

# BUILDING A FOUNDATION FOR INTERNATIONAL TRADE...

MALAYSIA-COLORADO CLEANER PRODUCTION POLICY & TECHNOLOGY EXCHANGE

Over 237 Colorado professionals met with Malaysian professionals representing more than 183 businesses and organizations.

As of May 30, 2000, four Malaysian organizations had created specific organizational objectives each targeting a different cleaner production initiative.

Over 445 Malaysian professionals representing more than 260 businesses and organizations met with Colorado team and Council members during the project.

## CEBA/Ambassador Program

OUR OBJECTIVE:

To develop business opportunities for a healthy global future by balancing economic, environmental and social concerns.



## DIRECT PROJECT BENEFITS - Economic, environmental and social

During the past eighteen months, Colorado and Malaysian business, government, academic and non-profit leaders have shared information, expertise and ideas about sustainable economic development. Small businesses have been able to initiate international business contacts in order to generate future economic benefits for their company, Colorado and Malaysia, and address environmental issues at home and abroad.

This sustainable development project was itself designed to become sustainable beyond the initial funding. Personal and professional business relationships are resulting in contractual and pro-bono services, conference speaking engagements, and sharing "how-to" information about successful programs and processes. The project's electronic ListServe and individual e-mail contacts continue to facilitate this on-going exchange.

Colorado expertise was made available using teleconferencing, in-person visits, printed materials, e-mail and telephone. As organizations continue to pursue their objectives, it is clear that the dedicated spirit of individuals involved in this project will impact the on-going missions of many organizations and businesses in the years ahead.

"This project has supported, ENSEARCH, in successfully organizing our First Malaysian Cleaner Production Conference last year... introducing the latest Groundwater Monitoring/ Remediation techniques and technologies in a workshop in January 2000, participating in our POLMET 2000 conference in March 2000, and the ceramic technology seminars given to our local industry."

Dr. Lee Jin, ENSEARCH, Malaysia

"ETCI, Inc expects to continue doing work in Malaysia as a result of contacts made during the project...We are strongly considering opening a representative office in Kuala Lumpur."

Leslie Wildesen, Ph.D., ETCI, Colorado

" We have been very happy with...the more proactive approach and system shown to us by Partnership Architecture for project/program design, planning and development. While implementation may take some time, we hope to reach eventual success(es) accordingly."

Jenny Tan, CETEC, Malaysia

"You know how impressed I am with the work you and CEBA have done in giving a small company such as ours quality exposure to a large amount of relevant issues in the country of Malaysia...The last meeting was on Saturday at which I trained 30 executive and field people for the local private solid waste authority... I would expect some sampling and monitoring equipment sales from their interest at the meeting."

Jim Butler, GEOTECH, Colorado

"The project provided us here, with Colorado professional expertise, case studies and new sustainability related concepts... during the 1st Malaysian Cleaner Production Conference, in July 1999. An estimated 50 other people/ organizations who had not been introduced to Colorado CP/P2 experience before, then had the opportunity to learn about it."

Thayanithi Kulenthiran, Greenfields Environmental Consultants, Malaysia

"As a result of the Malaysia P2 program we have submitted a number of proposals to provide environmental management systems (ISO14000) and environmental risk management services to Malaysian and other Southeast Asian organizations. We have provided consulting and training programs to the Malaysian Department of Environment and we have received a long-term contract with the government of Singapore."

Robert A. Woellner, QUEST Management International, Denver, Colorado

"The project provided 'new kind of sharing' during the time of the Malaysian economic crisis and at the time when associated environmental problems have reached such a scale that their impact has been increasingly regional and even global in scope. Increasingly, there is now in Malaysia a meshing of interests between the various groups in the area of cleaner and cost effective production."

Wan Portia Hamzah, ISIS, Malaysia

"The proposals and negotiations are at various development stages. A couple are considered highly possible. This is all in less than one year's time, and effort. Should any of these proposals go through to a signed contract, it will be the fastest that any of 2MS' international contracts will have come together in our 10 years of activities internationally."

Tim McCune, 2MS, Colorado

"Through the Malaysia-Colorado program there are now two groups of people who are communicating when otherwise there would never have been the opportunity. It is also useful that the program continues on to open up other avenues, to introduce more people to others and to persist with those contacts that have already been made."

Marina Yong, Perunding Good Earth, Malaysia

"The rewards were the people I have met with and experienced in Malaysia."

John Bradley Stephenson, Cordilleran Environmental, Colorado

"ENSEARCH has recently formed a Cleaner Production Interest Group (CPIG), with a Committee to promote CP among our members. The core members of the CPIG are part of the Malaysian-Colorado network and they have been entrusted with developing ENSEARCH's relationship with our Colorado friends, in the attainment of the CP objectives of the Group."

Lee Jin, DRE Consulting, Malaysia

"We learned a lot from our Malaysian counterparts that can benefit our Colorado economy. I was very interested in the sophisticated analysis of Malaysia's technology economic development opportunities shared with us by ISIS. From the Penang Skills Development Center we learned about the training tax fund used to motivate manufacturing firms to upgrade worker technical skills."

Karen Eye, CUBAC, Colorado

## CLEANER PRODUCTION NETWORK

### MALAYSIA PARTNERS

#### **ENSEARCH**

Mr. Kumarisivan, President

#### **SIRIM Environmental & Energy Technology Centre**

Yeoh Bee Ghin, General Manager

#### **Federation of Malaysian Manufacturers**

Ms. Sia Chooi Leng, Assistant Manager

#### **Institute of Strategic & International Studies**

Wan Portia Hamzah, Senior Analyst

#### **CETEC**

Jenny Tan, Executive Director

#### **Malaysia Department of Environment**

Mr. Patrick Tan, Manager

#### **KTA Tenaga Sdn Bhd**

IR. DR. Lee Jin, Senior Consultant

#### **Eng. Teknologi Sdn. Bhd.**

Mr. K. B. Lim, General Manager

#### **Greenfields Environmental**

Mrs. Thayanihi Kulenthiran, President

#### **U.S. Asia Environmental Partnership**

Ms. Vivian How, Director, Malaysia

### COLORADO PARTNERS

#### **CEBA/Ambassador Program**

Ellen Drew & Sharon Westmoreland  
Co-Project Directors

#### **CU Business Advancement Center**

Karen Eye, Director

#### **CO Environmental Business Alliance**

Brent Temmer, CH2M Hill

#### **Colorado International Trade Office**

Deb Robinson, Asian Specialist

#### **Denver Mayors Office of Economic Development/ International Trade**

Bonnie Turner & Eric Hiraga

#### **Colorado Pollution Prevention Program, CDPHE**

Parry Wellington Burnap, Manager

#### **Quest Management International**

Robert Woellner, President

#### **Environmental Training & Consulting**

Leslie Wildesen, Ph.D., President

#### **Cordilleran Environmental Consultants**

John Bradley Stephenson, CEO

#### **CU-Boulder - International Business**

Kenneth R. Gordon

#### **Colorado School of Mines, Environmental Science & Engineering**

Dr. Ken Kolm & Dr. John Emerick

#### **U.S. Environmental Protection Agency**

David Alan Schaller, Region VIII

#### **U.S. Export Assistance Center**

Selina Marquez, Environmental

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The Malaysia-Colorado Cleaner Production Policy and Technology Exchange Project was conceived by the partner organizations of the Colorado Environmental Business Alliance/ Ambassador Program and administered by the CU Business Advancement Center. All project participants contributed many hours of in-kind time, and provided lodging, transportation, meeting space and other facilities to support the exchange visits, meetings and conferences.

Special thanks for the success of this project to:

- Sharon Westmoreland and Ellen Drew, Co-Directors, for their unique ability to blend the roles of teacher, taskmaster and friend in a way that led us all to do more and be more to each other;
- Denver Mayor's Office of Economic Development and International Trade and ENSEARCH for generous cash support and hospitality to project delegations;
- Joe Pringle, National Pollution Prevention Roundtable (NPPR), for participation in the project and assistance with the Malaysian Cleaner Production Conference; and
- The University of Colorado at Boulder for providing institutional support as in-kind to the project.



This project has been made possible through the on-going support of CH2M Hill and the Denver Mayor's Office of Economic Development and International Trade in support of Colorado's environmental industry through:

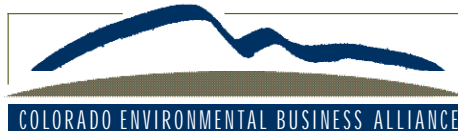
#### **The Colorado Environmental Business Alliance Ambassador Program.**

Grant funding awarded by the Council of State Governments State Environmental Initiative Program supported by U.S. Asia Environmental Partnership through USAID.

#### **Project Contacts:**

Ellen Drew, CEBA/Ambassador Program, 303.277.0932 or edrew@dimensional.com  
Karen Eye, CU Business Advancement Center, 303.554.9493 x 13 or eye@colorado.edu

A Project of Colorado Environmental Business Alliance Ambassador Program, Administered by University of Colorado Business Advancement Center



University of Colorado at Boulder  
CU Business Advancement Center  
Campus Box 34  
Boulder, Colorado 80309