

**NOTE TO EDITOR**

Singapore  
12 April 2013

**REGISTRATION CONTACT**  
**Nursalwa BAHARUDDIN (Ms)**  
[nursalwa@gmail.com](mailto:nursalwa@gmail.com)  
T: +673 899 8731

**MORE INFORMATION**  
<http://bit.ly/ASEFGreenAction>

Dear Editor,

I am pleased to invite you to the launch of the **ASEF Green Action** on **Wednesday, 17 April 2013** in **Brunei Darussalam at the Inspiring Hall of UBD's Student Centre**. The Asia-Europe Foundation (ASEF) organises the ASEF Green Action initiative with a bag exchange in cooperation with Universiti Brunei Darussalam (UBD), Green Brunei, Creative Academy of Narrative & Dramatic Arts and Sciences (CANDAS) and UBD Volunteering and Charity Club.

Topic: Launch of the ASEF Green Action  
Date: Wednesday, 17 April 2013  
Time: 1:30 pm – 4:30 pm  
Speakers: **Ms Nursalwa BAHARUDDIN**, Participant of the 18<sup>th</sup> ASEF University (AU18) and Co-ordinator of ASEF Green Action in Brunei Darussalam  
**Mr GOH Kiat Chun**, International Singer, Actor and Managing Director of Fitness Zone (tbc)  
**Mr Awang Ahmad Faisal bin HAJI ZAINAL ABIDIN**, Dean of Students, Universiti Brunei Darussalam (UBD)  
**Mr Rob VAN LEEUWEN**, Project Officer, Asia-Europe Foundation (ASEF)  
Venue: Inspiring Hall, Student Centre, Universiti Brunei Darussalam (UBD), Brunei Darussalam  
Admission: Free  
More information: <http://bit.ly/ASEFGreenAction>

**ASEF Green Action** aims to raise awareness on the harmful effects of plastic on the environment. This youth-led activity invites passers-by to swap their plastic bag for a sustainable one and encourages to use these instead in the future. During the launch, 4 plastic bags will go for one cotton bag, signed by Mr GOH Kiat Chun.

I am pleased to invite you or your representative to attend the launch in Brunei Darussalam.

If you or your representative would like to conduct an interview with any of the speakers, please contact ASEF's Press Manager, Ms Debasmita DASGUPTA (E: [debasmita.dasgupta@gmail.com](mailto:debasmita.dasgupta@gmail.com))

We are looking forward to seeing you.

With best regards

**Ambassador ZHANG Yan**  
**Executive Director**  
Asia-Europe Foundation (ASEF)

## ABOUT THE ORGANISERS

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The **Asia-Europe Foundation (ASEF)** furthers understanding, fosters relationships and facilitates cooperation among the people and institutions of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the fields of governance, economy, sustainable development, public health, culture, and education. Founded in 1997, ASEF is a non-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have participated in its activities and it has reached wider audiences through networks and web portals, exhibitions and lectures.

For more information, please visit [www.asef.org](http://www.asef.org)

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The mission of the **Universiti Brunei Darussalam (UBD)** is to develop the individual and society as a whole through the cultivation and enrichment of the intellect, faith and culture, accomplished through the creation of an environment conducive to achieving excellence in teaching, learning, research, scholarship, public service and professional practice.

For more information, please visit <http://www.ubd.edu.bn/index.php>

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**Green Brunei** is a non-profit organisation that promotes environmental education and creates awareness on environmental conservation and clean technology through media, activities and projects. Green Brunei aims to become the biggest green community in Brunei, with the goal of providing free green educational and resources and an enabler of youth-initiated environment projects. Green Brunei works closely within a 3P partnership (People, Public, and Private) sectors to promote environmental conservationism in Brunei. Centric to this, Green Brunei encourages citizenry journalism, where any Bruneians can submit articles on environment.

For more information, please visit <http://www.green-brunei.com/>

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**CANDAS** stands for 'Creative Academy of Narrative & Dramatic Arts and Sciences.' CANDAS Corp. promotes advancement of the art & diversified global media arts academy based in Brunei Darussalam. CANDAS Corp. scouts local talents & promotes local as well as international narrative, dramatic arts & film products. CANDAS Corp. was finally established in 2012 by a group of young university student who only had a dream & with hard work made that dream into realization.

For more information, please visit <https://www.facebook.com/CANDASInc>

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The **Universiti of Brunei Darussalam (UBD) Volunteering and Charity Club** supports the university's intention of preparing undergraduates for global challenges. UBD Volunteering and Charity Club also aims to increase awareness and expose more people to volunteering and charity work.

For more information, please visit <https://www.facebook.com/groups/301144145223/>

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