



**BOARD OF ENGINEERS  
MALAYSIA**

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**CIRCULAR NO. 1/1993**

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**GUIDELINES ON ADVERTISING BY REGISTERED ENGINEERS**

**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), 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 particular, 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 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 practise or company;
  - (ii) he may indicate his area of practice without claiming, suggesting nor 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.

## III. SPECIFIC REQUIREMENTS

### 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 media, 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.

(iii) 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 letterings 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.

(iv) Office Signboards and Nameplates

Letterings 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.

(v) Letterheads

The letterhead of a Professional Engineer or his company may carry his name and qualifications or the names and qualifications of key personnel, and the name, address and logo of the company. A statement on the services provided by the company is permitted.

(vi) Telephone and Other Directories

An entry in the Yellow Pages of the Telephone Directory or in a trade and commercial directory 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.

(vii) Advertisement of Change of Address

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

(viii) Name Cards

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

2. PUBLICATIONS

A Professional Engineer or his company may publish or consent to the publication of circulars, brochures or books containing factual information with regard to work for which he or his company had been 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 broadcasted materials are of interest to the general public and to the profession.

3. EXHIBITIONS

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

4. **DIRECT APPROACH TO POTENTIAL CLIENTS**

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 approach may include presentation of details of the experience and services available from the Professional Engineer or company practising as consulting engineers. However, canvassing for work such as distribution of circulars concerning his practice to the general public is not permitted.

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Made the 11th February 1993  
[BEM-167th Meeting/19th December 1992]



TAN SRI DATO' IR. WAN A RAHMAN YAACOB  
President  
Board of Engineers Malaysia