



BOARD OF ENGINEERS MALAYSIA

CIRCULAR NO. 005

ADVERTISING BY REGISTERED ENGINEERS

In exercise of the powers conferred by paragraph 4(1)(f) of the Registration of Engineers Act 1967 [Act 138], the Board of Engineers Malaysia (the Board) hereby determines as follows:

I. INTRODUCTION

1. Recognising 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 an Engineering Consultancy Practice (ECP) to:
 - (i) make known to the public the services offered by him or the ECP, and
 - (ii) seek engagement from potential Clients.

2. This Circular incorporates the requirements of Regulations 23, 24 and 26 of the Registration of Engineers Regulations 1990. The Professional Engineer or ECP must ensure that:
 - (i) any information given is factual and accurate;
 - (ii) any action taken is not detrimental to public interest;
 - (iii) any action taken does not bring the profession into disrepute.

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 an ECP 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 ECP 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 ECP;
- (ii) he may indicate his area of practice without claiming, suggesting or implying that the services offered by him or his ECP can only be obtained from him or his ECP or are better than those available from other Professional Engineers or ECPs.

III. GENERAL RECOMMENDATIONS

1. ADVERTISEMENTS

Advertisements for Staff

Advertisements for staff placed in any medium including websites, 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 ECP 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 ECP to the project is permitted.

(ii) 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 similar 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 ECP 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 ECP may print calendars, diaries or greeting cards containing factual information with regard to works for which he or his ECP was responsible.

(iv) Telephone, Electronic Media and Other Directories

An entry into 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 ECP 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 ECP.

(vii) Joint-Ventures

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

4. PUBLICATIONS

A Professional Engineer or his ECP 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

A Professional Engineer or an ECP may publicise his services or those of his company at exhibitions.

6. DIRECT APPROACH TO POTENTIAL CLIENTS

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

[326th Board Meeting / 25th May 2017]



DATO' SRI Ir. Dr. ROSLAN BIN MD. TAHA

President

BOARD OF ENGINEERS MALAYSIA