

JAGA PAN BORNEO BAIT BAIT

PBH Asset Management is honored to be part of the Pan Borneo Highway Cleanliness Awareness Campaign themed “Jaga Pan Borneo Bait-Bait” — inspired by the late Tok Nan’s message. Our involvement is a necessary step in ensuring the success of this initiative.

The campaign was officiated by YB Dato Sri Alexander Nanta Linggi, Minister of Works, and graced by the presence of YB Johnny Pang Leong Ming, ADUN N.70 Samalaju, YB Iskandar bin Turkee, ADUN N.68 Tanjong Batu, YB Iskandar bin Turkee, ADUN N.67 Jepak, YBr. Awang Mohammed Nizam bin Awang Ali Bohan, Bintulu District Officer, Ir. Wisil Anak Lichok, Deputy Director (Infrastructure) of JKR Sarawak representing the Director of JKR Sarawak, and Superintendent Nixon Joshua Ali, Bintulu District Police Chief.

🎯 This campaign aims to raise awareness among communities and highway users to:

- ✅ Stopping littering along the highway
- ✅ Maintaining the cleanliness and safety of Pan Borneo
- ✅ Preserving this iconic Sarawak infrastructure for future generations

With the spirit of Segulai Sejalai and the values of Malaysia MADANI, PBH Asset Management continues to play its role in safeguarding Pan Borneo Highway — ensuring it remains clean, safe, and a source of pride for Sarawak. More awareness initiatives will be carried out in the future as we work together to protect and preserve Pan Borneo.

