

**The Datai Langkawi launches  
*Fish for the Future*  
to establish a sustainable ecosystem for fisheries**



**Langkawi, Malaysia, January 2019** – As the world tackles global overfishing, coral bleaching, marine pollution and unsustainable fishing practices, The Datai Langkawi is initiating steps within its Teluk Datai area and the Datai Bay to preserve and strengthen its natural surroundings, by introducing the first of one of the resort’s many sustainable initiatives – Fish for the Future.

Through the years, fishermen from Langkawi have reported a decline in their annual fish catch, believed to be a combination of coastal pollution and poor fishing practices carried out around the island. This may have caused the decline in the health of the coral reef ecosystems.

After years of observation and research by The Datai Langkawi’s nature team, led by conservationist, author (‘Discovering Langkawi with Irshad Mobarak’) and Resident Naturalist Irshad Mobarak, a three-pronged approach was developed to positively impact and promote sustainable fishing at Datai Bay.

**1. Creation of Artificial Reefs**

Following the guidelines of the United Nations Environmental Programme (UNEP), Fish Aggregating Devices (FAD) have been purposely built to provide a gathering point for a range of adult fish in varying sizes. There will be five FAD structures that will be deployed strategically next to the Datai Bay’s natural coral reef to simultaneously propagate algae and create additional space for the reef to spread to the structure. The FAD structures stand at 3.7 metres in height and 3 metres in length, with a life expectancy of more than 50 years.

The material used is galvanised steel, coated with zinc for corrosion resistance that is both lightweight and easy to handle. The FADs will be submerged between 6 and 8 metres deep in the ocean.

A dedicated team of Marine Biologist from The Nature Team will be instrumental in ensuring the artificial reefs are continuously monitored to protect the structures and its surroundings.

## **2. Engagement with the local community and fishermen**

Due to this initiative, the resort's creation and placement of the FAD structures removes pressure from the natural coral reef and provides an alternative for fishes to thrive in. In time, this will provide an alternative sustainable fishing ground for the local fishermen, where The Datai Langkawi aims to offer support into their livelihood by buying their fish supply directly from them.

Existing fishermen communities from Kubang Badak, Teluk Ewa, Pantai Pasir Hitam, Tanjung Rhu, and Kilim, which are part of the Ecosystems Approach to Fisheries Management (EAFM) zone, will have plans to collaborate on similar fish aggregation projects to sustain and increase fish supply in their respective areas.

## **3. Coral reef rehabilitation**

A coral nursery will be implemented in the following months to rehabilitate the coral reefs within Datai Bay. Once they have been rehabilitated at The Nature Centre in tanks measuring two metres in length each, the coral will be transplanted back into the ocean.

“The Datai Langkawi has always been an advocate for nature and sustainability efforts for the past 25 years. After the renovations, it was important to create a long-term and meaningful programme to help sustain our environment. I am a believer in making a difference within our capacity and confident that our initiative as pioneers, will be an example for more hospitality industries to pledge sustainable practices. We are also very grateful to Dato’ Haji Munir bin Haji Mohd Nawi, Director General of Department of Fisheries Malaysia, for his belief in our cause,” says Arnaud Girodon, General Manager.

“When it comes to restoring the environment, education is key and by sharing our sustainable efforts, our guests will find a deeper appreciation of biodiversity and reconnect with nature within the hotel’s surroundings. The *Fish for the Future* initiative offers them a chance to see first-hand the rehabilitation exercise of coral reefs and fish aggregation projects,” says renowned naturalist Irshad Mobarak, who also leads the resort’s new The Nature Centre.

The launch to deploy the artificial reefs took place on **16 January 2019** at The Datai Langkawi.

## Programme of the day

8.30am Arrival of guests and VIPs

9.00am Welcome and speeches by:

- General Manager of The Datai Langkawi, Mr. Arnaud Girodon
- Kedah State Executive Council of Agriculture and Agro-based Industry, Transportation and Human Development, YB Tuan Azman bin Nasrudin
- Resident Naturalist of The Datai Langkawi, Mr. Irshad Mobarak
- Presentation by Resident Marine of The Datai Langkawi, Biologist Nicole Lim

10.00am Guests to witness the deployment process at Datai Bay from the beach or at the on the barge carrying the five Fish Aggregating Devices

Officiating Ceremony by:

- Kedah State Executive Council of Agriculture and Agro-based Industry, Transportation and Human Development, YB Tuan Azman bin Nasrudin
- Head of Department of Fisheries Langkawi, En. Azahar bin Ahmad
- General Manager of The Datai Langkawi, Mr. Arnaud Girodon

11.30am Lunch at The Gulai House

Interview sessions

**-END-**

## **ABOUT THE DATAI LANGKAWI**

One of the world's most stunning resorts, The Datai Langkawi, is situated on the northwest tip of the island of Langkawi in Malaysia. Located in an ancient rainforest rich in wildlife and overlooking the tranquil Datai Bay awarded by National Geographic one of the Top 10 Beaches worldwide, the iconic property enchants with mesmerising nature, visionary architecture, understated elegance and Malaysian hospitality. All of the 121 rooms, villas and suites at The Datai Langkawi, including the five-bedroom The Datai Estate Villa, offer breathtaking views of the surrounding nature. Elevated among treetops, set in the very heart of the rainforest and located directly on the coastline, the dining outlets which include the award-winning The Gulai House, The Pavilion, The Dining Room and The Beach Club, pay homage to the exotic flavours and culinary traditions of the region and beyond. Bespoke facilities include The Nature Centre, an educational facility home to resident naturalists and marine biologists, and The Spa featuring Ramuan treatments, a Bastien Gonzales studio and Phyto 5 facials. Leisure facilities include three pools, a state-of-the-art fitness centre at The Health Club; an array of wellness activities including silat and yoga, retail outlet The Boutique stocked with items of beauty within the region, a reserved space to showcase local arts and talents at The Atelier, as well as one of the most scenic golf courses in the world designed by golf legend Ernie Els, The Els Club Teluk Datai. The Datai Langkawi is managed by Themed Attractions Resorts & Hotels Sdn Bhd, an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations.

### **For further press information, please contact:**

Michelle Gomez, Public Relations, The Datai Langkawi at M +60 16 282 5390,  
[michelle.gomez@dataihotels.com](mailto:michelle.gomez@dataihotels.com)

Céline Maginel, Executive Director of Sales, Marketing and Communications, The Datai Langkawi  
at [celine.maginel@dataihotels.com](mailto:celine.maginel@dataihotels.com)