

## Media item

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**Adham: Time to adopt green tech**

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Adham: Time to adopt green tech By VENESA DEVI [venesa@thestar.com.my](mailto:venesa@thestar.com.my)

Industry players urged to cut down carbon emissions KULAI: Industry players are encouraged to use green technology and recycled materials that will help reduce carbon emissions into the air. "We encourage the use of new technology that can help reduce waste and ultimately reduce the amount thrown into our landfills," said Science, Technology and Innovation Minister Datuk Seri Dr Adham Baba. As such, he said the government welcomed technologies from countries such as Japan and Austria that would allow the country to further improve its recycling industry. The ministry would be working closely with the International Trade and Industry Ministry and Technology Development Corporation (MTDC) to ensure the sustainability of such an industry, he told reporters after witnessing a signing ceremony between Japanese company Hiroyuki Industries (M) Sdn Bhd and Austrian company Starlinger & Co Gesellschaft here yesterday. Dr Adham said the Malaysia-based Hiroyuki Industries (M) Sdn Bhd was the first company within Asean that produced food-grade high quality recycled polyethylene terephthalate (PET) or rPET resins. He said rPET resins, which were made from recycled bottles, could help reduce waste in the country. "Apart from producing rPET resins, the company is also encouraging the habit of recycling in schools through its engagement with about 60 schools in Johor. "This will further cultivate the habit of recycling among the pub- " he," he said. Earlier in his speech, Dr Adham said his ministry aimed to turn Malaysia into a high income, sustainable and inclusive economy by 2030. "In order to do this, we must emphasise on innovation and utilise recycled materials such as PET or rPET resin on a commercial scale. "The ministry encourages industry players to transition towards green products such as rPET resins to reduce carbon emissions," he said. He said rPET resin, which was produced from recycled bottles, could reduce carbon dioxide emission by 79% compared to virgin materials. Also present at the event were Hiroyuki Industries managing director Hiroyuki Nakata and Austria's Kuala Lumpur commercial counsellor and head of Advantage Austria Reinhart Zimmermann.

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