

## Sayang Kelip-Kelip: Senheng and FRIM Illuminate the Path to Firefly Conservation

*RM225,000 three-year CSR partnership to spark new discoveries and inspires public action to save the nation's fireflies*

**Kuala Lumpur, 28 August 2025** – Around the world, firefly populations are under growing threat from habitat loss, pollution and unchecked development, and Malaysia is no exception<sup>1</sup>. In response to this, Senheng Electric (KL) Sdn. Bhd. in partnership with Laifen and the Forest Research Institute Malaysia (FRIM), has taken a decisive action to protect our country's natural icons through *Sayang Kelip-Kelip*, a three-year conservation programme led by Dr. Shawn Cheng and his team at FRIM.

Backed by a RM225,000 grant running from 2023 to 2026, the initiative combines scientific research, local community outreach, and public education to ensure these glowing spectacles remain part of Malaysia's natural heritage for generations to come.

Fireflies are more than a tourist attraction, they are living indicators of healthy rivers. Their iconic status in river estuaries also help ensure the flora and fauna in the ecosystem continue to stay protected.

### New Scientific Insights

Over the past year, FRIM researchers have made significant progress in understanding and safeguarding firefly populations along Malaysia's west coast. The research programme aims to help improve our understanding of firefly populations and to engage Malaysians in their protection. Key milestones include:

- **Mapping key firefly hotspots** with drone-based surveys to track habitat changes and identify key habitats and vegetation.
- **Identifying lesser known, key firefly populations** in the country at Sg. Panjang (Sabak Bernam, Selangor) and Sg. Johor (Kota Tinggi, Johor) that are crucial for future conservation activities.
- **Genetic analysis** to study firefly breeding patterns and to identify plant species essential for firefly survival by analysing the gut content of adult fireflies.
- **Publishing breakthrough research** entitled "*Palaeodrainages of the Sunda Shelf detailed in new maps*" in the Journal of Palaeogeography (2025), revealing historical changes in coastal ecosystems that have shed light on understanding of animal dispersal, including estuarine fireflies.
- **Community engagement programmes** to involve communities that depend on firefly tourism in conservation efforts through information sharing and education.

### Illuminating Young Minds

This year, *Sayang Kelip-Kelip* hosted a field trip for a total of 43 special needs students and teachers from SMK Taman Ehsan, offering a meaningful chance to learn about fireflies and to experience the FRIM campus.

During the visit, students were introduced to Malaysia's synchronous fireflies. They also participated in an interactive activity, creating firefly models after learning about their anatomy, turning knowledge into practice.

"We truly appreciate Senheng, Laifen, and FRIM for giving our students this unique opportunity," said a representative from **SMK Taman Ehsan**. "It has been an eye-opening and educational experience

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<sup>1</sup> Sara M Lewis, Choong Hay Wong, Avalon C S Owens, Candace Fallon, Sarina Jepsen, Anchana Thancharoen, Chiahsiung Wu, Raphael De Cock, Martin Novák, Tania López-Palafox, Veronica Khoo, J Michael Reed, A Global Perspective on Firefly Extinction Threats, BioScience, Volume 70, Issue 2, February 2020, Pages 157–167, <https://doi.org/10.1093/biosci/biz157>

for them, and we are delighted to see how much they enjoyed it. We hope there will be more initiatives like this in the future to inspire and engage our students with nature.”

## Looking Ahead

With two years remaining in the programme, the *Sayang Kelip-Kelip* team aims to:

- Complete its three-year research program and publishing its findings in peer-reviewed journals.
- Explore the possibility of firefly translocation to restore populations in degraded areas.
- Continue expanding community outreach to promote sustainable firefly tourism and river preservation.

“At Senheng, we believe in CSR initiatives that deliver measurable and lasting impact,” said **KH Lim, Managing Director, Senheng**. “Fireflies are a part of Malaysia’s identity, protecting them means protecting the health of our environment.”

Senheng encourages the public to learn more about Malaysia’s fireflies and join community programmes that protect local rivers. To read more about the *Sayang Kelip-Kelip* program, visit the page [here](#).

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## **About Senheng New Retail Berhad**

Senheng is Malaysia’s leading consumer electrical and electronics retailer. Founded in 1989, the Group has grown its retail network to over 100 physical stores across Peninsular and East Malaysia, and is supported by various online retail platforms.

The Group’s stores carry more than 180 renowned consumer E&E brands, featuring a comprehensive range of digital gadgets, audio visuals, home appliances and related products.

An early adopter of digitalisation and business transformation, Senheng continues to deliver excellent customer satisfaction via its seamless New Retail Model. The Group has a growing customer base, with over 4 million PlusOne loyalty members to date.

## **About Forest Research Institute Malaysia**

Forest Research Institute Malaysia (FRIM) is a premier research institution in Malaysia dedicated to the advancement of forestry and forest-related research, development, conservation and commercialisation. Established in 1926, FRIM has played a pivotal role in the development and management of Malaysia’s forest resources, as well as in the promotion of sustainable forest management practices. FRIM Forest Park Selangor (FRIM FPS) was inscribed as a UNESCO World Heritage Site on 11 July 2025 during the 47th session of the UNESCO World Heritage Committee in Paris. The Institute is headed by Dato’ Dr Ismail Parlan as its Director General from 30 April 2021.

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