



Curriculum Vitae: DATO' IR. JASENI MAIDINSA

Dato' Ir. Jaseni Maidinsa is the Chief Executive Officer (CEO) of PBA Holdings Bhd (PBAHB) and Perbadanan Bekalan Air Pulau Pinang Sdn Bhd (PBAPP).

He holds a Diploma in Civil Engineering from Universiti Teknologi Malaysia (1979), a BSc. (Hons.) Civil Engineering Degree from the University of Glasgow (1984), a Diploma in Management from the Malaysian Institute of Management (1991) and a Masters Degree in Business Administration from Universiti

Sains Malaysia (2001). He is a registered Professional Engineer with the Board of Engineers Malaysia (BEM), a Member of the Malaysian Water Association (MWA) and The Institution of Engineers Malaysia (IEM).

During his tenure as General Manager and CEO, PBAPP achieved the following key milestones:

1. 2007: Launching of the Penang Water Services Academy (PWSA), the first Malaysian academy to offer water supply industry competency training that is recognised by the Federal Government.
2. 2010: Introduction of the Water Conservation Surcharge (WCS), the first water demand management surcharge to be introduced in Malaysia to reduce high per capita domestic water consumption.
3. 2011: International "WaterLinks Award" for Best Water Operator Partnership with PDAM Tirta Musi Palembang.

4. 2011: Migration to the National Water Services Restructuring Initiative (NWSRI) to comply with Federal laws. This migration facilitated the interest-free settlement of RM655.2 million in Federal water supply loans over a 45-year period; and secured a RM1.2 billion Federal grant for the Mengkuang Dam Expansion Project.
5. 2013: Two national KeTTHA Industry Awards (KIA) – “Water Services Operator of the Year” and “Efficiency Award”.
6. 2015: Two awards from the 33rd Conference of the ASEAN Federation of Engineering Organisations (CAFEO33) – “ASEAN Outstanding Engineering Award for the Sungai Dua Water Treatment Plant” and “ASEAN Outstanding Engineering Award for Dato’ Ir. Jaseni Maidinsa”.
7. 2017: Mandatory installation of water saving devices (WSDs) – Penang becomes the first Malaysian state to amend local government by-laws to compel the mandatory WSD installations of all new buildings. Since WSDs are devices that save water automatically with every use, this initiative effectively ensures that all new buildings in Penang will be “water-friendly”.
8. 2018: Two Malaysian Water Association (MWA) national awards – “Malaysia Water Industry Achievement Award for the Sungai Dua Water Treatment Plant (PBAPP): Best Water Treatment Plant” and “Malaysia Water Award for Management: Dato’ Ir. Jaseni Maidinsa”.
9. 2018: The Institution of Engineers Malaysia Penang Branch (IEM Penang): “Distinguished Engineer Award 2018”.
10. 2019: Appointed as Universiti Sains Malaysia (USM) Industry / Community Advisory Panel (ICAP).



Dato' Ir. Jaseni is a strong advocate for:

- Conservation of water catchment areas (especially 163,103 hectares of rainforests in Ulu Muda that serve as the most important raw water catchment area for Perlis, Kedah and Penang);
- Holistic and sustainable water supply management, through the implementation of both supply and demand management initiatives, in this age of climate change; and
- Consumer awareness and education to cultivate a 'water-smart' and water saving society.

Until today, Dato' Ir. Jaseni's career in the water supply industry spans 34 years.



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