



Datuk Jeffri Abd. Rasid

Datuk Haji Jeffri Abd. Rasid is a senior forester who served with the Forestry Department of Peninsular Malaysia (FDPM) at both headquarters and state levels, with over 30 years of experience in forestry administration, planning, management, and forest development. He began his career as an Assistant Director of Forest Planning and concluded his public service holding several senior positions at Director level. Throughout his career, he was directly involved in forest governance, natural resource management, and environmental sustainability at district, state, national, and international levels.

Over the course of his service, Datuk Haji Jeffri played a strategic role in supporting and mobilising expertise and ideas to shape the direction of sustainable forest management and development in Peninsular Malaysia. His areas of contribution spanned forest planning and economics, professional training, international cooperation, and institutional development.

He established his academic foundation in forestry at the Faculty of Forestry, Universiti Pertanian Malaysia (UPM), and later obtained a Master of Science degree in Botany from Universiti Kebangsaan Malaysia (UKM).

His early career commenced upon graduation under the Graduate Contract Service Scheme, where he gained direct exposure to administrative and development functions at district and state levels, with a particular focus on rural development. This field-based experience formed a strong foundation before he formally joined the Forestry Department of Peninsular Malaysia in 1992, which subsequently became the main platform for his professional contributions over three decades.

At FDPM headquarters, he held various senior strategic positions, including roles within the Forest Planning and Economics Division, International Affairs Division, and Forestry

Training Division. As Director of the International Affairs Division, he played an active role in working alongside the Ministry of Natural Resources and Environmental Sustainability of Malaysia in regional and global forestry cooperation initiatives.

He also made significant contributions to human capital development within the forestry sector, where he led efforts to enhance training quality, strengthen officer competency development, and reinforce national forestry training institutions.

At the state level, Datuk Haji Jeffri served as District Forest Officer, Senior Assistant Director of State Forestry, Deputy Director of State Forestry, and subsequently as Director of Forestry for the State of Johor. In these capacities, he led state-level forestry planning and development, forest reserve management, enforcement activities, and the coordination of development projects balancing economic, social, and environmental considerations.

Following his mandatory retirement, his expertise continued to be sought when he was appointed on a contractual basis as Chief Executive Officer of the Malaysia Forest Fund (MFF), an agency under the Ministry of Natural Resources and Environmental Sustainability (NRES). In this role, he led initiatives related to forestry financing, biodiversity conservation, and financial support mechanisms to ensure the long-term sustainability of Malaysia's forest resources.

Overall, Datuk Haji Jeffri Abd. Rasid is recognised as a principled leader, strategic thinker, and experienced advisor in natural resource governance. His expertise in forestry, public policy, institutional development, and environmental sustainability positions him as a valuable asset to organisations seeking strategic guidance grounded in long-term sustainability and national interest.