



Resorts World Kijal, a Subsidiary of Genting Malaysia in Partnership with Department of Fisheries Terengganu Elevates Turtle Conservation Initiative at Kijal Beach

KEMAMAN, TERENGGANU, 23 August 2025 – Resorts World Kijal (RWK), a subsidiary of Genting Malaysia Bhd and the Department of Fisheries Terengganu, has elevated an ongoing turtle conservation initiative at Kijal Beach making it a landmark occasion. This initiative forms part of the broader Genting Bersama Malaysia CSR commitment to protect endangered sea turtles and promote sustainable eco-practices along Malaysia’s east coast. The activation themed “*Bersama Melindungi Warisan Lautan Kita*”, focuses on environmental education, youth engagement, and hands-on conservation action, set against the natural beauty of one of Malaysia’s existing turtle nesting sites.

Real Action, Local Impact

Held on 23–24 August, the event was graced by the Chief Assistant District Officer of Kemaman, Mrs. Hanum binti Isa @ Ghazali. The programme featured a symbolic release of 100 baby turtles at sunset and guided beach patrols, both led by Genting Green Generation (G3) conservation volunteers, an employee-driven initiative that champions environmental sustainability and community engagement under Genting Malaysia. To enhance and equip the attendees on awareness and conservation impact, there were educational sessions carried out by the Department of Fisheries Terengganu and WWF Malaysia. The programme continued the following day with a beach cleaning session along the 7.6 km stretch of Resorts World Kijal which amassed an impressive 450kg collection of waste, and ended the event with 30 coconut seedlings planting operations. The event was also supported by representatives from Nikon and the Photographic Society of Petaling Jaya.

Spencer Lee, Executive Vice President of Sales, Marketing & Public Relations, remarked, “We are deeply proud of this meaningful collaboration with Department of Fisheries Terengganu, which has been ongoing since 2023. At Genting Malaysia, we believe that the responsibility to protect our environment is not just an individual effort, but a shared commitment. That’s why we’ve actively engaged our G3 members in this initiative, to raise awareness, foster a sense of stewardship, and spark a ripple effect that reaches far beyond our organisation. Our hope is that this effort blossoms into a powerful, community-driven movement, one that inspires lasting change. Together, we can be the change that safeguards our marine heritage for years to come.”

The Department of Fisheries Terengganu also provided technical insights into Malaysia’s national turtle conservation efforts, helping contextualise the local threats and solutions relevant to the

east coast region. According to Mrs. Norlizawati binti Ibrahim, Head of Conservation and Fisheries Protection Division, Department of Fisheries Terengganu, “The initiative carried out together with Resorts World Kijal is part of the ongoing efforts by the Department of Fisheries Terengganu to preserve Malaysia’s increasingly endangered turtle species. We have observed a growing number of turtle landings nationwide, which contributes to the recovery of turtle populations in our waters. Through this initiative, we can raise public awareness about the importance of protecting endangered species and the need to safeguard the environment.”

Kijal Beach, A Precious Nesting Ground

Located in Kemaman, Kijal Beach serves as a critical habitat for endangered turtle species, including the Green Turtle (*Chelonia mydas*) and Hawksbill Turtle (*Eretmochelys imbricata*). However, years of unregulated development, pollution, and egg poaching have led to drastic population declines.

The Department of Fisheries Terengganu notes that turtle landings have become increasingly rare, with only a small percentage of hatchlings surviving to adulthood. These sobering statistics highlight the urgency of conservation through private-public partnerships, supported by local communities.

Conservation Tourism in Action

As the venue host and main sponsor of this initiative, Resorts World Kijal is committed to positioning conservation as an integral part of the tourism experience. The activation reflects RWK’s long-term CSR direction under the Genting Malaysia master brand, to align hospitality with sustainability, offering guests opportunities to engage with nature in a responsible and impactful way.

“We’re proud to provide more than just a beachfront experience,” said Errol Christopher De Castro General Manager, Resorts World Kijal. “Through this partnership, our guests leave with new knowledge, a stronger connection to Malaysia’s biodiversity, and a chance to contribute to something that truly matters.”

Looking Ahead

The success of this turtle conservation weekend that was further elevated through the partnerships involving several parties, sets the stage for future G3 and Genting Malaysia-led efforts in conservation and environmental outreach. Genting Malaysia and its partners aim to continue engaging youth, local communities, visitors and eco-conscious travelers in initiatives that protect Malaysia’s fragile ecosystems under the Genting Bersama Malaysia umbrella brand.

For more information, visit:

 www.rwkijal.com | <https://www.gentingmalaysia.com/sustainability/>

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About Genting Malaysia

Genting Malaysia is one of the leading leisure and hospitality corporations in the world. Listed on Bursa Malaysia with approximately RM10 billion in market capitalisation, Genting Malaysia owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City, as well as Resorts World Catskills and Resorts World Hudson Valley (the latter two are 49%-owned via an associate company), in the United States of America (US), Resorts World Bimini in the Bahamas, Resorts World Birmingham and over 30 casinos in the United Kingdom (UK), and Crockfords Cairo in Egypt. Genting Malaysia also owns and operates two seaside resorts in Malaysia, namely Resorts World Kijal in Terengganu and Resorts World Langkawi on Langkawi Island.

Located 6,000ft above sea level, RWG is Malaysia's premier hilltop integrated resort. The resort features wide-ranging leisure and entertainment facilities including 10,500 rooms across seven distinct hotels, gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Nestled amidst the mid-hills, Resorts World Awana complements this extensive premium experience with its natural greenery, mountainous golf course, trekking trails, and proximity to key attractions. Moreover, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group), further complements RWG's diverse offerings, solidifying its status as a leading leisure and entertainment hub in the region. As the birthplace of the Genting Group, RWG will host an exciting line-up of promotional events and activities to commemorate the Genting Group's 60th anniversary Diamond Jubilee, offering unforgettable experiences for all.

Genting Malaysia is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas, cruise and biotechnology.

About Genting Bersama Malaysia

Genting Bersama Malaysia is a long-term corporate social responsibility (CSR) initiative by Genting Malaysia Berhad, designed to align the company's business presence with national development goals and the well-being of the rakyat. Rooted in the values of inclusivity, unity, and progress, the initiative serves as a platform for Genting to give back meaningfully to society by supporting programmes that uplift communities, preserve culture and heritage, and drive sustainable development.

Through Genting Bersama Malaysia, the company collaborates with government ministries, state departments, educational institutions, and NGOs to deliver impactful projects across several key pillars, including education, youth development, arts and culture, environmental conservation, and community welfare. Each activation under this initiative aims to create lasting value, build capacity, and foster pride in being Malaysian.

By connecting its resources, reach, and expertise with the nation's aspirations, Genting Bersama Malaysia reflects Genting's unwavering commitment to being more than a corporate entity, it positions the brand as

a responsible national partner, working alongside Malaysians in building a better, more resilient future.

About Genting Green Generation (G3)

Genting Green Generation (G3) is a volunteer program at Genting Malaysia. It is an employee-led initiative focused on promoting environmental sustainability and community engagement. The program was established in 2017 and involves various activities like environmental awareness campaigns, community outreach, and participation in conservation efforts. The G3 program aims to instill a sense of environmental responsibility among Genting employees and guests, encouraging them to be more committed to the environment, participating in a range of activities, including beach cleanups, tree planting, and turtle conservation programs.