

BEM/RD/PPC/04

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BOARD OF ENGINEERS MALAYSIA

CIRCULAR NO. 2/2003

GUIDELINES ON ADVERTISING BY REGISTERED ENGINEERS

I. INTRODUCTION

1. Recognizing the need for the public to have easy access to information on what engineering consultancy services are available and from whom, the Board in pursuance of Regulation 27(c) of the Registration of Engineers Regulations 1990 hereby permits a Professional Engineer or a company practising as consulting engineers to:
 - (i) make known to the public the services offered by him or the company, and
 - (ii) seek appointments from potential Clients.

2. In the formulation of these guidelines the requirements of Regulations 23, 24 and 26 of the Registration of Engineers Regulations 1990 Part IV : Code of Professional Conduct are given cognizance in that the Professional Engineer or company practising as consulting engineers must ensure that:
 - (i) any information given is factual and accurate;
 - (ii) any action taken is not injurious to public interest;
 - (iii) any action taken does not bring the profession into disrepute;
 - (iv) any claim made must be substantiable.

II GENERAL REQUIREMENTS

1. Advertisements are permitted through any medium and may be placed separately or as part of a news feature or in conjunction with an article or report on a particular project, or in the classified columns.

2. A Professional Engineer or a company practising as consulting engineers is permitted to contribute to or have his/its name associated with items in the press or electronic media for the purpose of providing assistance or information of interest to the public.

3. In all cases, it is the personal responsibility of a Professional Engineer to ensure that neither he nor his company compromises professional ethics or decorum in any way. He should ensure that the following conditions are complied with :
- (i) that no advertisement contains comparative, superlative, ostentatious or laudatory descriptions of his practice or company;
 - (ii) he may indicate his area of practice without claiming, suggesting or implying that the services offered by him or his company can only be obtained from him or his company or are better than those available from other Professional Engineers or companies practising as consulting engineers.

II. GENERAL RECOMMENDATIONS

1. ADVERTISEMENTS

- (i) **Insertions in Charity Programmes, Congratulatory Messages, etc.**

Notices of donations to charity, insertions in souvenir programmes, congratulatory messages and felicitations in the press and similar notices may include the name and logo of the Professional Engineer and/or his company, eg:

ABC Sdn Bhd
Consulting Engineers,
Civil, Electrical, Mechanical

No further description of his practice or that of his company is permitted.

- (ii) **Advertisements for Staff**

Advertisements for staff placed in any medium including newspapers, technical journals and other publications may include the name and logo of the company making the advertisement and may contain a brief relevant statement describing the company.

2. SIGNBOARDS

- (i) **Signboards at Work Sites**

Signboards with the logo, name and address of the Professional Engineer or his company may be put up at work sites. The logo and lettering shall be of the same size as the logo and lettering of the other companies on the signboard. A statement indicating the type of services rendered by the Professional Engineer or his company to the project is permitted.

(ii) **Foreign Joint Venture Project**

If the Professional Engineer's firm is in joint venture with a foreign engineering consulting firm, the signboard on the project site may also include the name of the foreign firm, complying with these guidelines, below the Professional Engineer's firm provided that undue prominence is not given to the foreign firm.

(iii) **Office Signboards and Nameplates**

Lettering and logo on office signboards located on the exterior of the office shall be of appropriate size. In the tenants' directory of an office complex, the nameplate shall be of the same size as those of other tenants. A statement of the services provided by the company e.g. mechanical, electrical and civil, is permitted.

3. **STATIONERY & MULTIMEDIA**

(i) **Letterheads**

The letterheads of a Professional Engineer or his company may carry his name and qualifications or the names and qualifications of key personnel, and the name, postal and e-mail address, website, telephone and facsimile number, and logo of the company. A statement of the services provided by the company is permitted.

(ii) **Envelopes**

A Professional Engineer may incorporate his name, postal and e-mail address, telephone and facsimile number, website and logo in postal franks, envelopes or other covers used to send letters or parcels by post, provided that undue prominence is not given to them.

(iii) **Calendars, Diaries, Greetings**

A Professional Engineer or his company may print calendars, diaries or greeting cards containing factual information with regard to works for which he or his company was responsible.

(iv) **Telephone, Electronic Media and Other Directories**

An entry in the Yellow Pages of the Telephone Directory, Electronic Media or in trade and commercial directories is permitted and may be given prominence with the use of boldface type or a special layout. The logo of the Professional Engineer or his company may also be included in such an entry together with a statement of type of practice and other information useful to the public.

(v) **Change of Address**

Advertisement in the press or publication containing details of the change of address is permitted.

vi) **Name Cards**

Name cards of a Professional Engineer may carry, *inter alia*, in addition to his name, qualifications, awards and designation, the name, address and logo of his company.

vii) **Joint-Ventures**

If the company is a joint-venture company its stationery may carry the name of the joint-venture company.

4. **PUBLICATIONS**

- (i) A Professional Engineer or his company may publish or consent to the publication of circulars, brochures or books containing factual information with regard to works for which he or his company was responsible.

He may also allow his works, ideas, views, illustrations, writings, descriptions or any other matters of interest to be published in the press or in trade journals, or be presented in a forum, conference, seminar or other similar gathering, or be broadcast, with or without monetary consideration, provided always that such published or broadcast materials are of interest to the general public and to the profession.

5. **EXHIBITIONS**

- (i) A Professional Engineer or a company practising as consulting engineers may publicise his services or those of his company at exhibitions.

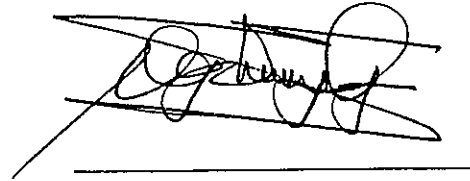
6. **DIRECT APPROACH TO POTENTIAL CLIENTS**

- (i) A Professional Engineer or company practising as consulting engineers may approach directly persons or organisations who have an interest in services offered by Professional Engineers or companies practising as consulting engineers. Such an approach may include presentation of details of the experience and services available from the Professional Engineer or his company practising as consulting engineers. However, canvassing for work such as distribution of circulars concerning his practice to the general public is not permitted.

7. These guidelines supercede those issued by the Board on 11th February 1993

Dated: 16th August 2003

[BEM-232nd Meeting / 19th June 2003]



DATO' Ir. NG CHONG YUEN
President
Board of Engineers Malaysia