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Tajuk : Unimas student selected to design 55<sup>th</sup> ICCA Congress T-Shirt



ALEXSON Nunong with the ever cheerful Brooke.

## Unimas student selected to design 55th ICCA Congress T-shirt

BY ZAINON TALIP

**MIRI:** The most authoritative global platform for International Association Meeting - the 55th ICCA Congress 2016 - has teamed up with a student from Universiti Malaysia Sarawak (Unimas) to design the official Congress T-Shirt to bring world attention to the plight of the Orang-utan, in conjunction with the annual international "Orang-utan Caring Week", held in November 2016.

"The inspiration came naturally from the knowledge that Orang-utans have a cheeky streak. I decided to put a light-hearted spin onto the design to honour the playfulness of the Orang-utans," explained Alexson Nunong, a Design Technology major at the Faculty of Applied and Creative Arts (FACA) at Unimas and creative force behind the T-Shirt.

Spearheading this initiative, Eric Van Piggelen, Co-Chairman of the Local Host Committee of the 55th ICCA Congress 2016, explained that the T-shirt was much more than just a commemorative memento of the event.

Also the Chief Executive Officer of Borneo Convention Centre Kuching (BCKK), Piggelen disclosed: "Hosting this congress involves not only our industry partners from the Business Events sector, but also engages remarkable talents from the local community."

"This T-Shirt is one of the many avenues where young talents (such as Alexson) can showcase their

creativity and simultaneously encourage more worldwide awareness and support towards these endangered primates," he said and adding that the effort syncs with the Local Host Committee's grand campaign, #RoadToSarawak, leading up to the 55th ICCA Congress 2016 and its official corporate social responsibility programme - the Borneo Orang Utan Project (BOP) - in which ICCA members stand a chance to become a guardian to selected Orang-utans in Sarawak.

Meanwhile, Public Relations and Marketing Committee for the local host, Amelia Roziman, has been driving this campaign together with ICCA at Business Events trade shows all around the globe since November 2015.

"Sarawak wanted to highlight the plight of Orang-utans through various strategies under the umbrella of our #RoadToSarawak campaign. The creative talents of Nunong, avibrant Sarawakian youth, innovated a fun yet meaningful design that conveys a deep-rooted message,

"This T-Shirt, released in conjunction with the international and annual "Orang-utan Caring Week", serves as a reminder of the importance of wildlife conservation, a conference souvenir, and most of all also a walking billboard that speaks for the Orang-utans," she added.

For more information about the ICCA Congress visit [www.congress2016.iccaworld.org](http://www.congress2016.iccaworld.org). Learn more about ICCA at [www.iccaworld.org](http://www.iccaworld.org).