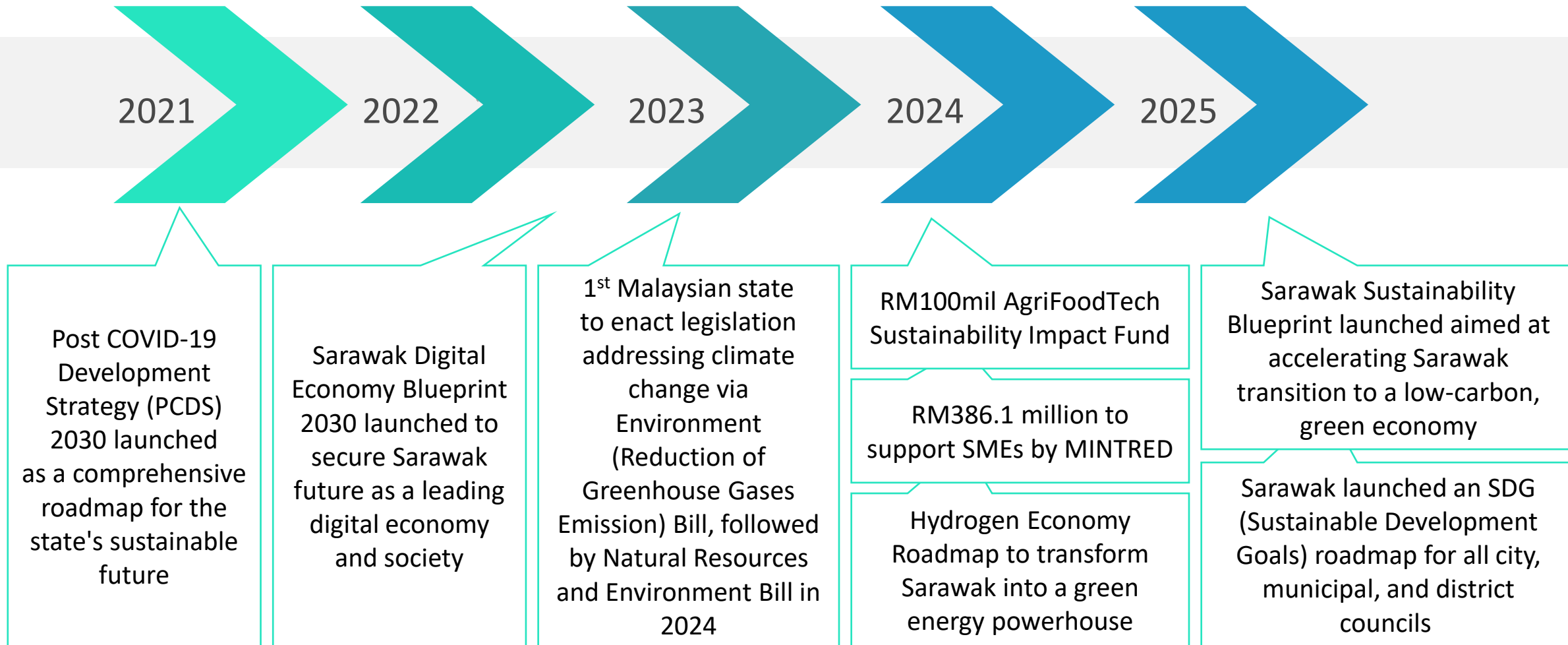
Sustainability = Survivability!

TERMINOLOGIES & CONTEXT



EMBRACING SUSTAINABILITY IN SARAWAK

- Achieved & Retained 'Carbon-Negative' status



SARAWAK 13MP – 10 HIGH-LEVEL STRATEGIES

13MP - 10 High-Level Strategies

- 1 Accelerate the clean energy transition ✓
- 2 Develop and attract strategic industries
- 3 Increase investor confidence and attract greater private sector participation
- 4 Optimise land use to drive growth
- 5 Build a high-quality living environment and inclusive all communities
- 6 Attract and retain talent and foster a skilled and agile workforce
- 7 Enhance safety, security, and disaster preparedness
- 8 Engage in climate action, integrate ESG, and advance the circular economy ✓
- 9 Protect and sustainably manage natural resources ✓
- 10 Create a strong and resilient Bumiputera business community

Economic Planning Unit Sarawak

2.0 ESG CHALLENGES & OPPORTUNITIES FOR SME

2.1 SMEs FACE UNIQUE CHALLENGES IN ESG ADOPTION

Businesses under tremendous pressure to comply and disclose, or risk losing market share and fundings.
Transition to low-carbon economies becomes **CRITICAL** and **URGENT**

2050

Malaysia
projected to be
Carbon Neutral

2027

Carbon Tax
Implementation
in Malaysia

SMEs contribute up to:
40%
Malaysia's GDP

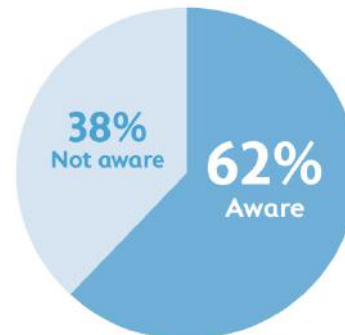
In 2022, SMEs account for
10.5% or
EUR 15bil export to EU
4th largest trading partner



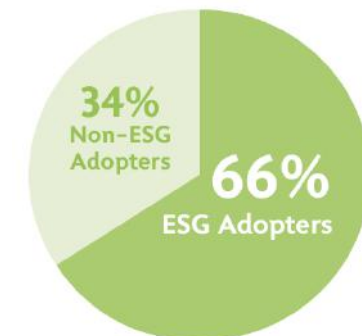
Rapidly evolving
Global & Local ESG
Regulatory landscape

< 2% ESG Reporting by
SMEs in Malaysia

**Overall ESG Awareness
by Sarawak SMEs**



**Overall ESG Adoption
by Sarawak SMEs**



2.2 MALAYSIA SMEs ARE AT RISK!

Many SMEs are suppliers to MNC companies. They are under critical threat to become irrelevant and removed from the global supply chain if they are not ESG ready (this is part of Scope 3 requirements esp for exports to the EU)

1

Scope 3
implementation
esp. for EU will
commence in
2025.

2

MNCs will
remove suppliers
predominantly
SMEs, that
endanger their
carbon transition
plan by 2025
(SCB 2023)

3

**Lack of an
integrated ESG
framework &
support
Ecosystem for
SMEs.** Big 4 too
expensive for
SMEs.

4

74% of Malaysian
SMEs are **not ESG
ready** & are at
risk of being
removed from the
global supply
chain

2.3 OPPORTUNITIES TO FUTURE-PROOF VIA ESG



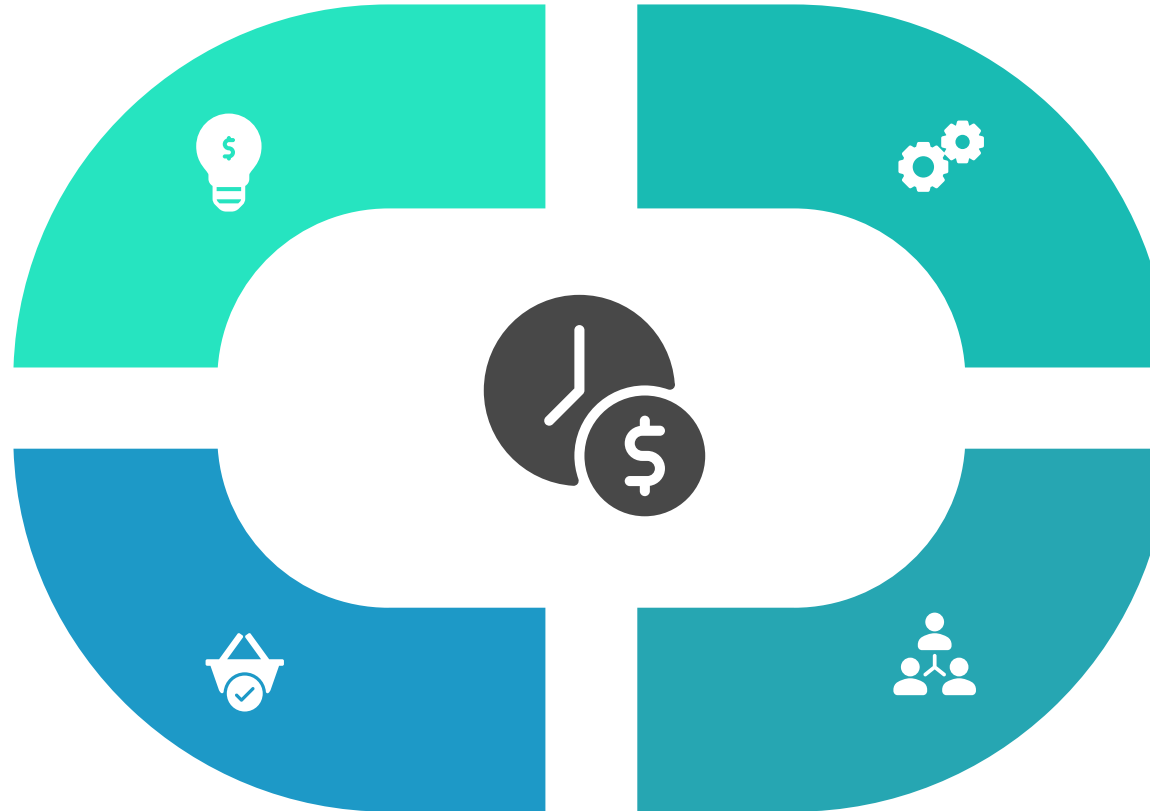
2.4 KEY CHALLENGES FOR SMEs

Complexity

- i) Lack of integrated ESG framework for SMEs
- ii) Complicated & fragmented e.g., GRI, ISSB, EU ESRS, SASB

Cost

- i) Costly and time-consuming e.g., reports, consultants, certification
- ii) Lack of financing providers



Competencies

Lack of internal competencies and knowledge

Constraint

Limited awareness, expertise, and tools

3.0 THE ESG ROAD AHEAD

START SMALL, WIN BIG but START NOW



EARLY ADOPTERS

- MORE RESILIENT
- MORE ATTRACTIVE TO PARTNERS

ESG
IMPLEMENTATION
DOES NOT REQUIRE
MASSIVE BUDGETS

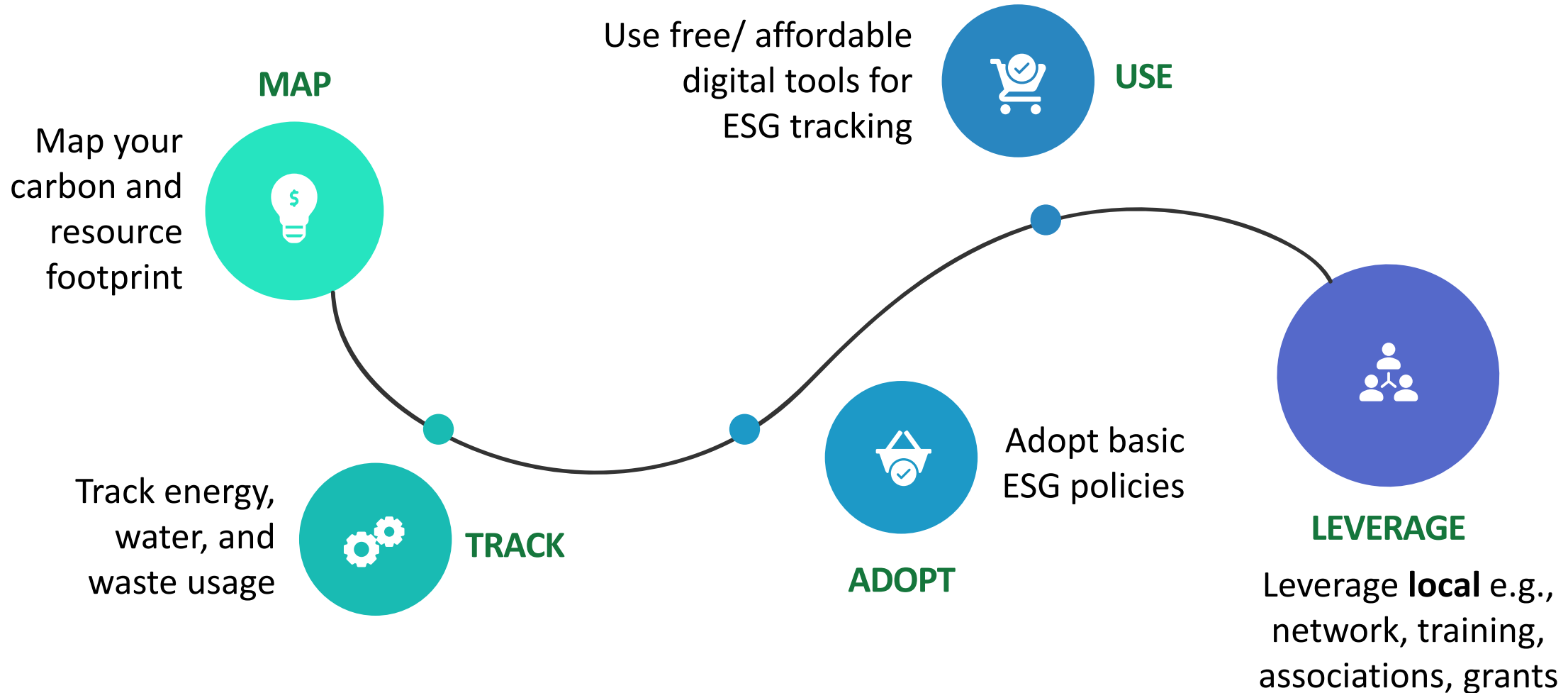
START WITH:

- SMALL STEPS
- MEASURABLE IMPACT
- BUSINESS CREDIBILITY.

EXAMPLES:

- ENERGY EFFICIENCY,
- WASTE REDUCTION,
- DIGITAL REPORTING

3.2 HOW SMEs CAN START SMALL



3.3 CALL TO ACTION

01

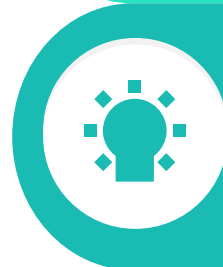
Make ESG your agenda



Alignment

02

Join ESGAM &
ESGAMConnect to access
tools and partners



Leverage
Ecosystem

03

Together, SMEs can
“Start Small, Win Big”



Measure
to Deliver

4.0 INTRODUCTION TO THE ESG ASSOCIATION OF MALAYSIA (ESGAM)



PERSATUAN ESG MALAYSIA (ESG Association of Malaysia)

(PPM 015 14 11042022)





PERSATUAN ESG MALAYSIA
(ESG Association of Malaysia)

Charting our Path



VISION

Championing a
Sustainable Future
for Our Nation
and Community



MISSION

To promote a sustainable, equitable,
and vibrant ESG ecosystem that
connects and empowers all
stakeholders, fosters collaboration,
and drives positive change toward a
better future for all

- Launched in 2022, ESGAM is an NGO, a group of volunteers and liked minded professionals from business, academic, financial, legal etc. background coming together to **support Malaysia towards achieving the sustainability transition plan.**
- We aspire to be the “**voice of the industry, by the industry, for the industry**” especially for the “**underserved**” i.e., specifically the SMEs that contributes to ~40% of Malaysia's GDP.
- We want to be the **catalyst, facilitator, promoter and enabler for ESG adoption and development in Malaysia**, delivering on the Sustainable Development Goals (**SDG17**) call to action plan adopted by The United Nations.



Leading Malaysia's ESG Ecosystem: 2025-2028

EXCO



Adj. Prac. Prof.
Cheah Kok Hoong



Jeffrey Ooi



Adj. Prof.
Rina Neoh



Harry Tan



Jasper Ong

VICE PRESIDENT



Joyline Chai



Tony Ooi



Eric Chong



Akhil Gupta



Catherine Lian

The ESGAM Committee: 2025-2028

COUNCIL MEMBER



Jhin Chan



Muzahid Shah



Atiqah Khairudin



Adj. Prof. Datuk
Alan See



Kevin Tan



Adrian Tan



Kien Soon



Prof. Dr. Hamed



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Alex Liew



Dato Danny Tan



David Wong



Adj. Prof.
Chan Kok Long



William Chen

SECRETARIAT



Carolyn Teh



Rasanah Soleh

The ESGAM Committee: 2025-2028



PERSATUAN ESG MALAYSIA
(ESG Association of Malaysia)

ESGAM At a Glance: 2023-2025

185

External & Internal
Events

11

Media Interview

13

Memorandum of
Understanding and
Collaboration

6

Training & SPS

268

Memberships



PERSATUAN ESG MALAYSIA
(ESG Association of Malaysia)



PERSATUAN ESG MALAYSIA
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OUR MEMBERS AND GROWING!





PERSATUAN ESG MALAYSIA
(ESG Association of Malaysia)

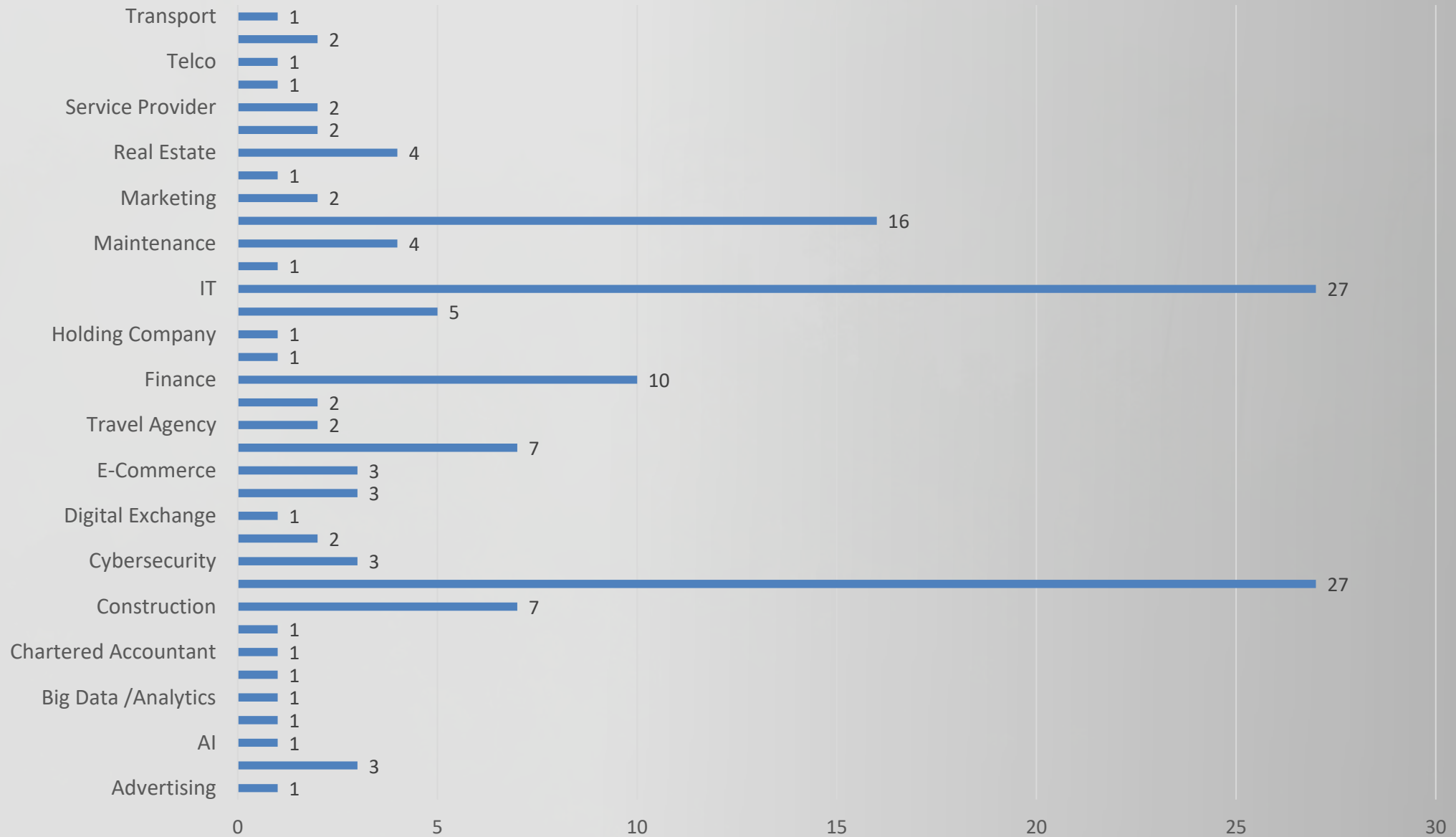
OUR MEMBERS AND GROWING!





PERSATUAN ESG MALAYSIA
(ESG Association of Malaysia)

OUR MEMBERS AND GROWING!





PERSATUAN ESG MALAYSIA
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ESGAM in Action 2023



NCCIM National Economic
Forum 2023



ESCAM First EGM



GBS Summit 2023



ESGAM Year-End Dinner



Visit to MATRADE



AGMOSPACE Launch



Business Management and Social
Social Sciences Conference



ESGAM x WOU



ESGAM First with SIRIM



ESG Seminar by MIM



ESGAM at The Shift Asia



SDEC 2023



Belt and Road Symposium



Moving Forward 2024



PERSATUAN ESG MALAYSIA
(ESG Association of Malaysia)



INTI x NANYANG



KSI



ESGAM x HUAWEI



MOC with Ancubic



SPS3



ESGAM First Member's Induction Day



MSCE 2024



DCCI Summit 2024



ESGAM x AEC x HRDC



TM Fortinet



PIKOM Digital Excellence Awards Night 2024



MARVEX 2024



GBS Summit 2024



CTOS SME Biz Day

ESGAM in Action 2024



PERSATUAN ESG MALAYSIA
(ESG Association of Malaysia)

ESGAM in Action 2025



JCI Inspire Fest 2025



SMEAM CNY & Installation Dinner
2025



KSI - Malaysian SME Resilience &
Growth Conference



ESGAM x iForte AI Platform
Mou Signing Ceremony



Popular Bookfest 2025



UN ASIA-PACIFIC BUSINESS FORUM
2025



Mastering ESG



ESGAM x The Exchange Magazine Asia
Mou Signing Ceremony



Financing the Future of SME



MoU Signing with MCBA



ESGAMConnect G and
Launch



ESG Forum for SME

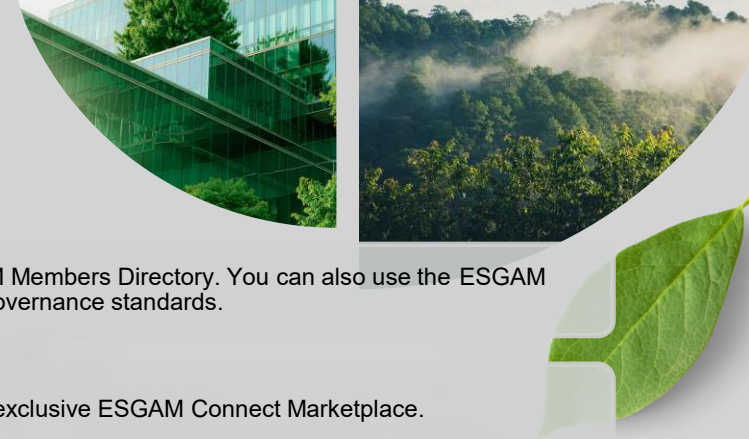


ICT ESG C-Level Event



Program AI DAY Pendidikan Tinggi

Why Join ESGAM



Enhanced Market Credibility

- Instantly build trust and elevate your profile by being listed in the official ESGAM Members Directory. You can also use the ESGAM Member logo to publicly signal your commitment to sustainable practices and governance standards.

Access to New Markets & Opportunities

- Expand your reach by showcasing your solutions to a targeted audience in the exclusive ESGAM Connect Marketplace.

Gain Strategic Knowledge & Insights

- Stay ahead of the curve by navigating change with timely alerts on new ESG regulations and policies. You can also develop critical ESG expertise for your team with member-only training and masterclasses.

Exclusive Network & Influence

- Network and engage with industry leaders and policymakers at exclusive C-suite events. This gives you a unique opportunity to connect with key decision-makers and expand your professional network.

Showcase Your Expertise

- Establish your organization as a thought leader by securing speaking and publishing opportunities to showcase your expertise and insights to a wider audience.

Shape National Policy

- Become an active participant in shaping Malaysia's ESG landscape. By joining working groups, you get a seat at the table to directly influence the creation of industry standards and regulatory frameworks.

Access to ESG Supply Chains

- Gain a crucial advantage in the international market. As international markets increasingly demand verified ESG compliance from their suppliers, ESGAM helps members gain access to these lucrative supply chains by providing a clear roadmap towards achieving the necessary ESG certifications and scores.

Access to ESG Financing

- Unlock new funding opportunities. As a member, you can become eligible for specialized ESG financing, including preferential rates, which are crucial for innovation, scaling, and competing globally.

Contribute Towards a Sustainable Malaysia

- If you are passionate about making a tangible difference join our collective effort to drive meaningful change. Your membership provides a direct way to contribute to an association committed to building a more sustainable, inclusive, and ethically governed nation.

Your Partner for Sustainable Growth & Market Leadership



PERSATUAN ESG MALAYSIA
(ESG Association of Malaysia)

5.0 EMPOWERING BUSINESS SUSTAINABILITY WITH ESGAMConnect™

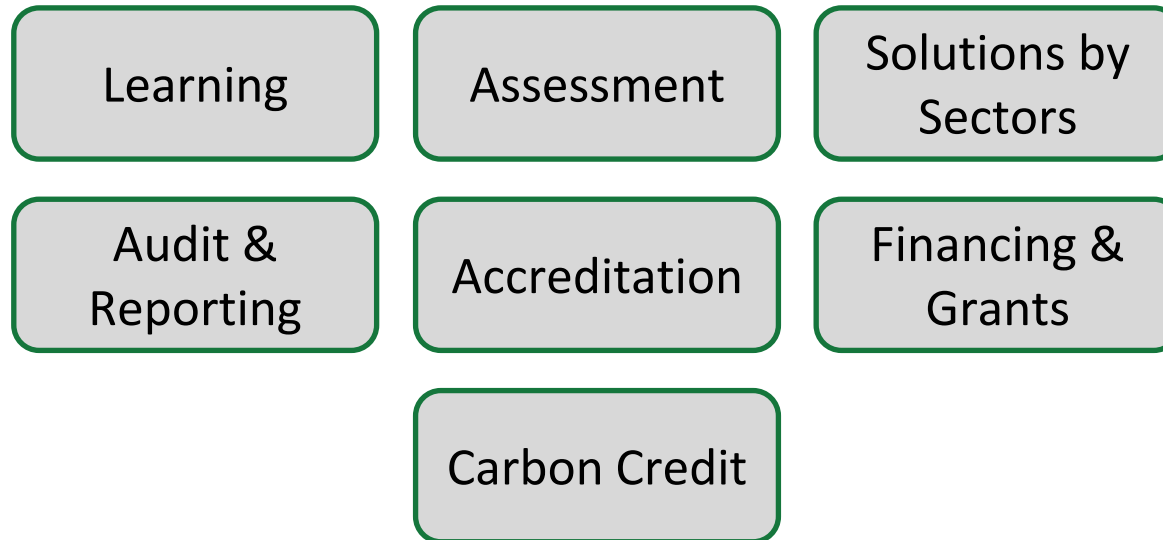
SME: “WHERE & HOW TO BEGIN, OR WHO TO TRUST?”

ESGAM: THAT’S THE GAP WE SET OUT TO SOLVE

A simple, affordable & accessible

“1 Window”

digital ecosystem encompassing:

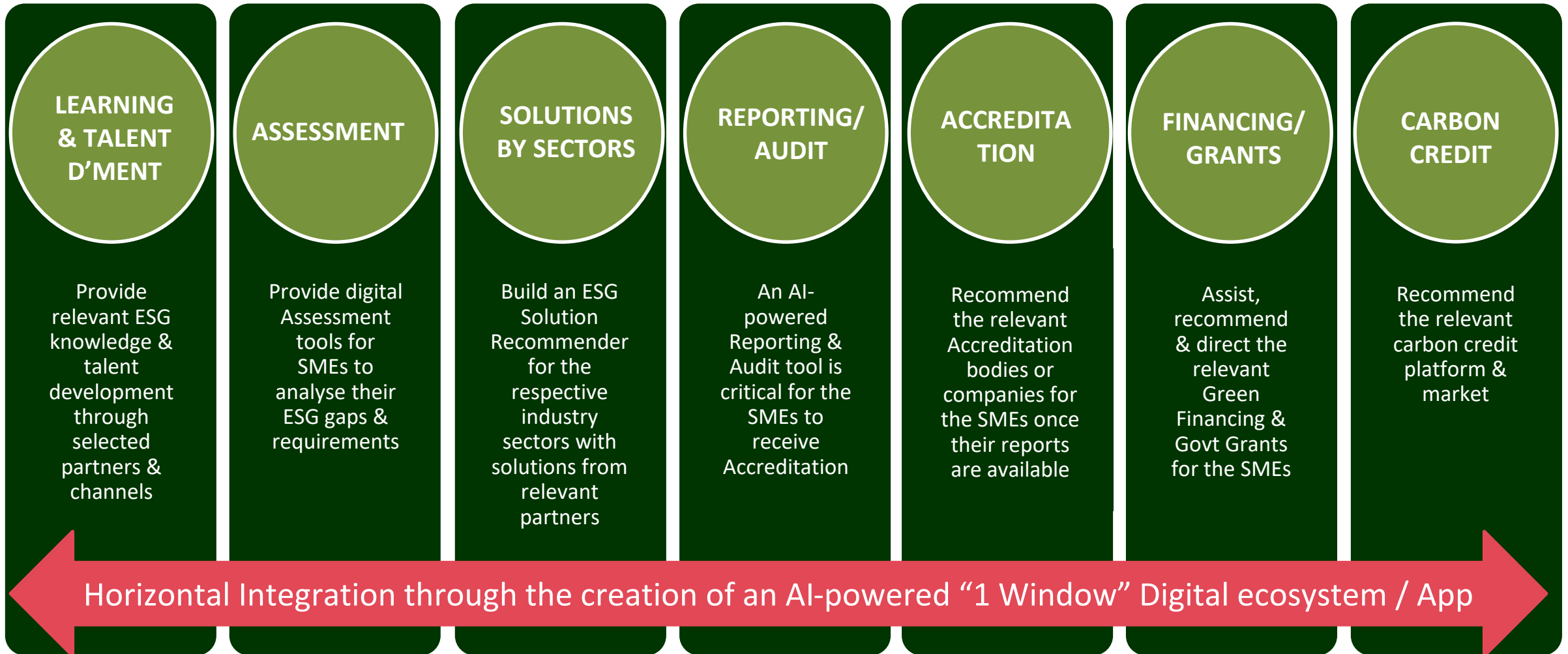




ESGAMConnectTM



ESGAMConnect™ 7 VALUES FRAMEWORK



ESGAMConnect™ POWERED BY iForté

1. MEMBERSHIP CENTER

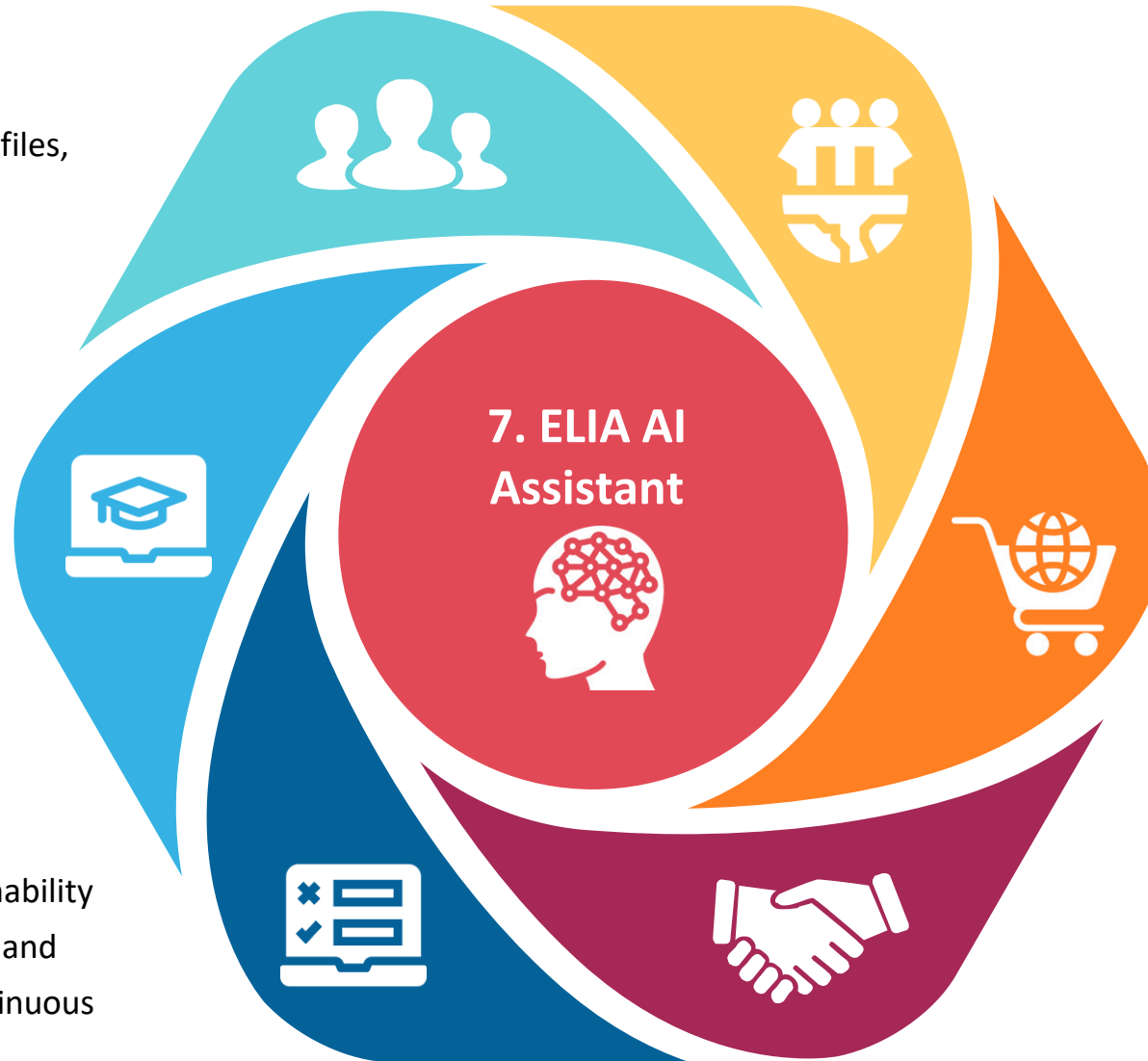
Streamlines the process of handling member registrations, renewals, profiles, payments, and communication.

2. LEARNING CENTER

Offers curated courses, resources, and certifications to enhance sustainability knowledge and organizational impact.

3. ASSESSMENT CENTER

AI-powered tools to evaluate sustainability performance, benchmarks progress, and provides actionable insights for continuous improvement and compliance.



4. ESG DIGITAL DIRECTORY

Connects businesses with trusted ESG partners, experts, and resources to support sustainable initiatives and collaborations.

5. ESG MARKETPLACE

Offers access to sustainable products, services, and solutions, fostering responsible business practices and innovation along the supply chains.

6. FINANCING & GRANTS

Connects organizations with funding opportunities to support sustainable projects and initiatives for impactful change.

ESGAMConnect™ FOR ENVIRONMENT

Energy Efficiency

- Conduct energy audits to find savings
- Switch to LED, energy-efficient appliances, and solar power
- Use smart meters for real-time energy tracking
- Implement rainwater harvesting and management

Carbon Footprint Reduction

- Track emissions using free/affordable tools
- Offset carbon via certified programs
- Promote remote work & carpooling to cut commuting emissions

Waste Management

- Start recycling and reduce single-use plastics
- Collaborate with certified waste management partners
- Adopt circular economy practices (e.g., reuse, take-back schemes)

Sustainable Sourcing

- Choose eco-friendly materials and suppliers
- Buy local to minimize transport-related emissions
- Digital Tools Adoption

ESGAMConnect™ FOR SOCIAL

Employee Well-being

- Provide training & upskilling opportunities
- Promote fair wages, diversity & inclusive hiring
- Offer flexible hours & remote work options

Health and Safety

- Enforce strong health & safety policies
- Train staff regularly on emergency procedures
- Preventive & predictive analytics

Community Engagement

- Support local charities & unsung heroes
- Encourage volunteering via paid volunteer days
- Partner with schools to boost education & skills

Customer Satisfaction

- Ensure clear, ethical communication
- Provide sustainable product options and sustainable sourcing policy
- Use feedback to improve products/services

ESGAMConnect™ FOR GOVERNANCE

Transparency & Accountability

- Publish annual ESG reports (even simplified versions)
- Establish anti-corruption, bribery & ethical conduct policies
- Internal & external training, certification and audits

Board Diversity & Inclusion

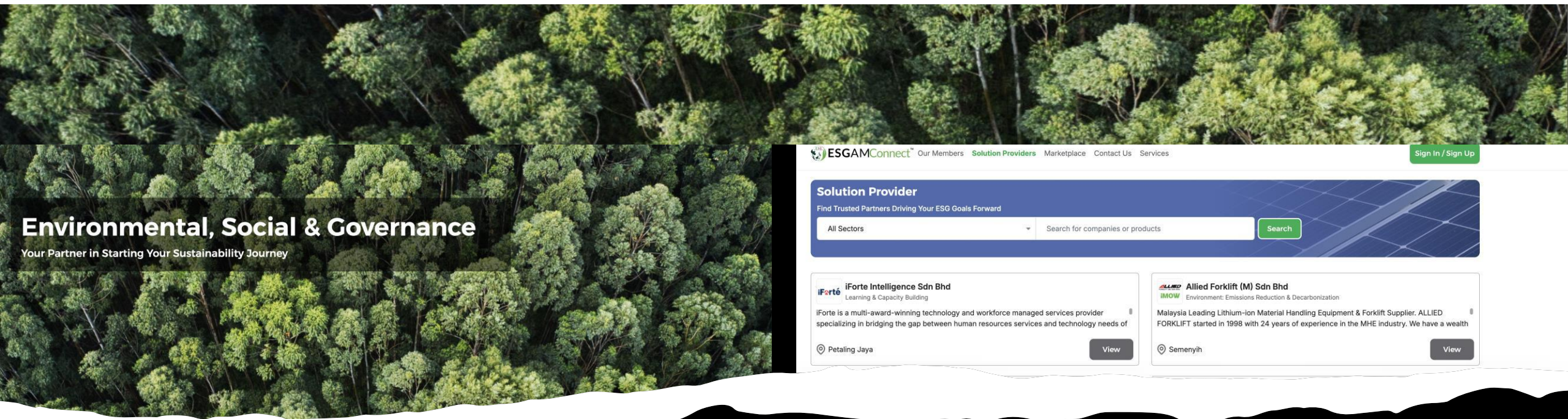
- Promote diverse leadership and decision-making
- Support gender equality at all organizational levels

Compliance & Risk Management

- Monitor ESG regulations and ensure full compliance
- Apply risk frameworks to manage ESG-related risks (e.g., climate, supply chain disruptions)
- Strengthen cybersecurity for data & device safety

Stakeholder Engagement

- Engage employees, customers & investors regularly
- Create feedback/reporting channels for ESG concerns



Environmental, Social & Governance

Your Partner in Starting Your Sustainability Journey

Solution Provider

Find Trusted Partners Driving Your ESG Goals Forward

All Sectors

Search for companies or products

Search

 **iForté Intelligence Sdn Bhd**
Learning & Capacity Building

iForté is a multi-award-winning technology and workforce managed services provider specializing in bridging the gap between human resources services and technology needs of

 Petaling Jaya

View

 **Allied Forklift (M) Sdn Bhd**
Environment: Emissions Reduction & Decarbonization

Malaysia Leading Lithium-ion Material Handling Equipment & Forklift Supplier. ALLIED FORKLIFT started in 1998 with 24 years of experience in the MHE industry. We have a wealth

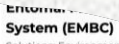
 Semenyih

View

ESGAM CONNECT PLATFORM

**iForté : Understanding Climate Change Bill (CCB): Compliance,...**
Learning & Capacity Building

RM1,700

**Environmental Management System (EMBC)**
Solutions: Environment

RM150,000

**Seda**

RM118

ESGAMConnectTM INNOVATIVE ECOSYSTEM FOR THE INDUSTRY, BY THE INDUSTRY,

In Championing a Sustainable Future for Our Nation & Community

Platform Partner



Public Private Partnership



Solution Providers – 1st batch



ESGAM IN SARAWAK

DIRECTOR: MR CHOO MENG CHUNG

EMAIL: choomengchung@gmail.com

MOBILE: 011-1099888

Mr. Choo Meng Chung is a distinguished leader and influential figure with a legacy rooted in the heart of Borneo, encompassing Sarawak and Sabah. With a career spanning over 35 years, he has established himself as a pivotal force in the region's key economic sectors, notably in FMCG, Digital Technologies and Telecommunications.

Choo Meng Chung is deeply committed to Sarawak in advancing Environmental, Social, and Governance (ESG) principles as a cornerstone of sustainable leadership. He believes that ESG is not merely a compliance requirement but a strategic imperative that drives long-term value creation, resilience, and trust.



THANK YOU



ESGAM
Membership



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