

Press Release

FRIM, Senheng collaborate in genetic conservation of synchronous fireflies

Forest Research Institute Malaysia (FRIM)
Auditorium, Kepong, Selangor, Malaysia.

30 August 2023

FRIM and Senheng Electrical KL Sdn. Bhd. are pleased to announce the launch of “Genetic Conservation Research on Peninsular Malaysian Fireflies” as well as the “*Sayang Kelip-Kelip*” awareness campaign.

The research project is made possible through a three-year grant from Senheng to FRIM. The grant of RM225,000.00 will be disbursed over a period of three years.

At the ceremony this morning, Senheng Chairman Mr Lim Kim Heng presented a mock cheque to FRIM Director General Dr Ismail Parlan to mark the launch of this project led by Dr Shawn Cheng from FRIM’s Genetics Laboratory.

The focus of the project will be on *Pteroptyx tener*, a synchronous flashing firefly species found in estuaries throughout Peninsular Malaysia. Dr. Ismail bin Hj. Parlan explained that FRIM aims to use genetic techniques to analyse the diversity and relationship between *P. tener* populations found in the country so the Institute can develop new techniques and approaches to conserve them.

Mr. Lim Kim Heng expressed Senheng’s delight to work with FRIM on conserving this unique species. The Kuala Selangor fireflies hold a special place in his family’s heart as their family home was frequented by fireflies once upon a time ago, and memories of the fireflies have stayed with them ever since. Senheng hopes that its contribution to FRIM can help the country in its effort to preserve this unique species, and that the findings will help others in the country too.

Senheng’s contribution to the FRIM’s research project aligns with its mission to give back to the environment and mother nature, and to help the Institute with its firefly

conservation efforts in Peninsular Malaysia. This contribution to FRIM and the environment is in line with Senheng's mission, that is, "Together, towards better quality of living".

Separately, Senheng and its business partner Laifen, a manufacturer of premium electrical products, are also taking the initiative to raise awareness on firefly conservation through the "*Sayang Kelip-Kelip*" campaign by encouraging its customers and members to recycle as well as conserve energy and water, to reduce pressure on the environment. This is because fireflies depend on good water quality and a well-balanced ecosystem to survive. Senheng will also do its part by ensuring that it continues to bring high-quality products to its stores nationwide, that have a long lifetime and lifespan, and which are environmental-friendly.

Also present, SC Alliance (M) Sdn Bhd (Sole Distributor of Laifen Malaysia) General Manager Kong Chun Chung, Senheng Vice President, Senheng's business partners, FRIM researchers as well as project collaborators from Malaysia Genome and Vaccine Institute (MGVI) and Universiti Malaya (UM).

Through the "*Sayang Kelip-Kelip*" programme, and in conjunction with the National Day, Senheng and FRIM also plan to provide underprivileged children from orphanages in Selangor, starting with Rumah Aman in Sungai Buloh and Rumah Kebajikan Karunnai Illam in Kepong, with the opportunity to visit the Firefly Sanctuary in Kuala Selangor.

For once or twice a year, volunteers from Senheng will assist FRIM in providing care and companionship during the guided tours for the children from these homes to see the Selangor River fireflies. The aim of this simple gesture is to give hope to these children and allow them to integrate with society.

For any further inquiries, please contact:

FRIM

Toh An Nee
Corporate Communicate Head
012-250 6897

Lim Chung Lu
Media Officer
017-479 7687
limchunglu@frim.gov.my

Senheng Electrical KL Sdn. Bhd.

Thomas Fu
Head of Department
(Content Marketing & PR)
012-728 0121
thomas.kwfu@senheng.com.my