

Discussion Session at Weng Meng Industries

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Highlight:

WWF-Malaysia's Responsible Forestry team paid a visit to Weng Meng Industries Sdn Bhd and had a candid conversation about sustainability and circular economy in the timber products industry.



Discussion session with Mr. George Yap at Weng Meng Industries. ©Allen Lian/WWF-Malaysia

In May 2022, we visited Weng Meng Industries Sdn Bhd to have a discussion with Mr. George Yap, Chairman of Malaysian Wood Moulding & Joinery Council (MWMJC) and Managing Director of Weng Meng Group Of Companies, on sustainability in the timber products industry. MWMJC represents and promotes the interests of the timber community in particular the moulding and joinery sector, both nationally and internationally, in areas such as governmental relations, international trade, industry relations, environmental, social and governance matters.

We introduced the Sustainable Markets Programme and explained what we do in the sphere of sustainable forestry and supply chains. The Sustainable Markets Programme (SMP) is an initiative taken by WWF-Malaysia to transform industries towards sustainable production of goods and services in ways that avoid damaging natural systems. We work on key areas of sustainable production and consumption, namely Sustainable Palm Oil, Responsible Forestry (timber, paper and rubber products), Circular Economy of Plastics, and Sustainable Finance.

Mr. George Yap shared with us that there are challenges between the upstream and downstream of the timber products industry. However, at the same time, he believes there are many new opportunities within the circular economy and sustainability matters.



Weng Meng Industries' showroom presents the various timber doors that the company manufactures. ©Allen Lian/WWF-Malaysia

One of the challenges is the increasing pressure on sourcing sustainable raw materials for the downstream timber product manufacturers. There are also often miscommunications and technology mismatches among the various players in the timber products supply chains in Malaysia.

Some of the opportunities we discussed are related to the concept of a circular economy. There is a paradigm shift among some manufacturers, as they now explore ways of building longer-lasting products and using materials that can be reclaimed in the production process.

We also discussed the need of bringing together the different experts from the upstream and downstream of the timber products industry, government, academia and NGOs to prepare for the future, as both competition for raw materials and the pressure to protect our environment is increasingly discussed and debated at marketplaces.

Within WWF, the Forests Forward programme is designed to help companies tackle sustainability challenges, especially companies involved in the forestry products supply chains. The focus areas are broad and include sustainable forest management, responsible sourcing of forestry products, and even innovative technologies or financial



mechanisms.

For instance, New Generation Plantation, which is part of Forests Forward programme, is a leading platform for sharing knowledge, best practices, and collaborative learning about sustainable timber plantations.

At the end of our discussion, we acknowledged that while the challenges are dynamic, all the stakeholders need to continuously engage to find more consultative and effective solutions along the sustainability continuum. We can no longer ignore sustainability, and collaboration is the key approach.



Weng Meng Industries' showroom presents the various timber doors that the company manufactures. ©Allen Lian/WWF-Malaysia

Weng Meng is a leading player in the manufacture and distribution of doors and reels. It is the largest reels supplier for the local cable and wire sectors, with a considerable presence in Southeast Asia, and its complete doors systems are exported globally and used across sectors.

MWMJC and other timber products trade associations are also working together to explore timber plantation projects on both commercial and community scales. MWMJC is initiating Research and Development (R&D) of high-value plantation timber products to support the industry to move towards establishing timber plantations that meet both environmental and commercial requirements.



Recycling & Re-Manufacturing Door



One of Weng Meng Industries' innovations that are inspired by the circular economy movement. Disclaimer: WWF-Malaysia does not provide endorsement or verification of the mentioned products' sustainability claims.