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SAVE WILDLIFE
SAVE LIVES

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Forum

Save Wildlife, Save Lives :
Towards Sustainable Living

PERSADA JOHOR
INTERNATIONAL CONVENTION CENTRE
JOHOR BAHRU

2 April 2013 | 2.30 pm

List of Exhibitors

1. Johor National Parks Corporation
2. Department of Wildlife & National Park
3. Malaysian Nature Society
4. Johor State Forestry Department
5. World Nature Society
6. UTM Eco-Tourism Unit
7. UTM Faculty Chemical Engineering
8. UTM Water Research Alliance
9. UTM Sustainability Research Alliance
10. Prof. Margaret D.Lowman

Special Thanks

The organisers would like to thank the sponsors and partners for their generous support

THANK YOU

for being part of Wildlife Conservation Awareness Day -
"Save Wildlife, Save Lives".
We look forward to seeing you again.



Programme Overview

The **Wildlife Conservation Awareness Day** is an effort to raise awareness and spread the message on the importance of saving our wildlife and preserving the environment in which they live towards a sustainable future. The programme also offers educational and outreach activities by engaging school children and the public with a sense of commitment and responsibility as part of our shared service to the environment. The awareness would hopefully nurture a generation of concerned citizens who have a strong passion towards conserving the environment and protecting wildlife.

Besides sharing experiences in addressing wildlife conservation and related environmental issues by individuals, NGOs, corporations, public and private agencies, the forum session aims to educate the public about the realities of wildlife management and conservation in a world dominated by human influences.

In addition, eco-tourism, sustainable and low-carbon initiatives towards conservation of our natural habitat and the environment are also highlighted to share efforts by various parties to maintain the ecological balance of our environment which is very essential for the survival of mankind and the world at large.



Biography of Key Speaker

Margaret D.Lowman, PhD,
Director, Nature Research Center, North Carolina Museum of Natural Sciences, Raleigh, NC

Research Professor, Physical and Mathematical Sciences, North Carolina State University, Raleigh, NC

Nicknamed the "real-life Lorax" by National Geographic and "Einstein of the treetops" by Wall Street Journal, Meg Lowman pioneered the science of canopy ecology. For over 30 years, she has designed hot-air balloons and walkways for treetop exploration to solve mysteries in the world's forests, especially insect pests and ecosystem health. Meg is affectionately called the mother of canopy research as one of the first scientists to explore this eighth continent. She relentlessly works to map the canopy for biodiversity and to champion forest conservation around the world. Her international network and passion for science have led her into leadership roles where she seeks best practices to solve environmental challenges.

As Director of North Carolina's new Nature Research Center (NRC), Meg oversees all aspects of this cutting-edge technology/research/education center including staff supervision; research laboratories; technology; fund-raising; strategic planning; and integration with existing Museum programs. She also provides leadership for the North Carolina University system partnership and collaborations in the State, Federal Government and private sector. As the primary advocate for the NRC, she promotes its mission to groups ranging from elementary classes to corporate executives to international conference attendees.

In addition to her role as Director of the NRC, Meg is Research Professor of Natural Sciences in the College of Physical and Mathematical Sciences at NC State University, where she focuses on initiatives involving science communication to the public. Her long-term leadership roles have included Vice President of the Ecological Society of America; Treasurer of the Association for Tropical Biology and Conservation; Executive Director of TREE Foundation; Board of Directors for The Explorers Club and Earthwatch; and former Climate Change Adviser to Alex Sink, CFO of the Florida cabinet. Previously, Meg has served as Director of Environmental Initiatives at New College of Florida, CEO of The Marie Selby Botanical Gardens, and Professor of Biology and Environmental Studies at Williams College.

Meg's academic training included Williams College (BA, Biology); Aberdeen University (MSc, Ecology); Sydney University (PhD, Botany); and Tuck School of Business (Executive Management). Her numerous awards include the Margaret Douglas Medal for Excellence in Conservation Education from the Garden Club of America, Girls Inc. Visionary Award, Mendel Medal for achievements in science and spirit, Lowell Thomas Medal for discoveries in the canopy, and election as a Kilby Laureate and an Aldo Leopold Leadership Fellow. Meg has authored more than 100 peer-reviewed scientific publications, and her first book, "Life in the Treetops," received a cover review in the New York Times Sunday Book Review. Working tirelessly on sustainability initiatives at home and abroad, "CanopyMeg" was recently awarded a Fulbright Senior Specialist Scholarship to India, working on forest conservation. She is the proud mother of sons Edward and James, both science majors at Princeton University.

Wildlife Conservation Awareness Day at a Glance

8.30 am : Registration of participants

9.30 am : "Wildlife Conservation Awareness Day"
Educational and Outreach Activities and Exhibition

12.30 pm : Lunch

2.00 pm : Wildlife Conservation Awareness Forum
"Save Wildlife, Save Lives : Towards Sustainable Living"
: Refreshments
: End of Programme

Key Programme

1.45 pm : Registration of guests and participants
2.00 pm : Arrival of Distinguished Guests
2.30 pm : Arrival of Her Royal Highness Raja Zarith Sofiah binti Almarhum Sultan Idris Shah
: Forum: **"Save Wildlife, Save Lives : Towards Sustainable Living"**

Moderator
- YBhg Tan Sri Dr. Salleh bin Mohd Nor, UTM Pro-Chancellor

Speakers
- Duli Yang Maha Mulia Raja Zarith Sofiah binti Almarhum Sultan Idris Shah
- Prof Margaret D Lowman
- Prof Dr Maketab Mohamed, President of Malaysian Nature Society
- Pn Salasah Elias, Senior Manager, Kulim (Malaysia) Berhad
- Department of Wildlife & National Park

: Question and Answer Session
: Souvenir Presentation
: Press Conference
: Refreshments
: Departure of Her Royal Highness Raja Zarith Sofiah binti Almarhum Sultan Idris Shah
: End of programme