



Your Access to Uncharted Privilege

Reserved Exclusively for AFFIN INVIKTA™ Members

6 KEY DISTINCT BANKING EXPERIENCE



DEDICATED
PERSONALISED
SERVICE



EXCLUSIVE PREFERENTIAL RATES



CURATED FINANCIAL SOLUTIONS



RECOGNISED FOR EXCELLENCE



ENGAGE, INDULGE AND RELISH



MARKET INSIGHTS

AFFIN INVIKTA™ membership is by invitation only.









www.affininvikta.com / www.affinislamic.com.my



always about you









IDEAL PROPERTY GROUP

No. 71, Ideal @ The One, Jalan Mahsuri, 11950 Bayan Lepas, Penang, Malaysia.

+6011 1080 4268

IdealPropertyMY



© **04-6456888** Q www.idealproperty.com.my







IDEAL PROPERTY GROUP

No. 71, Ideal @ The One, Jalan Mahsuri, 11950 Bayan Lepas, Penang, Malaysia.

+6011 1080 4268

IdealPropertyMY

Ideal Property Group

© **04-6456888** Q www.idealproperty.com.my







MESSAGE



YAB CHOW KON YEOW THE CHIEF MINISTER OF PENANG



With our history steeped in rich culture, strong industrial background and a robust economy driven by tourism, manufacturing, medicine, education, real estate, creative and culinary arts, Penang is home to a host of personalities, leaders and organisations across all industries which make-up the blueprint of the success of our state. Without the people's strength, hard work and relentless contributions in pushing forward, Penang would not be what it has become today.

This Penang Power100 coffee table publication is a commendable and timely effort by Chng Huck Theng and CHTNetwork to feature the dynamic, homegrown organisations and influential individuals, that have continued to pivot and thrive during these challenging times in the current global Covid-19 pandemic. These personalities and organisations, all diligently selected, were instrumental in helping Penang rack up successes, in more ways than one.

Moving forward, we are working towards Penang2030 - a vision to turn this beloved state of ours into a family-focused green and smart state that inspires the nation. The four strategic initiatives in this vision are to increase liveability to enhance quality of life, upgrade the economy to raise household incomes, empower people to strengthen civic participation and invest in the built environment to improve resilience. The Penang State Government has always emphasised on stakeholders' engagement and involvement for close collaborations to bring the state to another level together.

Amidst the Covid-19 crisis that has left many countries including Malaysia reeling in its wake, I am confident that Penang will rise up to meet the challenges head on. believe that the people of Penang and the many organisations and corporations based here, will work together to overcome these trials and bring the shine back to Penang—the Pearl of the Orient!

My warmest congratulations to the 100 individuals and organisations listed in this book. Well done everyone, and may we continue to do better for a green and smart state that inspires the nation!

MESSAGE



YB YEOH SOON HIN PENANG STATE EXCO FOR TOURISM AND CREATIVE ECONOMY (PETACE)



Nestled in northern Peninsular Malaysia with reliable infrastructure, pristine nature and worldwide acclaimed cuisines, Penang stands tall as one of the forerunners in Malaysia. Throughout these years, Penang's robust manufacturing scene has shored economic development and commanded international investment opportunities, bestowing us with the prestigious title - Silicon Valley of the East.

Penang Power 100 is an alliance and commemoration that celebrates the state's leading entities and individuals. This collection of recipients will be the important catalysts to propel Penang's journey into becoming a greater economic powerhouse with increased Gross Domestic Product (GDP). On this note, the Penang State Government believes that the state's rapid growing creative sector has enormous potential in driving GDP growth, and ultimately redefining the conventional understanding of our creatives.

Following the restructuring of the State Executive Councillor's portfolios that observed the integration of arts, culture and heritage into the overarching arm of Creative Economy, Penang is designing a road map to establish synergy within and beyond the subsectors of the creative industries. This will create a holistic ecosystem which will accelerate Penang's progress into becoming the creative hub of Southeast Asia, complementing our standard as the apex of Malaysia's tourism.

As a matter of fact, arts and culture which are part of the creative economy, are important indicators of identity to the local communities and have shaped Penang's multicultural social fabric. We believe the honourable list of recipients of Penang Power 100 can pool their resources to incubate the expansion of our creative sector. Strong private patronage and public participation form a sturdy foundation for policy-making, which will largely benefit our creatives and the relevant stakeholders.

Fundamentally, Penang is proud to have an arsenal of talents such as the personalities featured in Penang Power 100 who will continue to set a beacon of excellence to catapult the state's economic development. Although the Covid-19 pandemic has slackened our overall progress, Penang remains steadfast in pursuing the Penang2030 vision, which features the upgrade of economy via the creative industries and niche business services.

MESSAGE



YB DATO' HAJI ABDUL HALIM BIN HAJI HUSSAIN

PENANG STATE EXCO FOR TRADE, INDUSTRY & ENTREPRENEURIAL DEVELOPMENT



First and foremost, I would like to congratulate Mr Chng Huck Theng and CHTNetwork on their laudable effort in publishing this Penang Power 100 book, which features the individuals and organisations that have contributed significantly to the development of Penang state's growth towards today's success.

After 50 years of remarkable accomplishment in the manufacturing sector since the industrial revolution era, I believe that Penang will continue to be a power house for existing Electrical and Electronics industry, supported by the Services sector plus new growth industries such as aerospace, medical devices, defence, rail and IOT. The prosperity of these industries in Penang, however, can only be accredited to the selfless contributions and continuous innovation of generations of Penangites.

In respect of that, I am very glad to see big corporations and renowned entrepreneurs in Penang that are ever willing to provide guidance and support to up and coming young entrepreneurs and start-ups. MNCs and listed companies play a significant role in nurturing and transforming new enterprises so that they can sustain, remain competitive in the market and, ultimately, grow big one day.

The past one year has proven to be a tough and arduous one for everyone when the Covid-19 pandemic brought about economic impact which included the shutdown of businesses and retrenchment especially the hospitality industry related to tourism, retail industry and micro & small enterprises. Nevertheless, the pandemic has also accelerated the need to keep up with the fast-paced changes in digital revolution while embracing the new norm of doing business.

The Penang2030 vision to establish a family-focused green and smart state that inspires the nation has emphasised on the necessity of the people to embrace technology in order to fully implement the four strategic initiatives, namely to increase liveability to enhance quality of life, upgrade the economy to raise household incomes, empower people to strengthen civic participation and invest in the built environment to improve resilience.

Therefore, it is ultimately crucial for each and every one of us to acquire the necessary skill set, be capable not only to adapt to new realities, but also to thrive on change which the pandemic has brought to us. I believe that only the ones that are courageous enough to thrive on change will excel.

Despite being in the most challenging time, we could still see so many corporations, NGOs and entrepreneurs that have worked together hand-in-hand with Penang State Government for the betterment of various industries and most importantly, the people's welfare and wellbeing during the pandemic. Again, this reflects Penang's various organisations and individuals' selfless contributions to the society, and the spirit of 'From Penang, For Penang'.

I know it is not easy for all of us here to march forward to face the post-pandemic challenges ahead of us, but rest assured that the State Government will do our best to support all organisations and individuals to overcome the pitfalls of the pandemic and together we will rise stronger and be more resilient than ever. Once again, congratulations to all the individuals and organisations featured in this Penang Power 100 book. May all of you achieve greater heights in your respective sectors!

MESSAGE



YBHG DATO' LEE TEONG LI

CHAIRMAN, FEDERATION OF MALAYSIAN MANUFACTURERS, PENANG BRANCH (FMM PENANG)



On behalf of the Federation of Malaysian Manufacturers, Penang Branch (FMM Penang), I would like to extend my grateful thanks on being invited to share a few words in this meaningful and timely publication. I would also like to take this opportunity to congratulate the selected influential leaders and establishments featured here, some of whom are also FMM Penang members and serving committees. The launching of the Penang Power 100 - Rise to the Challenge coffee table book is an excellent idea and is in prefect alignment with our Penang Master Plan – Vision 2030, mooted by our Chief Minister, YAB Chow Kon Yeow.

Since the 1970s, manufacturing has formed the backbone of Penang's economy and after five decades of industrialisation, Penang continues to be an attractive and preferred location for investors. Over the years, Penang has also gained many reputable names around the world, such as being called the 'Pearl of the Orient', 'Silicon Valley of the East', 'One of the most livable cities in the world' and more.

FMM Penang has just celebrated our 52nd anniversary, with more than 400 members, comprising SMEs, LLCs & MNCs and we are committed towards achieving our vision of Making Malaysian Industries Globally Competitive. FMM has a very close working relationship with all Government departments, and we are represented in Government Councils, Boards and Standing Committees. In this regard, we shall continue to be Your Voice and Your Partner in the industry. Once again, I would like to congratulate all the leaders and establishments for their great success and look forward to see more of such achievements soon.

My heartiest congratulations also goes to Mr Chng Huck Theng and his team from CHTNetwork for their great work and passion in getting this initiative off ground.

MESSAGE



CHNG HUCK THENG FOUNDER & PRESIDENT, CHTNETWORK



When I first proposed the Penang Power 100 project to the Chief Minister of Penang, YAB Chow Kon Yeow in late 2020, the Covid-19 virus was choking the world's economy and threatening the human race. It was unprecedented and devastating as there was no straight forward cure for this sickness. It was a trial and error period where professionals from both the East and West had their opinions and methods. Penang, like the rest of the world is still suffering from the Covid-19 pandemic although it has been almost two years since it came into our world. The good news was World Health Organization approved vaccines for emergency use and people around the world started to have hope as mass vaccinations started. The bad news, on the other hand, was that the virus had started to mutate and different variants appeared. Many if not most started to realise and accept the fact that this was a never-ending story and the only way to move forward is to live with Covid-19 and treat it as just another flu bug.

Penang is a small but mighty island in many aspects. Despite the crisis, Penang is still one of the top GDP providers in Malaysia for 2021 with its manufacturing industry leading the way. Manufacturing remains the largest Penang tech cluster as one of the largest manufacturers for electronics and electrical in the world and contributed around 8% of global back-end semiconductor outputs in 2020. Moreover Penang before the Covid-19 incident has earned many international recognitions in the tourism, medical, education industries and Malaysia My 2nd Home projects.

The Penang State Government led by the Chief Minister YAB Chow Kon Yeow and his team of capable Exco members including YB Yeoh Soon Hin, YB Dato' Halim and many more have been working hard to handle this crisis and provide assistance to both people and businesses that are struggling, it is a tough row to hoe. However the power that built Penang and made this beautiful state a power house in Malaysia may be down but not out. More than 70% adults have had their vaccinations and many businesses are opened with strict SOPs as the community is heading for herd immunity. Penangites are still very cautious but at least people are starting to move around and signs of recovery are near.

This is the golden moment for the phoenix to rise again and shout to the world that we have survived the tough times and we are ready to welcome back our friends, associates, business partners and potentials to this island of opportunities. We have wasted almost two years, it is time to start the ball rolling and make Penang again the perfect place to visit, to stay, to study, to seek medical attention and to invest in.



CONTENTS

HONG SENG GROUP

| 18 | THE POWER OF PENANG | 66 | IRM GROUP OF COMPANIES |
|----------|--|-----------|--|
| | _ | 68 | SHAN POORNAM METALS |
| 20 | THE STORY OF PENANG | 70 | ART CULTURE HOSPITALITY TOURISM |
| 27 | MANUFACTURING | 72 73 | ASSOCIATION OF TOURISM ATTRACTIONS PENANG (ATAP) GEORGE TOWN WORLD HERITAGE INCORPORATED |
| 28 | ADF TECHNOLOGIES SDN. BHD. | 74 76 | PENANG CONVENTION & EXHIBITION BUREAU PENANG GLOBAL TOURISM |
| 30 | AMPHENOL TCS (M) SDN. BHD. ENGTEK GROUP | 78 79 | ENTOPIA TROPICAL FRUIT FARM |
| 32 34 | CHIPTRONICS (M) SDN. BHD. FIRST SOLAR MALAYSIA SDN. BHD. | 80 81 | THE HABITAT PENANG HILL TROPICAL SPICE GARDEN |
| 36 38 | KOBAY TECHNOLOGY BHD. MINI-CIRCUITS TECHNOLOGIES (MALAYSIA) SDN. BHD. | 82 | THE TOP PENANG |
| 40 | PENTAMASTER CORPORATION BHD. | 84 86 | THE WEMBLEY - A ST GILES HOTEL, PENANG LEXIS SUITES PENANG |
| 42 44 | UBCT INDUSTRIAL SOLUTION SDN. BHD. UNIMECH GROUP BHD. | 87 88 | PENANG ANTIQUE COLLECTORS ASSOCIATION MNP AUCTIONEERS |
| 46 48 | WESTERN DIGITAL EE-LIAN ENTERPRISE SDN. BHD. | 90 | PENANG ART SOCIETY |
| 50 51 | EE JIA HOUSEWARES TLC HOUSEWARE SDN. BHD. | 91 | FOOD & BEVERAGE |
| 52 54 | PENSONIC GROUP ENAPAK PACKAGING SDN. BHD. | 92 | PENANG HALAL INTERNATIONAL SDN. BHD. |
| 56 | MASTER-PACK BERHAD | 93 94 | CHEONG KIM CHUAN BAO TECK TEA HOUSE |
| 57 58 | SKY RESOURCES GROUP EMICO HOLDINGS BERHAD | 96 | EVERBEST SOYA BEAN PRODUCTS SDN. BHD. |
| 60 62 | MEGA FORTRIS MALAYSIA SDN. BHD. SAFETYWARE GROUP BERHAD | 98 100 | FEDERAL OATS MILLS SDN. BHD. GHEE HIANG MANUFACTURING CO. SDN. BHD. |

102

GIMMART



CONTENTS

104 PROUD & LOUD GROUP
106 TEIK SENN MALAYSIA SDN. BHD.
109 KEAN CHUAN AGRITECH SDN. BHD.
110 MYKUALI MANUFACTURING SDN. BHD.
111 EDUCATION & MEDICAL

112 ISLAND HOSPITAL 114 LOHGUANLYE SPECIALISTS CENTRE 116 MUZIUM & GALERI TUANKU FAUZIAH UNIVERSITI SAINS MALAYSIA 118 WISDOM WOODS ® 120 MAXPINE INTERNATIONAL HOLDINGS SDN. BHD.

123 PROPERTY DEVELOPMENT

ASIA GREEN GROUP

EAST DESIGN ARCHITECT SDN. BHD.

HUNZA GROUP OF COMPANIES

IDEAL PROPERTY GROUP

MLG DESIGN & CONSTRUCTION SDN. BHD.

SETIA SPICE

ZNEN GROUP

WEALTHY HOMES EXPERT SOLUTION

137 SERVICES & OTHERS

138 INNOVATIF+
139 ITSCOLL WELLNESS SDN. BHD.
140 HAIRSTORY INTERNATIONAL
142 WELLPOINT CORPORATE GROUP
144 VELLO & ASSOCIATES
145 WONG KAR WAI RISK MANAGEMENT
146 GREAT IDEALS GROUP

148 THE ORGANISER

150 CHTNETWORK157 CHT TEAM159 ACKNOWLEDGEMENT



THE POWER OF PENANG

The power that built and runs Penang lies in the strength, resilience and resourcefulness of its people and organisations.

This beautiful state, located in the north-west coast of Malaysia, is a power house that has earned a myriad of accolades and awards over the years. A state is nothing without its people, so it is thanks to leaders of industries, innovative individuals and resilient organisations that have created a perfect ecosystem for Penang to be the place to live, to visit and to invest in.

The Penang Power 100 is a very unique showcase of selected influential leaders of industries, personalities and organisations who have done their part for Penang in more ways than one. It is a celebration of their achievements and contributions in their respective fields, from manufacturing to medical, education to creative arts and from real estate to tourism. This is a celebration of the Penang people - industry captains from established companies and trusted brands, emerging set-ups and passionate entrepreneurs who have introduced innovative ideas in a changing world – all jointly moving ahead, thriving and rising to the challenge to continue to bring progress to Penang as one community, especially during this Covid-19 pandemic.

The Penang Power 100 is not only available as a hard-cover coffee table book publication, but also in various digital and social media platforms where its presence will remain entrenched for many years to come. This showcase publication will immortalise, not only the beauty of Penang, but also the powers that had propelled the state to become what it is today.





THE STORY OF PENANG

THE BEGINNINGS

Located on the northern coast of West Malaysia, Penang Island was initially known as Pulo Pinaom and a part of the Kedah Sultanate. It was in 1786 that things changed for the island and led it down a path rich with history and heritage importance - it was the year that Captain Francis Light from East India Company acquired the island from the Kedah Sultanate in exchange for British military protection. Penang, being a part of the Straits Settlements together with Singapore and Malacca saw its transformation from a largely undeveloped island into one of the major trading ports in Southeast Asia, attracting settlers from Aceh, Siam, Burma, India and China. Renamed Prince of Wales Island by Light, this island became a cosmopolitan state of wealthy merchants, peasants, coolies and labourers. These settlers and locals weaved a rich colourful tapestry of harmony on the island, leaving indelible cultural and historical legacies that lived on till today.

THE INDUSTRIAL REVOLUTION

The island state was later officially named Pulau Pinang after the Pinang tree or areca nut palm - the very tree that adorns the state's emblem. George Town, the capital of Penang at the heart of the island, was granted city status by Queen Elizabeth II in 1957. The island state too gained independence from the British Empire on 31 August 1957 as part of the Federation of Malaya and later became a member state of Malaysia in 1963.

When George Town's free port status was abolished in 1969, it took away the state's identity as an international trading hub, and soon, the city was in the state of decline with high unemployment rate as trade volume in Penang dropped drastically. Gerakan's founder, Tun Dr Lim Chong Eu who became the second chief minister, succeeding Tan Sri Wong Pow Nee, continued and improved on Wong's development plans in rebuilding the state.

Lim went on to revive Penang's economy by tapping into the electronics manufacturing sector and the creation of Bayan Lepas Free Industrial Zone in 1972. Being Malaysia's first free-trade zone, the state attracted key investments from a multitude of multinational companies (MNCs). The first few major corporations; Intel Corporation, Hewlett Packard (now Keysight Technologies and Agilent Technologies), Robert Bosch, AMD, Litronix (now Osram Opto Semiconductors), Hitachi (now Renesas), Clarion and National Semiconductor, were fondly known as the Samurai Eight. Today, the Bayan Lepas Free Trade Zone, located near the Penang international Airport, is home to about 350 MNCs and a robust chain of manufacturing-related SMEs and industries, giving rise to the State's status as a renowned, offsite manufacturing hub in the global manufacturing arena.

This set the path for Penang's current title as the Silicon Valley of the East. The manufacturing sector also became the state's largest economic driver and has remained a major economic sector since.

2022 is an auspicious year as it marks the Golden Anniversary of Penang's industrialisation journey. Chief Minister Chow Kon Yeow announced that the State government has curated a yearlong series of events to celebrate this milestone, spearheaded by Penang Development Corporation (PDC) and InvestPenang.

THE PENANG STATE ADMINISTRATION

When Malaysia obtained independence in 1957, the Yang di-Pertuan Agong appointed a Governor - also known as Yang di-Pertua Negeri in Malay - as the head of state of Penang. The Governor undertakes ceremonial functions such as opening and dissolving the State Assembly, appointing the Chief Minister after the elections, conferring of state awards and presiding at many official state functions.

The government authority for Penang is its state government which adheres to both the Malaysian Federal Constitution and the Constitution of the State of Penang. The state government consists of the Penang State Executive Council and the Penang State Legislative Assembly. The head of the government is the Penang Chief Minister, a position currently held by The

Honourable Chow Kon Yeow. Conventionally, the leader of the majority political party or largest coalition party of the Penang State Legislative Assembly will be appointed to the position as head of the state government.

Chow introduced Penang2030, a vision to turn Penang into a family-focused green and smart state that inspires the nation. There are four main thrusts and strategic initiatives in the vision;

- 1. Increase liveability to enhance quality of life
- 2. Upgrade the economy to raise household incomes
- 3. Empower people to strengthen civic participation
- 4. Invest in the built environment to improve resilience

Penang2030 is a platform that the government prepares for stakeholders' involvement in formulating projects that are specially adapted to Penang in years to come in accordance with the four main thrusts and strategic initiatives.

It ensures that each project and plan the government puts in place undergoes stakeholders' involvement for transparency and for the people to take charge of their own future and state.







THE STORY OF PENANG

TAPESTRY OF CULTURES

Remnants of Penang's rich history and its colourful Peranakan culture led to George Town's inscription as a UNESCO World Heritage site together with Malacca as Historic Cities of the Straits of Malacca in 2008.

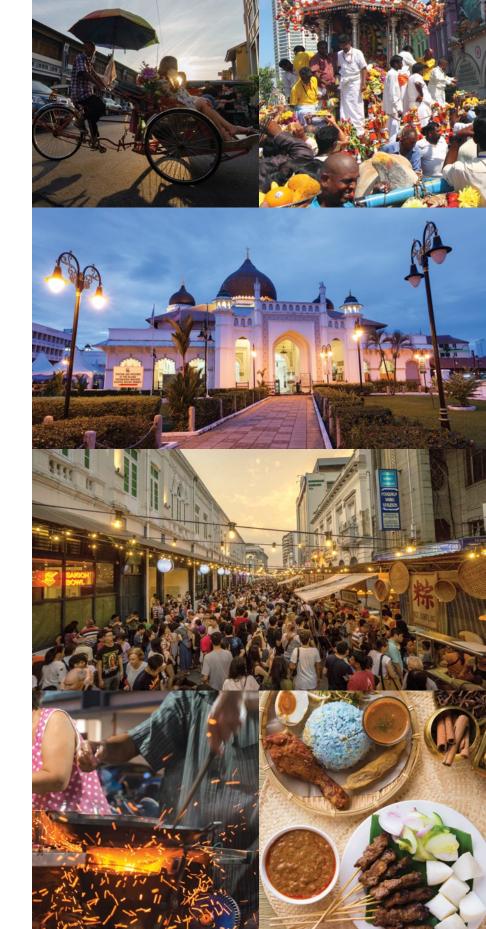
Aside from the island's sandy beaches, gentle green hills, George Town commands attention for its eclectic mix of traditions, cultures and heritage. The city is a convergence of Malay, Jawi Peranakan, Chinese, Straits Chinese, Indian, Indian Muslim and Eurasian cultures that saw the creation of heritage enclaves, clan associations and different places of worship all within walking distance. The presence of mosques, churches, temples and clan temples near to each other, sometimes along the same street, is a true testament of unity, harmony and religious freedom in the peaceful island state.

The Street of Harmony, a route that covers an Indian Muslim mosque (Kapitan Keling Mosque), a Malay mosque (Acheen Street Mosque), a Taoist Chinese temple (Goddess of Mercy Temple), a Teochew clan house and temple (Khoo Kongsi), a Hindu temple (Sri Mahamariamman Temple), an Anglican church (St. George's Church) and a Catholic church (Church of Assumption), all within walking distance from each other, truly exhibited the spirit of Penang in all its harmonious and united glory.

Today, more than a decade after its inscription as a UNESCO World Heritage Site, George Town has more to offer than heritage buildings - it is now a tapestry of cultures and traditions that are brimming with food, beauty and stories untold. Every street corner, every nook and cranny and even the spruced up back lanes reveal countless stories and adventures.

Most recently adding to its list of international recognitions, the popular Penang Hill was designated a UNESCO Biosphere Reserve and the 112-year old Thai Pak Koong Temple located within the heritage enclave, was awarded the Award of Merit at the 2021 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation. The last time Penang received a similar award was back in 2008 for restoration works on Suffolk House.

Its history and rich culture, its strong industrial background and its evolving economy, with rapid growth in tourism, medicine and education, makes Penang a state that is very different from others.



Penang is set to be the one place to invest in, to stay, to visit, to study and to enjoy art. The economy of this small northern state in West Malaysia is driven by these:

Tourism Hub

The inscription of George Town as a UNESCO World Heritage site brought a tourism boom to Penang island. The services sector, which used to lag behind the manufacturing sector in terms of economic contributions, saw growth spurts that propelled it to become an important economic sector for the state. Tourist arrivals to the island continued to rise over the years that passenger arrivals at the Penang International Airport surpassed 6.5 million in 2016 and this number further increased to 8.33 million passengers in 2019. From 2008 till 2019, the passenger traffic at Penang International Airport also achieved a 142.94% growth as well as a 110.22% surge in the weekly frequency of international flights and a 45.45% increase in international direct flights to the Penang International Airport.

Businesses in the tourism industry thrived. Cafes, hotels and tourist attractions mushroomed all over George Town and the island. The introduction of the annual George Town Festival and the annual George Town Heritage Celebrations further boosted Penang as a destination that is rich in culture, arts and heritage. The first set of murals by Ernest Zacharevic in 2012 gave Penang another boost, this time as an art hub. Visitors flocked to Penang, not only for its heritage and culture, but also for its growing art scene.

Over the years, Penang raked up a long list of rankings in various international media, amongst which include being ranked 22nd in The 44 Places to Go in 2009 by The New York Times and The Guardian ranked George Town in the 8th place in the 40 Holiday Hotspots list in 2014. The Los Angeles Times listed the island among its 16 must-visit destinations in 2016 whilst George Town was No.4 in Lonely Planet's Top 10 Cities list for Best in Travel the same year. Penang's street art was also the only Asian destination featured on Lonely Planet's Street Art Book in 2017. Penang is also listed in CNN Travel's Best Destinations to Travel To in 2017 and the only destination in Asia selected in 2022.

As the food capital of Malaysia, offering a wide mix of traditional Malay, Chinese, Indian and Peranakan cuisines, street food and hawker fare, Penang is recognised worldwide as a foodies' haven. Lonely Planet positioned Penang as number one on its list of 8 world's culinary hotspots in 2014 while the island's renowned Assam Laksa is the 7th best in the World's 50 Best Foods list by CNN Travel.

The boom in tourism, subsequently the hospitality and creative economy sectors, meant that Penang's economy has evolved and shifted from being fully dependent on the manufacturing sector. The hospitality, tourism and creative economy industries - under the services sector - thrived and eventually commanded almost 50% of the state's Gross Domestic Growth (GDP).









THE STORY OF PENANG

MM2H

Penang is often named as one of the best places to retire due to the low cost of living, the first-world lifestyle, the tropical weather, the accessibility to modern comforts and its delicious local food.

Due to these factors, Penang has long been one of the chosen destinations in Malaysia for foreign citizens who sign up for the Malaysia My Second Home (MM2H) programme. The laidback and affordable lifestyle in Penang along with its rich heritage, balmy tropical weather, gorgeous beaches, delicious food and first world infrastructure prove to be a strong attraction for many MM2H applicants. This island state is probably the only state where residents can have access to either the beach, the forest, the hill or the city with just a 10 minutes' drive from anywhere.

It is no wonder that Penang and George Town were often ranked in the top 10 places to retire by several publications and websites. Among the mentions; George Town was ranked 3rd out of 7 Best Places to Retire Around the World by Forbes and Penang was ranked 2nd out of 10 Best Places in the World to Retire by Conde Nast Traveler.

Investment Hub

Penang has more than 50 years of industrial experience and business intelligence and is already a well-established regional manufacturing hub for global companies in the sectors of electrical and electronics (E&E), automation and E&E related equipment, and medical technology.

Data from the Malaysian Investment Development Authority (MIDA) indicated that the Foreign Direct Investments (FDI) accounted for 83% or RM8.8 billion of approved manufacturing investments in Penang from January to September 2020, making the State the second highest FDI recipient in Malaysia, with 22% of the country's total FDI during the period. Concurrently, domestic direct investments (DDI) in Penang jumped 42% year-on-year to RM1.8 billion, which demonstrates the State's robust industrial ecosystem as a platform in which local players can participate and thrive.

Penang is also focusing on drawing in higher value-added sector which involves high technology and innovation-based activities and this include Global Business Services (GBS), ICT and Software Development and Creative Multimedia. Penang received the second largest principal hub investment with a value of RM4.1 billion, creating 12,000 high-value jobs under the GBS sector. Penang has more than 60 GBS companies, such as Cisco Systems (M) Sdn Bhd, Clarivate (M) Sdn Bhd, Emerald Global Services Sdn Bhd and Teleperformance Malaysia Sdn Bhd which support regional and worldwide operations.

There are also companies in ICT and Software Development that chose to set up operations in Penang such as Luxoft Malaysia, UST Global Penang and Kerry Logistics Penang while the creative multimedia industry is also growing with companies such as Lemon Sky Studios and Left Pocket Studios setting up in the state.

Health Tourism Hub

Malaysia is ranked as one of the world's top health tourism destinations and a majority of the medical tourists made Penang their preferred destination. The Penang Centre of Medical Tourism was established in 2015 to further boost and promote the industry.

Both public and private hospitals in Penang have highly-qualified specialists and well-trained doctors to offer a wide range of healthcare services. The hospitals in Penang offer medical and surgical treatments that include orthopaedics and rheumatology, oncology, cardiology and cardiovascular surgery, obstetrics and gynaecology, paediatrics, ear, nose and throat, nephrology and urology, ophthalmology, as well as gastroenterology. Other services include plastic, cosmetic, reconstructive and aesthetic restoration treatments.

Soon, there will be the first-of-its-kind medical hub in Malaysia, here in Penang called the Island Medical City that will boast state-of-the-art medical equipment and will be the largest and most advanced tertiary care facility in the state. The medical hub is an expansion of Island Hospital and will include a 600-bed medical complex, medical suites and medical tourist hotel.

Education Hub

Penang is a centre of education excellence due to its growing number of first-class institutions of higher learning and affordable cost of living. Students who chose to study in Penang will not only be getting a world-class education but also be able to experience living in one of Asia's most liveable cities.

Penang offers a good base of establishments of higher learning and private colleges such as Universiti Sains Malaysia (USM), UOW Malaysia KDU Penang University College, Wawasan Open University, DISTED College, INTI International College Penang, SEGi College Penang, SENTRAL College Penang, Han Chiang University College of Communication or the CAC Academy of Chefs for those wanting to venture into culinary arts, whilst the creative minds may want to explore The One Academy or Equator Academy of Arts.

Apart from institutions of higher learning, Penang also has a number of local and international private schools such as Chung Ling Private High School, Tenby Schools Penang, Fairview International School Penang, Straits International School, St Christopher's International Primary School, Prince of Wales Island International School & POWIIS Primary, providing quality education from nursery up to high school where students are able to choose to sit for IGCSE, UEC and SAT examinations before continuing on to the higher education establishments of their choice.



Creative Economy Hub

Penang is also home to the oldest art society in Malaysia, the Penang Art Society. This island state has produced many a famous artist, from the famous actor, the late P. Ramlee, to the man who introduced batik paintings, the late Dato' Chuah Thean Teng. The art scene in Penang has always been vibrant and one that saw many artistic talents, be it in visual arts, calligraphy, poetry, music, bonsai, sculpture, stone carving or performing arts.

However, in 2012, the art scene exploded into a flurry of excitement that drew people into the world of art through the highly popular wall murals by Lithuanian artist Ernest Zacharevic. He was commissioned to paint a series of murals all around the city for the George Town Festival and from then onwards, the art scene in Penang saw an extraordinary growth spurt with many art events being organised, spawned art galleries, inspired more creatives to become artists and attracted foreign artists to live here and contribute to the art industry in Penang.

The annual George Town Festival, held to celebrate the inscription of George Town as a UNESCO World Heritage Site, placed Penang on the map as a destination rich with culture and arts. This annual festival, showcasing impressive, world-class performances and arts events revolving around various themes, draws thousands of visitors to Penang each year.

The Penang government soon formed Penang Art District (PAD) to catalyse the economic growth of the creative industry in Penang. The PAD is positioned to be the hub of contemporary arts and culture. It acts as an incubation centre and a creative network for aspiring and emerging artists in Penang.

THE STORY OF PENANG

LOOKING FORWARD

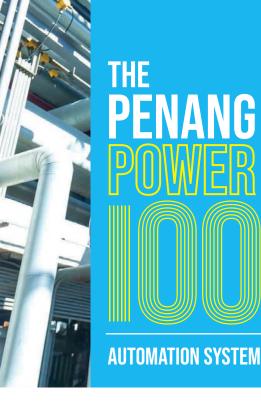
The Covid-19 pandemic in 2020 left the whole world reeling. It is no different in Penang. The once-booming services sector was badly hit while productivity at the manufacturing sector suffered due to lockdowns and quarantines when cases spiked. The country's borders were closed and the tourism industry, along with its related industries such as hospitality and creative economy, took the brunt of the shutdown. Thousands lost their jobs during this period. Businesses closed. Companies had to resort to retrenchment exercises and cutting costs to stay afloat.

Yet, there was a light at the end of the tunnel. Despite the lockdown and a global pandemic, Penang continued to draw in investors. Its strong manufacturing base, first laid in the 1970s, paid off as incoming investments brought in the much-needed inflow of funds and jobs. Penang recorded RM14.1 billion worth of investments in 2020. This meant the creation of close to 13,268 jobs for the people.

The Malaysian government started the National Covid-19 Immunisation Programme in early 2021 with an aim of achieving 80% herd immunity by the end of the year. This brings hope and revival for the country's many economic sectors even as the country's borders slowly reopen. Every sector will be fully prepared with renewed hope and energy. The lockdown has given each sector - whether it is tourism, medical, manufacturing or education - the time and space to regroup, re-strategise and relaunch their services. Hotels and tourist attractions will have upgraded, improved and be fully prepared to receive visitors while hospitals are ready to once again receive medical tourists. Artists will once again bring colour and imagination to live through art shows and performances. International schools and international-standard colleges and universities will be fully ready to provide excellent educational pathways through both physical and virtual platforms and finally, Penang's manufacturing sector will continue to lead the way with its strong ecosystem and electrical and electronic base. Malaysia and Penang will be looking forward to a brighter future in this period of recovery and rejuvenation.









ADF TECHNOLOGIES SDN. BHD.

Having developed building automation controllers, graphical interface software as well as supporting products for building automation solutions that aim to promote seamless and automated building operations, the company is now regarded as a complete solution provider with hardware, software and project implementation capabilities. It also offers service and

maintenance contracts which aim to provide uninterrupted

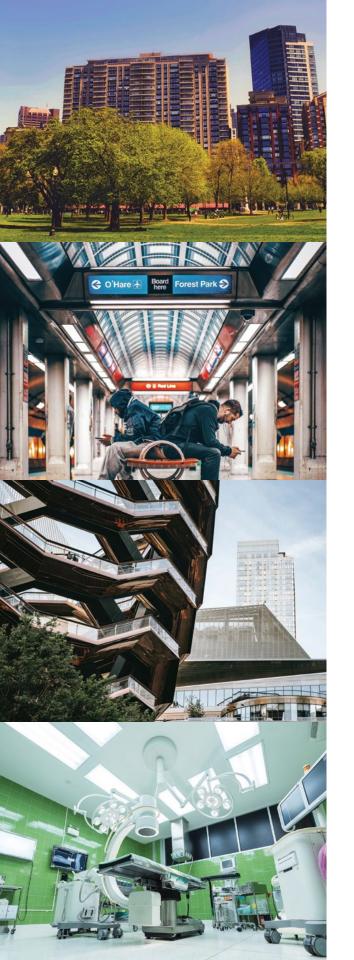
building operations.

ADF Technologies Sdn. Bhd. was established in 2006 to tap into the growth potential of building technologies and solutions in Malaysia. Under the leadership of its Managing Director, Yong Tsi Hao, the company has made strides in Malaysia's construction and building markets. Yong, an engineer, is passionate about smart strategies for sustainable cities of the future and has led the company to continuously deliver quality building technologies and solutions that are of international standards.

The company specialises in building technologies and solutions, enabling the smart automation, management and control of building operations (lighting, security, and communication systems), whilst providing seamless and intelligent integration of various mechanical and electrical (M&E) systems.

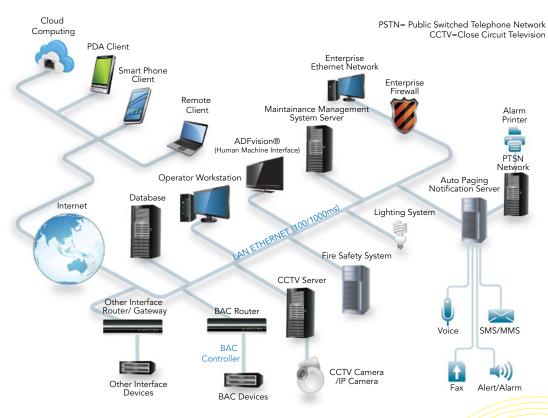
ADF Technologies is able to design, develop, customise, install and commission building automation solutions for a wide range of buildings and public assets. The company has successfully commissioned building technologies and solutions for many notable landmarks in Klang Valley and within the region.

ADE Technologies' building technologies and solutions are energy efficient, reliable in monitoring control, efficient in system operation, easy maintenance and cost competitive while achieving a high level of performance and productivity. The smart connectivity of the building automation controller and graphical interface software facilitates the access and use of real-time data for various applications. These solutions will enable both the business and public sectors to thrive and progress into a more sustainable and higher efficiency environment.



NETWORK INFRASTRUCTURE O







For more information, please visit www.adftech.com.my

- K-6-7 & K-6-3, Solaris Mont' Kiara, No. 2, Jalan Solaris, 50480 Kuala Lumpur, Malaysia.
- +603 6206 2189
- sales@adftech.com.my

- Plot 88F, Lintang Bayan Lepas 10, MK 12, Bayan Lepas Industrial Zone, Phase IV, 11 900 Bayan Lepas, Penang, Malaysia.
- +604 643 3636





AMPHENOL TCS (M) SDN. BHD.

Amphenol Corporation is one of the world's largest providers of high-technology interconnect, sensor and antenna solutions for Automotive, Broadband Communications, Commercial Aerospace, Industrial, Information Technology and

Data Communications, Military, Mobile Devices and Mobile Networks.

Dato' Lee Teong Li, Company Director/Regional General Manager of Amphenol TCS Malaysia, a home-grown entrepreneur, established the company in Penang in 2001 upon his return to Malaysia after many years abroad. It was later acquired by Amphenol Corporation in 2008.

Amphenol TCS Penang, Malaysia, built some of the world's high speed and high-density connectors, including 'First Embedded Capacitors Connectors', also developed, designed and commercialised the "Nano Structure" Advance Plating Process (APP) which reduces the use of precious metal in the plating process to conserve the world's resources and preserving the environment.

Dato' Lee has led the company towards a journey of many successes and milestone achievements, culminating in winning numerous accolades over the years including Amphenol Outstanding Engineering Awards, Prime Minister Hibiscus Award 2013 and FMM Excellence Award 2019, amongst others.

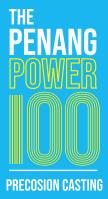


DATO' LEE TEONG LIDirector / Regional General Manager

Amphenol TCS A Division of Amphenol Corporation

For more information, please visit www.amphenol-tcs.com





ENGTEK GROUP

Established in Penang in 1974 as Eng Hardware Electrical, Engtek Group is a world class global manufacturing powerhouse specialising in precision casting and machining primarily for climate control, laser equipment,

medical, wafer fab metal components, communication devices parts, automotive, data storage and aerospace metal parts.

Supported by a strong team of employees in its manufacturing facilities in Malaysia and the Philippines, the Group maximises its productivity, efficiency and overall capacity utilisation to meet the demands and projections of the industry through its strong human resources management systems.

Committed to innovation and technology, the Group continues to accelerate its Industry 4.0 transformation journey, enabling it to deliver high-value service offerings in its unwavering commitment to grow alongside its customers globally.

Engtek Group was listed on Bursa Malaysia in 1993 under Eng Teknologi Holdings Berhad and privatised via the acquisition of the entire business and undertaking of Engtek Group by TYK Capital Sdn Bhd in 2012.









For more information, please visit **engtek.com**





CHIPTRONICS (M) SDN. BHD.

Chiptronics was founded by Dato' Pang Yun Tiam in Malaysia as an equipment, tools and machinery supplier in 1989. It is a solutions provider in the industrial manufacturing sector. The company's core value is to always supply quality products in a timely manner coupled with accurate deliveries. Throughout the years, Chiptronics has earned a reputation as a stable, reliable and efficient supplier of electronic manufacturing equipment and consumables to its clients.

The company's philosophy of "Problem You See, Solution We Give" ensures it provides quality products that is supported by a distinguished customer services team and eminent technical staffs. Backed by decades of industry knowledge, Chiptronic's team is ready to handle customers' inquiries on any products across various fields from Electronics, Automotive to Medical, engulfing SMT and PCB Assembly Equipment, Mobile Industrial Robot, Automatic Guided Vehicle (AGV), Automated Soldering System, Robotic Liquid Dispensing, Laser Marking Syste and

Industry 4.0 Equipment, Laser Cutting System, Visual Inspection and Measurement, Wire Harnessing and others. Its well-trained technical team will not only maintain, repair and calibrate the equipment but will also provide training to its clients.

Chiptronics was accredited with the ISO9001:2015 Quality Management System certification on 4th May 2021. It has a wide clientele ranging from large Multinational companies (MNCs) to small, medium industries (SMIs) located throughout Peninsular Malaysia. On top of that, it also serves the military in Malaysia as well as the public service sector such as transit companies and ports. In line with the company's philosophy and core value to provide better support and efficient service to its customers, the company now has two branches which are located in Kuala Lumpur (central region) and Johor Bahru (southern region) of Peninsular Malaysia.







CHIPTRONICS (M) SDN. BHD. 捷力科技(马)有限公司

For more information, please visit www.chiptronics.com.my

- No. 3-G-1, Desa Mutiara Phase 2, Lorong Delima 20, 11700 Penang, Malaysia.
- +604-659 8888
- ctronics@chiptronics.com.my





FIRST SOLAR MALAYSIA SDN. BHD.

First Solar is a leading global provider of comprehensive photovoltaic (PV) solar solutions with more than 25GW (gigawatts) of modules shipped worldwide. First Solar Kulim facility is the company's largest high-technology manufacturing site which produces First Solar's advanced thin film PV modules for applications around the world.

In 2018, First Solar Kulim facility was upgraded to produce the latest Series 6 module technology, with an annual production capacity of 1.2GW and its current annual capacity to-date is 2.5GW. The facility is also equipped with the latest Industry 4.0 technology with the adoption of automation, digitalisation, machine learning and virtualisation. The Kulim facility is home to the 5-acre Kulim Test Site (KTS), part of a network of state-of-the-art Research & Development installations monitoring First Solar's advanced technology in extreme climate conditions. KTS studies the effect of hot and humid climate on First Solar's thin film modules and tracking systems. The installation also conducts

tests for long-term durability, improved energy prediction and product readiness for new offerings.

The Kulim facility employs approximately 1,800 local associates, providing the Kedah community with reliable high-tech jobs that span the entire manufacturing spectrum. The company offers continuous job training and career development opportunities to all Kulim associates. In addition, First Solar provides handson practical experience in business and entrepreneurialism for Malaysian students through its internship and graduate employability programme and partnership with the AMCHAM Young Enterprises programme. First Solar Kulim has received several employer recognition awards, including the AON Hewitt Best Employer 2016 for GEN Y award, International SOS Foundation 2018 Duty of Care "Sustainability" award, Human Resources Minister Award 2018 for Large Manufacturing Sector Category, and Grand Award for Employer of Choice 2018 by the Malaysian Institute of Human Resources Management (MIHRM).



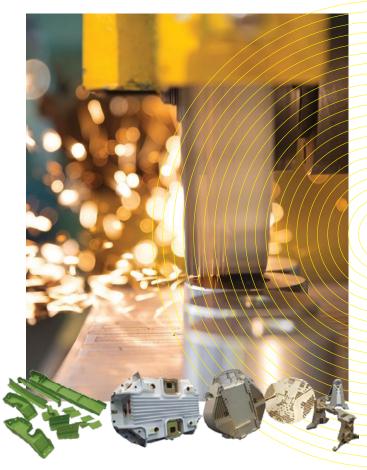




For more information, please visit www.firstsolar.com

- Lot PT 2486, First Solar Boulevard (Jalan Hi-Tech 11), Zon Industri Fasa 3, Kulim Hi-Tech Park, 09090 Kulim, Kedah Darul Aman, Malaysia.
- +604-401 6899 / +604-4016776
- spng@FIRSTSOLAR.COM





KOBAY TECHNOLOGY BHD.

Kobay Technology Group (Kobay), founded as Polytool Technologies in 1984 in Penang, was dealing in precision engineering and components fabrication before becoming the leading specialised one-stop engineering solution providers in the region. Listed on the main market of Bursa Malaysia Securities Berhad since 1997, the company today has a market capitalisation of RM1.5 billion with its headquarters in George Town, Penang and manufacturing facilities in Seberang Perai and Bayan Lepas in Penang and Pontian, Johor.

Kobay has two Strategic Business Divisions; Manufacturing and Investment. As its core segment, the comprehensive manufacturing division offers turnkey solutions for customised precision tooling, automation equipment, precision components and high level assembly for different industries including semiconductor, electronic and electrical, aerospace, oil and gas, medical and life science, serving multinational corporations in Malaysia, Europe, North America and Asia Pacific.

36 • RISE TO THE CHALLENGE







The Group diversified into property development under Investment Division in 2016 with the launch of its maiden project, The Lavanya Residences in Langkawi, Kedah. Developed in 2 phases, this free-hold project with a total Gross Development Value of about RM318 million, features villas with private pools (completed in July 2019), whilst the serviced studios and apartments are scheduled for completion by December 2022. The group has an undeveloped land bank totalling 32.75 acres ideal for various types of development, strategically located in Penang and Perak.

Adding onto its corporate portfolio, Kobay recently acquired 70% equity interest in Avelon Group, a pharmaceutical retail chainbased group involved in the distribution of drugs, supplements, nutrition and personal care products.



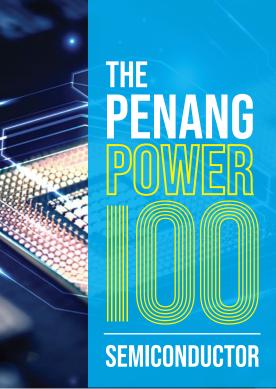


For more information, please visit www.kobaytech.com

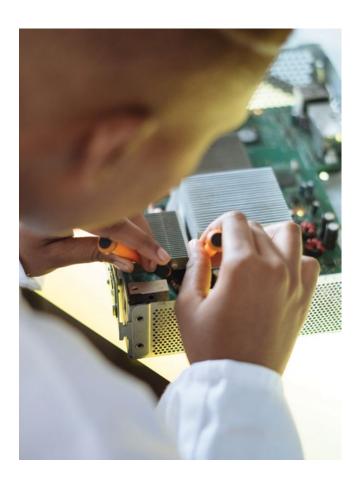
WISMA KOBAY, 42B Jalan Rangoon, 10400 Georgetown, Penang, Malaysia

+604-371 1338

+604-226 1363







MINI-CIRCUITS TECHNOLOGIES (MALAYSIA) SDN. BHD.

Mini-Circuits Technologies (Malaysia) Sdn Bhd (MCT) was established in Penang 20 years ago in the Penang Free Trade Zone, Bayan Lepas. The plant here is part of the (more than) 50-year old Mini-Circuits family and is one of the 16 manufacturing facilities worldwide, with a presence in over 100 countries globally. MCT has established a solid reputation as a global supplier for high quality RF and Microwave products. With a mission to provide customers with products of superior value while promoting growth and prosperity for their members, suppliers, community and company, MCT continues to improve its products and its efficacy to meet customer demands.

The Covid-19 pandemic became a catalyst for stronger, faster connections that spurred the launch of 5G technology in the market. MCT was there



to provide the important components to test the efficacy of such technologies even before it was launched into the market. This is the company's efforts to continuously improve to meet market demands for better, faster and more sophisticated technology, especially during this unprecedented times.

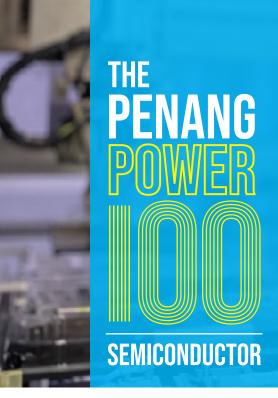
As a global market leader in the RF, IF and Microwave technology, MCT continues to be a household name in the industry, maintaining its position as a preferred, worldwide supplier for RF, IF and Microwave products. The company is committed and prepared to fulfil the needs of its clients with the best of RF, IF & Microwave technology, when the world is ready.

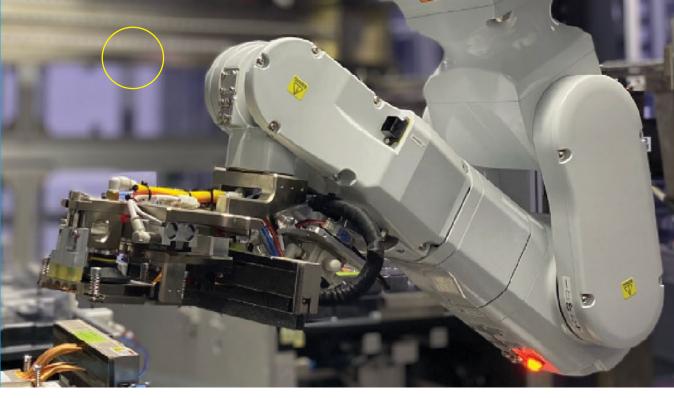
Mini-Circuits[®]

For more information, please visit www.minicircuits.com

- Plot 10, Bayan Lepas Technoplex Phase IV, 11900 Bayan Lepas, Penang, Malaysia.
- +604-646 2828
- angelina@minicircuits.com.my







PENTAMASTER CORPORATION BHD.

Pentamaster was established in 1991 in Penang with a vision to be a leader and a world class automation solutions provider in the global market. The company is committed to delivering high quality and cost-effective solutions with the latest technology as well as providing valueadded services to its customers that benefit its vendors, employees and the community as a whole.

Today, Pentamaster Group has evolved as the leading global provider of advanced automation systems and services. Besides the Penang headquarters production plant and its plant in Batu Kawan, the group is developing a strategic presence globally with offices in USA and Japan and production facilities in China. This is to enable the company to serve customers from around the world in various industries.

With the speed and magnitude of technological progress today, Pentamaster will always challenge the convention and be bold enough to explore new innovations. The group has currently diversified into four business solutions: Automated Test

Equipment, Medical Automation Solutions, Factory Automation Solutions and Warehouse Automation Solutions. This year 2021, Pentamaster will be celebrating its 30th anniversary since its inception in 1991, 18th anniversary of listing in KLSE and 3rd anniversary of listing in HKSE. It would be a significant year for the group as it looks towards exciting opportunities and potential growth.

Pentamaster has also won various recognitions including being the top 500 High-Growth Companies Asia-Pacific in 2021, ranked in Malaysia's Growth Champion 2021, listed in Forbes' list of Asia's Best Under a Billion for the fourth consecutive year in 2020, awarded The Edge Billion Ringgit Club award for the second consecutive year in 2020 under the category of Technology Sector and listed as the Overall Winner in Focus Malaysia's Best Under a Billion in 2018.





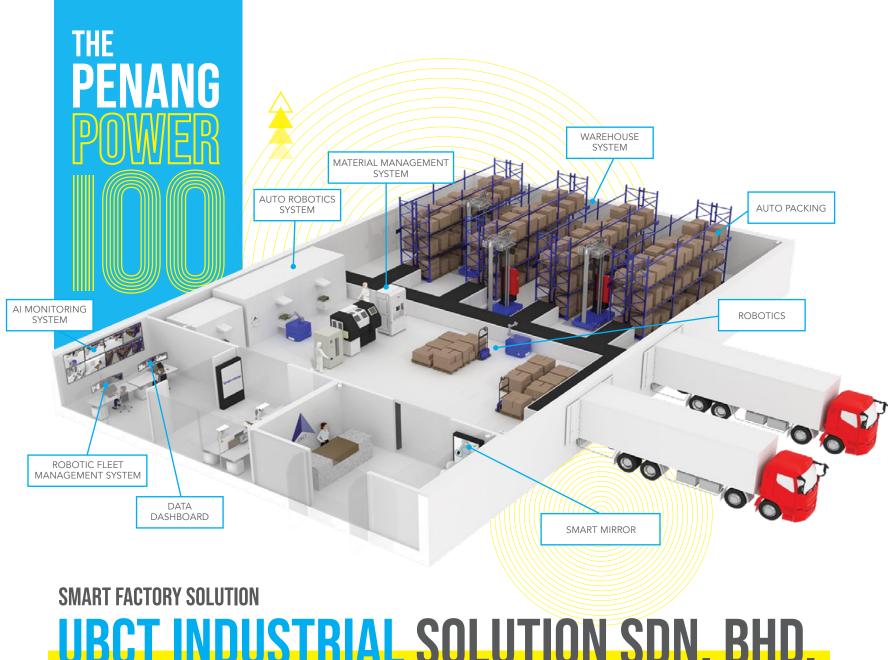


For more information, please visit www.pentamaster.com.my

Plot 18 & 19, Medan Bayan Lepas, Bayan Lepas Industrial Park, 11900 Bayan Lepas, Penang, Malaysia.

+604-646 9212

penta-online@pentamaster.com.my



UBCT INDUSTRIAL SOLUTION SDN. BHD.

UBCT was established in 1995 by Tan Bak Chai, who envisaged changing the way inventory tracing was implemented in the semiconductor industry. Since then, Tan has propelled company forward by building a strong foundation of knowledge-based in the semiconductor industry and creating systems to track inventory in anticipation of using the Internet of Things (IoT) to operate more efficiently. Sharing the same vision, the present CEO of UBCT, Tan Weng Hock, has set a new direction for the company in pursuit of revolutionising smart warehouse to the Fifth Industrial Revolution (5IR), increasing collaboration between humans and smart systems in the Fourth Industrial Revolution (4IR). The adoption of 4IR technologies enables manufacturers to move from mass production to mass personalisation through increased automation and efficiency and eventually with 5IR, achieve successful smart warehouse transformation.

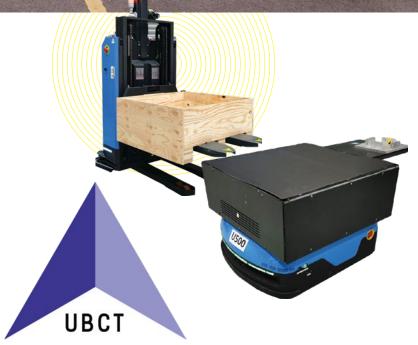




However, in order to achieve 5IR, the six essential pillars of automation and efficiency in 4IR must be in place for data collection from production or warehouse namely; Material Management System (MMS), Auto Robotics System (ARS), Warehouse Management System (WMS), I4.0 System Development (I4.0), Robotics, and Artificial Intelligence (AI).

UBCT is a 4IR solution provider that boasts or robust, holistic automation solutions, which leverage big data and the IoT ecosystem. By putting smart technology at the forefront of manufacturing, UBCT provides multiple solutions, so that manufacturers can maintain comprehensive control over, and visibility on the entire organisation. By helping the industry move forward in adopting and adapting the 4IR, and eventually, the 5IR technology is a critical move going forward for the smart warehouse transformation effort.

Being mentioned in Penang POWER 100 augurs well for UBCT - as a company backed by more than 25 years of success, it has proven that the vision of the 4IR is a reality, with its successful implementation of a "Light Off Project" in Shanghai; it is now bringing this technology evolution back to Malaysia, in line with the Malaysian government's initiative on 4IR.



For more information, please visit www.ubct.com.my



- 20, Jalan Cassia Selatan 3/1, Lebuhraya Bandar Cassia, Taman Perindustrian Batu Kawan, 14100 Penang, Malaysia.
- +604-589 9686
 - sales@ubct.com.my





UNIMECH GROUP BHD.

It is no secret that successful organisations are created by successful leaders. Armed with more than four decades of experience in the industry and a crystal clear vision, Unimech Group Berhad CEO, Dato' Seri Lim Cheah Chooi embodies the very essence of this statement.

A public listed company on the Main Market of Bursa Malaysia, Unimech Group Berhad ("UGB") is the market leader in the supply of valves, fittings, instruments, boilers and engineering projects relating to the valves, piping and fittings industry.

Dato' Seri Lim began his business with his brother and brother-in-law in 1977. His early foresight in recognising a future demand for valves and fittings led him to establish a sturdy base of business connections in Klang Valley, Johor Baru, Kuantan, Miri and Bintulu while maintaining the headquarter in Penang. He then set-up manufacturing facilities in China and started networking his business across Southeast Asia, namely Singapore, Indonesia, Thailand and Vietnam and also in Australia and China.





As the one-stop valves and fittings solution provider, UGB is the pioneer in Malaysia to establish their own brand name "ARITA". Amongst the awards and certification received by ARITA Valve are FM Certificate, UL Certificate and ISO 9001: 2015 in recognition of the company's quality management system that is compliant with the leading product standards. Over the years, UGB expanded to include businesses that complement the company's core business of valve and fittings. The group's subsidiary, PT Arita Prima Indonesia Tbk was successfully listed on the Indonesia Stock Exchange ("IDX") on 29 October 2013.

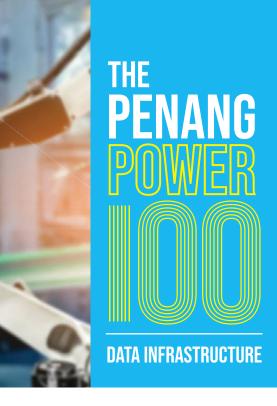
As the company progresses, Dato' Seri Lim's role and responsibilities gradually shifted to one that leads and directs, steering the group to its present position. As a leader, he instils good ethics and values such as hard work, trustworthiness, creativity, humbleness, as well as the right mindset and attitude amongst his team members while recognising that they are the most important assets of the company. Dato' Seri Lim is also devoted in giving back to society to help the disadvantaged.





For more information, please visit www.unimechgroup.com

- Wisma Unimech, 4934, Jalan Chain Ferry, 12100 Butterworth, Penang, Malaysia.
- +604-332 8821-3
- gb1info@unimechgroup.com





WESTERN DIGITAL

Western Digital creates environments for data to thrive. As a leader in data infrastructure, the company is driving the innovation needed to help customers capture, preserve, access and transform an ever-increasing diversity of data. Everywhere data lives, from advanced data centers to mobile sensors to personal devices, our industry-leading solutions deliver the possibilities of data. Western Digital data-centric solutions are comprised of the Western Digital®, SanDisk®, SanDisk Professional® and WD® brands.

Today, the World Economic Forum has named Western Digital's Batu Kawan facility in Penang of its smart factories in Asia to the Global Lighthouse Network, a community of world-leading companies that have succeeded in the adaptation of the Fourth Industrial Revolution (4IR) at scale. Of the 90 total sites within the World Economic Forum's Lighthouse network, Western Digital is the first company to receive this distinction for an intelligent factory in Malaysia following the recognition of its first vertically integrated factory.



This recognition also solidifies Malaysia's position as a country with advanced manufacturing capabilities, human capital, policy and infrastructure supportive of businesses.

Beyond technology, workforce development is another key focus area for Western Digital factories. The Western Digital Batu Kawan site rolled out a comprehensive IIOT Academy programme to nurture its talent to cultivate a new way of thinking with the adaptation of 4IR technologies.

The journey to revolutionize Western Digital's manufacturing process was an arduous 3.5 year commitment into advanced technological solutions and people.

Operations have been transformed to drive productivity, sustainability and agility. Via their "Lights-Out" initiative, operations were automated with the use of advanced analytics and proprietary artificial intelligent solutions. This combination proved to be key enablers for the successful "Lights-Out" manufacturing operation.



As a result of this, the site with its focus on using 4IR technologies to effectively manage its operation in a sustainable manner, recently went through the application process of being South East Asia's first Sustainability Lighthouse by WEF. This application is still pending at the time this magazine went to press.

The Malaysian Investment Development Authority (MIDA) as the country's principal investment promotion agency, together with the Penang State Government and Invest Penang aims to raise awareness of the application of technological innovations to achieve transformational change for others manufacturing peers. These include leveraging artificial intelligence, robotics, automation, advanced analytics and the Internet of Things. Western Digital looks to be at the forefront to pave the way for cognitive manufacturing taking shape in the near future.

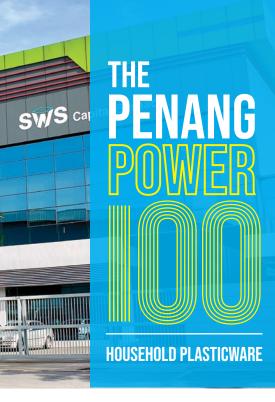
Western Digital Batu Kawan is also proud to be listed in the Malaysia Book of Records as the first Lighthouse in the country certified by the World Economic Forum (WEF).

Western Digital.

For more information, please visit www.westerndigital.com

- Plot 301A, Persiaran Cassia Selatan 1, Taman Perindustrian Batu Kawan, MK. 13 Batu Kawan, Seberang Perai Selatan, 14100 Penang, Malaysia.
- +604-503 9100

Join us! Be part of our exciting game changing technology journey https://jobs.westerndigital.com/







ELIANWARE

EE-LIAN ENTERPRISE (M) SDN. BHD

Teoh Han Chuan started out in sales and marketing development with a plastic manufacturer and marketing company in the mid-80's. Armed with the many years of sales experience and knowledge gained, he foresaw a market potential in the Malaysian plasticware industry, and cofounded Ee-Lian Enterprise (M) Sdn Bhd with Heng Sew Hua in 1993. From a small trading business operating out of a shop house in George Town, Penang, the business is now a major frontrunner in the household plasticware industry, with its own brand ELIANWARE®, headquartered in the industrial park of Bukit Minyak, Penang.

The company invested heavily in research and development, and in continuing to launch high quality products with attractive and functional designs at competitive prices, it soon became synonymous in providing quality, reliable and innovative household plasticware. With proven capabilities and achievements, it expanded its distribution coverage by being the first in Malaysia to participate in exhibitions overseas, increasing their market presence to ASEAN countries, Middle East, Africa and more.



Teoh's skilled efforts in marketing and promotions along with the good quality products led to the successes that the company sees today. ELIANWARE® is now available in over 30 countries and the company aims to expand its horizons further as Teoh believes there is still plenty of potential in the industry. He is also cognisant of the importance of his employees in ensuring smooth operations and production, hence, the company also focuses on building loyalty and teamwork among its employees by putting in place clear career pathways for the team to grow with the company.

<u>elianware</u>®

your smarter choice!

For more information, please visit www.elianware.com

- No 1027, Lengkok Perindustrian Bukit Minyak 1, Kawasan Perindustrian Bukit Minyak, 14100 Simpang Ampat, Penang, Malaysia.
- +604-502 3511
- zun.tan@elianware.com







EE JIA HOUSEWARES

Ee Jia Housewares, established by Ooi Chen Hoon in year 2000 has carved its own niche in marketing household plastic products under renowned brands such as EPLAS, EPLAS BABY, ELIANWARE, HOME PERFECT, ECO LIVING, INPLUS, IWAY and SO CLEAR.

Noting the business potential of high quality products with good packaging and excellent after-sales service, Ooi focused on an effective marketing strategy and introduced its products overseas, expanding its business network to ASEAN countries and the USA. Ooi also pivoted to build his customer base in the e-commerce platforms by developing his own website and online presence in top online shopping channels such as Lazada. Shopee, Vetton, Amazon, Astro Go Shop and CJ Wowshop.

Ee Jia's remarkable standing as a household name in plasticwares was acknowledged when EPLAS received the prestigious "SUPERBRANDS Award 2021", reaffirming their commitment as a trusted brand with quality selections from their product lines.







TLC Houseware Sdn Bhd was established in 1967 as Thye Leong Chan in George Town, Penang by the late Ooi Chong Theng, as a company that collects and recycles scrap metal. Ooi Suie Lim, who took over the business in 1976, registered it as Thye Leong Chan & Co and started

selling sundries and crockeries by the roadside of major wet markets on Penang island.

WHOLESALER/

DISTRIBUTOR

As the business started to flourish, the company then started sourcing supplies from China directly and became one the main importers of crockery ware and also other kitchenware products. In 2004, the company was incorporated to become a private limited company with a new name, TLC Houseware Sdn Bhd. TLC soon became one of the top importers and wholesalers of household and kitchenware products in Malaysia. With more than 40 years of experience in importing and distributing home and kitchen products, TLC has transformed from a traditional trading company into a home and living

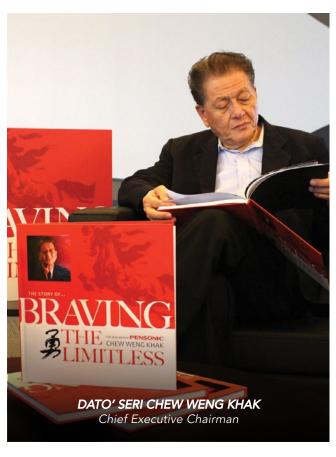
brands management company with a vision of "Providing Happy & Sustainable brands for the community" where currently TLC distributes four home brands - RELAX, TOFFI, DINO, Homeline and also other exclusive distributorship brands.

TLC is committed to provide modern yet functional home and kitchen products for both trendy household users and also for foodservice professionals. The company has more than 1200 SKUs of various products to cater to different needs. Currently, TLC has more than 500 customer touch points located throughout the whole of Malaysia, ranging from departmental stores like AEON, Parkson, DIY stores such as HomePro to kitchenware shops, baking ingredients shops, mom and baby shops and many more.



For more information, please visit www.tlchouseware.com





PENSONIC GROUP

The Pensonic Group (Pensonic) was founded by Group Chief Executive Chairman of Pensonic Holdings Berhad, Dato' Seri Chew Weng Khak, in 1965 as Keat Radio and Electrical Co. in Balik Pulau, Penang. The company grew from its humble beginnings as a small electrical home appliances retailer and workshop into its present day R&D, innovation and global operations centre in Bukit Minyak, Penang.

The Pensonic brand name, which means "Sound of Penang", was coined by Dato' Seri Chew. Pensonic's first batch of audio and visual products were imported and assembled in 1982, and in 1984, it became a registered trademark in Malaysia. Now, Pensonic is registered in more than 20 countries. It has a domestic distribution network of more than 800 dealers countrywide and more than 1,500 offline retail presence. Pensonic also exports to more than 30 countries in Asia and the Middle-East.

Pensonic has transformed from a traditional home appliances distributor into a lifestyle appliances brand with smart IoT appliances called 'Toush', which uses one App to remotely manage multiple products. Toush smart

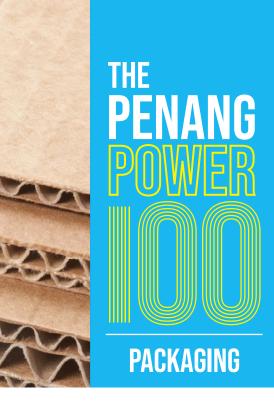


In appliances are intuitive appliances that sense and respond to the user, and can be remotely controlled using touchscreen devices. All Toush appliances are certified and approved by SIRIM, Energy Commission and MCMC. The company has its own in-house brand Lebensstil Kollektion, and acquired Cornell in 2004. Pensonic also distributes international brands Morphy Richards and Belling. In 2020, Pensonic streamlined its business operations by consolidating its five brands – Pensonic, Toush, Cornell, Morphy Richards and Lebensstil Kollektion under one roof. Pensonic launched the "Circlez App" that combines all five brands under one platform to provide quick warranty registrations, easy warranty information tracing, prompt customer and service support, convenient online shopping, access to awesome shopping rewards and also provides updates on the latest deals.

PENSONIC Your Enjoyment

For more information, please visit www.pensonic.com

- f facebook.com/pensonicmalaysia
- f facebook.com/CirclezFB
- Careline: 1-800-881-770





ENAPAK PACKAGING SDN. BHD.

Enapak Packaging Sdn. Bhd., founded in 2016, is a versatile, productive and cost-effective protective packaging solutions provider. It offers a comprehensive range of services that includes customised designs, diligent on-site manpower and quality packaging materials.

Today, as a trusted packaging solutions partner in the northern region, the company offers a variety of industry-leading packaging materials products such as corrugated paper and PP carton boxes, paper and wooden pallets, wooden crate boxes, comprehensive range of protective forms, silica gel, moisture barrier bag, clean room packaging materials, shock & tilt watch, label stickers and more. The company believes that proper packaging is essential in controlling costs and managing waste, and presents its customers complete packaging solutions that fit their business needs and goals. Its team of highly-trained

packaging specialists are skilled in proposing a pack or cost analysis to fully understand their customer's packaging needs and processes before recommending an optimised protective packaging solution.

It also provides customer-centric consolidation services that includes vacuum and sealing for packaging services, encompassing total shock and climatic protection for products which may deteriorate due to external influences. This ISO 9001 certified-company is committed to supplying supreme quality materials and reliable pack-assembly services to protect the contents in transit. It supports its high quality products with strategic services such as 24-hour operation, competitive pricing and customer support in inventory management and logistic back-up.







For more information, please visit www.enapak.com.my

- No. 17, Persiaran Sunway Wellesley, Pusat Perniagaan Sunway Wellesley, 14000 Bukit Mertajam, Penang, Malaysia.
- +604-518 8003 / 017-4766 118
- eric.ng@enapak.com.my





MASTERPACK BERHAD

Master-Pack Bhd. was incorporated in Malaysia in 1989, offering a full spectrum of customised packaging and innovative cost-effective packaging solutions. With a mission as the "Preferred Total Packaging Solutions Provider in Partnership with

Our Customers", the company specialises in the manufacturing of corrugated paperboards, carton boxes and wooden pallets that are tailor-made to its customers' specific needs and quality requirements.

A wholly-owned subsidiary of Master-Pack Group Berhad, a public listed company in Bursa Malaysia, the company is accredited with both ISO 9001: 2015 Quality Management System and ISO 14001:2015 Environment Management System and also holds trademarks and patented products.

Master-Pack currently has four manufacturing plants to serve its domestic and international customers, with two located in Penang, one in Kuching, Sarawak (Master-Pack Sarawak Sdn. Bhd.) and another in Ho Chi Minh city, Vietnam (Master-Pack Vietnam Co., Ltd).

The company also has the capabilities to provide warehousing and currently provides Vendor Managed Inventory (VMI) and Just-in time delivery to several large multi-national customers.



DATO' SYED MOHAMAD BIN SYED MURTAZA Group Executive Chairman



For more information, please visit www.master.net.my



entity formed in 1991, has since grown into a competitive and professional industry leader, manufacturing custom health and beauty formulations for private-label beauty and skincare experts.

Its 65,000 sq ft facility in Penang houses production, quality control, design, packaging, administrative offices and state-of-the-art research and development centre. The team of business professionals, chemists and cosmetic specialists, backed by more than 30 years of experience and holistic understanding of the beauty and healthcare industries, diligently develop more than 1000 formulations annually, including its own trademarked-brands - O'Biome $^{\mathsf{TM}}$ and Duo-Algae $^{\mathsf{TM}}$.

COSMETICS

The company assures its customers of high product-quality, adherence to industry-standard procedures, stringent safety guidelines, syarah compliance and product efficiency using nature's best resources and cruelty-free.

As one of the beauty OEM industry leaders catering to domestic and international clients, Sky Resources is committed to become Malaysia's leading manufacturer of quality cosmetics, skincare, personal care and hair care products.













EMICO HOLDINGS BERHAD

Emico was founded in 1973 in George Town, Penang as a trophy and souvenir retail shop. The group has since grown to become the largest trophy manufacturer in South East Asia and was successfully listed on the Kuala Lumpur Stock Exchange (Bursa Malaysia) in 1994.

Besides trophy manufacturing as its core business, the Group is also in the business of contract manufacturing, sourcing and trading of furniture and home furnishing products, and has also ventured into property development.

As one of the leading trophy manufacturers in the world, Emico now exports internationally to over 45 countries. Emico has also shifted its main focus from solely manufacturing to providing solutions for trophies and awards industries - from design to manufacturing including value-added services until final distribution. Despite the challenges of the Covid-19 pandemic hitting the industry, the company is committed to sustain the trophy industry and to assist its local retailers to transform digitally. The group has partnered with an e-commerce solution provider to offer online platforms for its retailers to grow their business on this digital space and keep them abreast with the latest online marketing tools.





The group has also been in contract manufacturing for over 35 years for different industries including medical rehabilitation products, marine engineering, electrical and lighting components and industrial components.

Expanding its foothold in the urban farming and agriculture sector, the company successfully launched its first hydroponic system in January 2021 - a system designed to meet aesthetic and functional requirements. It features a modular system which provides flexibility and convenience for users by accommodating various needs and preferences, such as planting vegetables, herbs and ornamental plants.

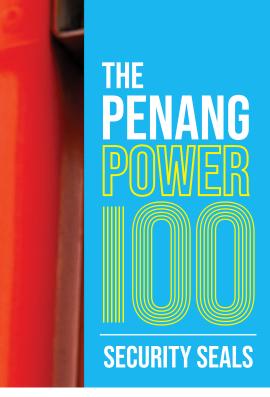
Living up to its company ethos of "Innovating New Possibilities for a Stronger Future", the group is dedicated to deliver state-of-the-art, high quality, competitive and valueadded products and services to its customers in all of its business spheres.





• 18 Lebuhraya Kampung Jawa, Bayan Lepas 11900, Penang, Malaysia.

+604-644 8202 info@emico.com.my







MEGA FORTRIS MALAYSIA SDN. BHD.

Mega Fortris Malaysia Sdn. Bhd. was established in 1996 and is a specialised designer and manufacturer of security seals. As one of the largest security seals manufacturers in the world, Mega Fortris Malaysian-based headquarters houses a purpose-built manufacturing plant that is certified with ISO 9001 and 14001 Quality Management Systems.

The company has a worldwide network of production facilities and offices in over 20 countries, providing quality security seals to industry leaders in transport sectors of land, sea, rail and air. The robust designs of its products continue to secure an increasing customer base that is not limited to industries such as chemicals, oil & gas, food & beverages, pharmaceuticals, communications, casinos, security companies, banks and manufacturing. In 2012, the company received recognition for its consistent growth and innovative solutions when it was awarded the Federation of Malaysian

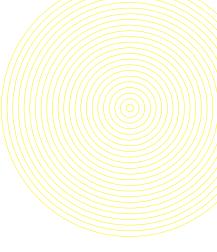




Manufacturers (FMM) Excellence Award (FMMEA) as Manufacturer of the Year, and it has continued to consistently earn recognition ever since. Its mission in becoming the world's most recognised brand received a huge boost the following year when its latest innovation—the Klicker 2K bolt seal—won the SIRIM Quality Award. Already an international powerhouse, it also received the Prime Minister's Industry Excellence Award 2014 for having achieved the award's Anugerah Kecemerlangan Industri (AKI) vision in positioning Malaysia as a globally competitive trading nation while promoting Malaysia's enterprises to the world.

Today, Mega Fortris' many achievements are defined by staying committed to its core values for more than two decades. Fulfilling its visionary statement to improve the lifestyle of communities, "Promise Home" was launched to provide health care and education to children; and participation in "The Green Warrior" project aimed at inspiring and implementing solutions to the environment crisis. With the future in mind, Mega Fortris continues to develop its products and services, and to give back to society.





For more information, please visit www.megafortris.com



Corporate Head Office 29, Jalan Anggerik Mokara 31/47, Kota Kemuning, Seksyen 31, 40460 Shah Alam, Selangor, MALAYSIA.



+603-5122 8118



marketing@megafortris.com



THE PENANG POWER SAFETY EQUIPMENT





SAFETYWARE GROUP BERHAD

Safetyware Group Berhad is an award-winning integrated safety and health solutions provider which started out as a safety and health products distributor for items such as safety footwear, gloves, and disposable face masks in 2003. In 2004, Safetyware successfully established its first office and headquarters in Taman Perindustrian Saga Jaya, Perai, Penang. With a headquarters and 2 manufacturing plants in Penang, supported by 6 other regional offices throughout Malaysia and 2 international offices in Singapore and Australia, Safetyware is uniquely placed to offer complete OSH solution.

Since then, the company has grown to become a manufacturer of safety apparels, face masks, particulate respirators, disposable non-woven products, polyethylene (PE) gloves, hand sanitisers, disinfectants and the RHINO SHOE safety shoes brand. As at today, Safetyware is a preferred and entrusted brand with more than 10,000 corporate customers locally and around the world. It has also established collaborations with other



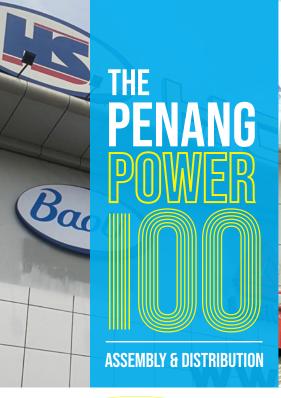
renowned Personal Protective Equipment (PPE) manufacturers in Malaysia, the USA, Taiwan, China, and India, to manufacture other ranges of PPE and safety equipment.

Apart from PPE manufacturing, the company also partners with international PPE brands such as Sundstrom (Sweden), Ultitec (Taiwan), Portwest (Ireland), Zoll Medical (USA), Kratos (France), Vertic (France), Superior Glove (Canada), TigerGrip (France), Respirex (UK), MSA (USA), Cofra (Italy), NSA (USA), HexArmor (USA), Elvex (USA), Delta Plus (France), Honeywell (USA), and Harvik (Malaysia), to distribute their products in various regions. The company also provides EHS consultancy and safety training programmes to a diverse range of industries.

Safety Ware GROUP

For more information, please visit www.safetyware.com

- Plot 237, Lengkok Perindustrian Bukit Minyak 3, Bukit Minyak Industrial Estate, 14100 Simpang Ampat, Penang, Malaysia.
- +604-502 3882
- info@safetyware.com







HONG SENG GROUP

The Hong Seng Group of Companies was founded by Teoh Teng Seng as an importer and dealer in new and used engines back in 1965 with a modest capital of RM2,000. When the founder passed away in 1972, his widow, Madam Ong Ah Hua, took over the business and remains as the Chairman of the Hong Seng Group today. Under her leadership, the group has continued to grow and flourish to become a forerunner in the remanufacturing and rebuilding services in Malaysia.

Hong Seng Group is now a supplier of various products and expanding on its capabilities with market needs to create outstanding products that deliver impressive results. The Group is also the main distributor for a few new China Brand commercial vehicles and remanufactures industrial engines, marine and generator applications, rebuilds vehicles and rental of generators, air compression, welding sets and spare parts.

Currently the group is the Malaysia sole distributor for :

- 1. Hohan, Hanvan, Shacman. Heavy Commercial Vehicles
- 2. Baoli, Hangca, Full Range of Forklift
- 3. Shantui Wheel Loader, Vibrator Roller, Motorgrader
- 4. Sany Excavator, Wheel Loader and etc.
- 5. Haitui Bulldozer



Apart from the lorry and machineries business, the group is also involved in asset management, property and construction development.

Throughout its successful corporate history, Hong Seng Group continues to serve many notable names including large corporations and key industry players. The group has also won multiple awards such as the Anugerah Swasta Berprestasi Tinggi 2015 from the government and Truck of the Year 2015 – Value for Money Award and Sin Chew Business Excellence Awards 2013, Golden Bull Award 2010, Golden Eagle Award 2014.



HONG SENG GROUP

For more information, please visit www.hs-grp.com

- PMT 1280, Lorong Perusahaan Sg. Lokan 3, Kawasan Perusahaan Sg. Lokan, 13800, Butterworth, Penang, Malaysia.
- +604-356 7668
- betty@hs1-grp.com





IRM GROUP OF COMPANIES

IRM Group of Companies founded in 1980 by Dato' Seri Goh Eng Hoe, began as an industrial domestic waste disposal and trading company specialising in recycled non ferrous metal and plastic material. Today, the Group comprises IRM Industries Sdn Bhd which is involved in trading of non ferrous and precious metal contents, IRM Industries (Penang) Sdn Bhd which handles recycling of broad range of plastic polymer waste and Reclaimtek (M) Sdn Bhd, one of Malaysia's earliest electronic waste recycling and reclamation centres with full recovery permit issued by the Department of Environment, Malaysia. It is a one stop centre for e-waste disposal and treatment for its business partners of various types of e-waste materials.





True to its commitment to maintain an international standard of compliance, IRM Group is ISO:9001, ISO:14001 and OHSAS:18001 certified. The company prides itself on its virtues of "Trust, Integrity & Transparency" by protecting its business partners intellectual property, guaranteeing that the materials purchased are strictly for metal recovery. It does this by ensuring complete destruction before reclamation as well as provisioning reports for traceability requirements to ensure accountability.

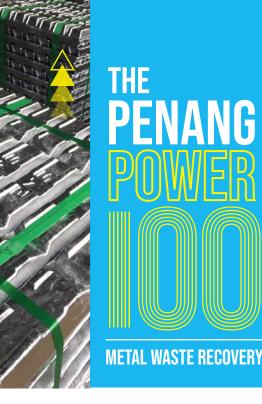
Equipped with Crushing and Chemical Extraction Lines, Pollution Control Systems, In house Laboratory, Security and Logistics Facilities, IRM Industries currently process about 15,000 metric tons of material annually and expected to grow in the foreseeable future as business continues to improve and expand to a broader treatment scope of e-waste. IRM will continue its duty to protect the environment through constant improvements of it environmental management systems.

"Your Partner in Renewable Resources"



For more information, please visit www.irm.com.my

- Plot 88 & 88 A Jalan Perindustrian Bukit Minyak, Kawasan Perindustrian Bukit Minyak, 14000 Bukit Mertajam, Penang, Malaysia.
- +604-626 2001
- rm@irm.com.my







SHAN POORNAM METALS SDN. BHD.

Shan Poornam Metals (SPM), Malaysian home-grown waste recovery and refining company, is the pioneer and leader in hazardous waste management. Incorporated in 1960, it started as a waste collection center and has evolved into a regional leader in industrial waste management companies with Environmentally Sound Management (ESM) facility, promoting closed-loop recycling.

Equipped with state-of-the-art ECO Green Technology, backed by an innovative R&D team, the plant can process industrial solid and liquid waste into precious metals such as gold, silver, platinum, palladium, secondary aluminium alloy ingots and copper cathode. Adopting the 5R's Green Concept of Reduce, Reuse, Recycle, Recover and Refining, these Ecogreen products are offered under SPM's ECO label "ENS" (Environment, Nature, and Society).



Positioning itself as the link between Industries and Environment, with strong commitment to protecting intellectual property rights – from converting e-waste to raw materials to best-in-class IT asset management and disposition, SPM is the first Prescribed Premises licensed by the Department of Environment, Malaysia to manage Metal Chips and Articles contaminated with spent coolant.

SPM's business objectives are strongly aligned to the United Nation's Sustainable Developmental Goals and it plays a pivotal role in its drive and focus on environmental stewardship.

The company is recognised for its efforts in continuous improvement in environmental protection and conservation with local and international awards such as the Prime Minister Hibiscus Award, MITI Industrial Excellence Award. It is also recognised for its leadership and environmental sustainability endeavours under the Leaders International in Madrid and Dubai.



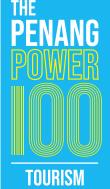
For more information, please visitvb www.shanpoornammetals.com

- Plot 34 (No. 1479), Lorong Perusahaan Maju 6, Kawasan Perindustrian Perai, Fasa 4, 13600 Perai, Penang, Malaysia.
- +604-508 4841
- enquiry@ensspm.com









ASSOCIATION OF TOURISM ATTRACTIONS PENANG (ATAP)

The Association of Tourism Attractions Penang (ATAP) was established in 2005 by a group of tourism players and operators in Penang with the objective of bringing tourism players and operators together, sharing strategies and plans to promote the development of tourism attractions, products and services in Penang.

ATAP is now a networking platform for all tourism players, both private and public, to collaborate and work together for the benefit of Penang's tourism industry. It also acts as a platform for its members to advocate for policies at both state and national level that affect and impact the tourism industry in Penang. Currently, ATAP has 51 members that includes both public and private organisations, major attractions, thematic museums, art galleries, historic institutions, religious organisations, shopping attractions, tourism education institution, thematic restaurants, MICE venues and cultural and heritage organisations.

This vocal tourism organisation, under the leadership of its current chairman, Chng Huck Theng, has taken steps to embrace the changing times in the tourism industry. This is especially important with challenges presented by the Covid-19 pandemic that had severely impacted the travel and tourism industry. ATAP has continued to play an important role in coordinating efforts within the industry to prepare for the new normal along with preparations to face post-pandemic travel regulations and the gradual reopening of the travel and tourism industry.

ATAP will continue to grow and support the efforts of the industry to rebuild and regenerate after the pandemic. It will continue to work with the state government and other partners in the tourism and the hospitality industry to promote Penang as a world-class tourism destination.



For more information, please visit atap.org.my



THE PENANG POWER ARTS | CULTURE

GEORGE TOWN WORLD HERITAGE INCORPORATED

George Town World Heritage Incorporated (GTWHI) was established by the Penang State Government in 2010 as the Site Manager of George Town UNESCO World Heritage Site.

The site manager handles the daily challenges of conserving over 5,000 heritage buildings in the city and constantly promotes George Town as a sustainable heritage city at local and international levels. Whilst safeguarding the city's Outstanding Universal Value (OUV), GTWHI also offers consultation services, organises community-based programmes, promotes cultural heritage in schools and continuously embarks on capacity building initiatives.

When the Covid-19 pandemic affected the artisans and living heritage in the city, GTWHI introduced George Town in the New Normal programme to help these people to change and adapt to the new normal way of doing business. Today, GTWHI is among one of the most active Site Managers in Asia Pacific, and will continue to serve the interests of the people in Penang and future generations to come.





For more information, please visit gtwhi.com.my



THE PENANG POWER CONVENTION & EXHIBITION



PENANG CONVENTION & EXHIBITION BUREAU

Penang Convention & Exhibition Bureau (PCEB) is a state-owned entity established to develop the business events, meetings, incentives, conventions and exhibitions (MICE) industry in Penang and the aim to position Penang as the preferred location for business events in the region.

In the forefront as Penang's focal point for coordinating all business events activities, PCEB provides expert assistance and coordination to organisations and event planners in line with its mission to expand the business events sector in Penang, locally and overseas. Working hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the success of each event held in Penang, it is PCEB's goal to enhance its clients' experience whilst showcasing that Penang truly offers an eclectic tropical experience with its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions.

Since its inception in 2016, PCEB has stimulated the growth of the industry with a record of 1,251 events in 2016 and the state officially passed the RM1 billion mark in estimated economic impact (EEI) in 2017. Penang continued to expand the beneficial economic impact of local MICE businesses, attracted more business and corporate meetings to reach 3,762 events in 2019 with RM 1.503 billion in EEI. PCEB continued to strive and pivot during the pandemic by recreating business models and supporting programmes for virtual and hybrid events.

Despite the pandemic, PCEB managed to bring in 156 events with 19,283 participants and 48,963 room nights in Penang for 2020. The organisation has continued to actively market Penang through virtual trade shows in key markets in Asia Pacific, Europe, the UK, the Middle East, India, China and Singapore. PCEB continues to organise its home-grown trade shows such as Penang Roadshow to India, Penang International Travel Exchange (PITE) and the Penang Roadshow to China that were conducted virtually or in hybrid form since March 2020.









bureau

For more information, please visit www.pceb.my

- No. 14A & 16A (First Floor) The Whiteaways Arcade, Lebuh Pantai, George Town, 10300 Penang, Malaysia.
- +604 261 6161
- info@pceb.my



THE PENANG POWER

STATE TOURISM BUREAU



PENANG GLOBAL TOURISM

Penang Global Tourism (PGT), the state tourism bureau, was setup in 2008 to generate, coordinate, promote and market tourism activities for Penang to boost the state's popularity as a travel destination, investment and second home of choice for many from around the world. As the 'main co-ordinator' of all tourism activities in the state, PGT works closely with various key tourism stakeholders and industry players here and abroad to establish annual and seasonal signature events to draw in the numbers of visitors to Penang. PGT also participates in overseas sales missions at world-renowned trade shows, in order to promote and garner international exposure for Penang.

The great synergy between PGT and the Penang tourism players is evident in the numerous accolades received from notable international media such as CNN, Lonely Planet, Los Angeles Times, Forbes, Yahoo Travel and New York Times, heralding the state's 'Pearl of the Orient' status. PGT has also been consistently recognised for its captivating marketing and engagement campaigns, locally and regionally.







In realising the Penang State Government's Penang Tourism Master Plan 2021-2030 as a creative and innovation hub as well as a premier, sustainable diversified and smart tourism destination, a robust and creative ecosystem was established and many novel and interesting tourism events and campaigns were organised to appeal to the travellers visiting Penang. Aside this, PGT also successfully established Penang as No. 1 in Malaysia for Medical Tourism in the recent years.

From 2008 till 2019, the passenger traffic at Penang International Airport also achieved a 142.94% growth as well as a 110.22% surge in the weekly frequency of international flights and a 45.45% increase in international direct flights to the Penang International Airport.



For more information, please visit www.mypenang.gov.my

No. 8-B (First Floor) The Whiteaways Arcade, Lebuh Pantai, George Town, 10300 Penang, Malaysia.

+604-264 3456

🤦 info@penangglobaltourism.com



Entopia began its journey as the tropical world's first butterfly and insect sanctuary, known as the Penang Butterfly Farm in 1986. Founded on over 35 years of entomological experience by a teacher, David Goh, who had an immense interest and passion for butterflies. Over the years,

the Penang Butterfly Farm and subsequently Entopia was visited by more than 6 million local and international visitors and had garnered many awards. It was also voted by visitors on TripAdvisor as one of the best destinations to visit in Penang.

The butterfly farm, which was sparked by David's hobby, has grown into an internationally recognised research and breeding centre for invertebrates and has attracted the attention of the world's scientists and scholars in the field of entomology. The Penang Butterfly Farm was rebranded as Entopia, in 2015. Entopia brings the best of the insect world and the plant world together for visitors to experience the harmony in nature.

Entopia is now led by Joseph Goh as its Chief Executive Officer with a mission to inspire and educate visitors about the natural world. Entopia is not just about a butterfly aviary, it is a new exuberant experience for nature learning. Within Entopia lies two worlds; The Natureland living outdoor gardens and The Cocoon indoor discovery centre. Through these two learning environments, Entopia brings the best of the insect world and the plant world together for visitors to experience the harmony in nature. The Natureland is a living garden vivarium and the largest Butterfly garden in Malaysia with more than 15,000 free-flying Butterflies at any one time, over 150 species of insects & invertebrates and featuring more that 200 species of plants, waterfalls, ponds, caves and other artistic garden features. The Cocoon is an indoor learning exhibition and activities space designed for visitors to self-explore the world of invertebrates through various interactive edu-stations.



For more information, please visit www.entopia.com

TOURISM





PENANG TROPICAL FRUIT FARM

Penang Tropical Fruit Farm is located in the north west area of Penang island and touted to have Southeast Asia's largest collection of fruits with an active area that spans a sprawling 25 acres. The orchard is situated at 800ft above sea level on the hilly terrains of Teluk Bahang. It houses

over 200 species of edible fruits which was developed since 1993. Due to its location, it is an ideal location to cultivate many types of tropical and sub-tropical fruit trees.

One of the orchard's main aim is to promote the plethora of fruits, plants, and flora in Malaysia through education and information. It was first set up to conserve rare and exotic fruit trees in the orchard's grounds. Then, the orchard was used as the perfect location to educate the society, locals and visitors alike, on the variety of flora in Malaysia and its benefits. Finally, the orchard aspires to play a positive role in contributing towards agriculture, agro-tourism and eco-tourism. This is to counteract the effects of rapid development that is slowly encroaching into rural areas.

Ever since its establishment, the orchard has acquired a variety of rare and exotic fruit trees from around the region and also from other continents as far as central and south America, Central Africa, India, the Middle East, the Caribbean, the Pacific Islands and many more. All plants and fruit trees in the orchard uses only organic fertilisers and some of it are processed using fruit waste collected from the farm. The orchard is committed to protecting the environment by reducing the use of chemicals for a cleaner, greener and pollution-free environment.



For more information, please visit **tropicalfruitfarm.com.my**



THE PENANG POWER TOURISM

TROPICAL SPICE GARDEN

Tropical Spice Garden is nestled on the north eastern coast of Penang island. It is a bio-diverse living museum of spices and other tropical plants spread out over five acres of landscaped gardens. It has more than 500 living specimens of lush and exotic flora from around the world. Its

mission is to cultivate the finest garden of its kind in the world, as an inspirational example of fruitful and sustainable relationship between human culture and the natural environment.

The Tropical Spice Garden is undergoing a radical transformation at the very core. The pandemic in 2020 has brought about a vision that brings creative collaborations and community resilience in the green sanctuary. The Tropical Spice Garden is more than just a garden of trails for the drop in visitor to bask in and find knowledge in the amazing healing plants of our tropical forest, the garden's vision encompasses a space to imagine, create, explore, paint, plant, eat in and so much more.

The garden aims to cultivate a growing passionate community who seek an alternative lifestyle outside of four walls. So while the garden still offers daily entrance, cooking classes and guided tours, it will be introducing a list of new things to do from Sundown Open Mic evenings beside the Water Garden, to Junior Planting Days for Kids, contemporary dance performances to camping options for the family. This shift in focus can all be summed up in TSG's recent launch of 'Spice Fam' - a membership programme in support of the Garden's efforts to preserve, educate and inspire.



For more information, please visit **tropicalspicegarden.com**



THE TOP PENANG

The Top Penang is the state's highest award-winning iconic entertainment tower where one can expect good fun, good food and good living with every outing. Soaring at 816 feet above sea level in the heart of George Town, it commands a superb view of the entire city centre, and is a must-visit destination in Penang.

This popular all-in-one theme park offers more than 18 attractions in a single location with ultra-modern facilities, amongst which is the largest indoor dinosaur park in Malaysia – Jurassic Research Centre and the largest indoor aquarium in northern Peninsular Malaysia - Penang Boutique Aquarium. And for that magical experience of 'being on top of the world ', just ride on up to Windows of The Top and the Rainbow Skywalk where a breathtaking panoramic 360-degree view of the city awaits.







The adventurous and thrill-seekers should step onto the world's highest rope walk - The Gravityz; at 750 feet above sea level, participants complete extreme challenges from this great height such as going on The Flying Fox, standing on the ledge of the building, walking sideways or backward on the narrow walkway or resting on a deckchair suspended in the air.

The Top Penang also offers facilities as a preferred venue for Meetings, Incentives, Conventions and Exhibitions (MICE). Its pillarless ballrooms are equipped with state-of-the-art giant sized LED screens, high luminance projectors and ultra-modern sound and light systems, easily accommodating between 50 and 1,200 people for MICE events.



Highest Iconic Entertainment Tower

For more information, please visit thetop.com.my



1, Jln Penang, George Town, 10000 George Town, Penang, Malaysia.



+604-375 9800

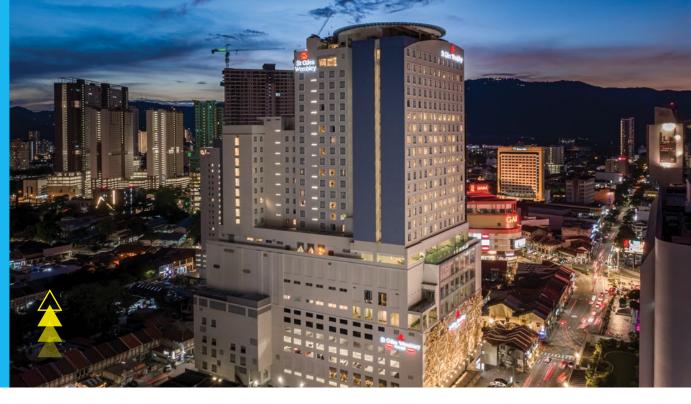


wecare@thetop.com.my



THE PENANG POWER

HOSPITALITY



THE WEMBLEY - A ST GILES HOTEL, PENANG



The Wembley - A St Giles Hotel, Penang, centrally located in the UNESCO World Heritage Site of George Town offers a unique modern experience for those wishing to explore the heritage city. The hotel is part of a diverse, growing international hotel collection, all centrally and strategically located in the heart of major cities across Asia, Australia, Europe and North America. As one of the St Giles hotel chain which is known for its elegance, innovation and warmth, the hotel offers welcoming, well-designed and convenient stays to meet the discerning needs of the modern-day traveller.

Like its well-appointed contemporaries in New York, London, Sydney and Manila, The Wembley - A St Giles Hotel, Penang features 415 sleek and stylish rooms and suites, each with a scenic city view or the sea beyond with captivating glimpses of the colonial and heritage architecture of years gone by. Whether on business or leisure, make sure to take the time to enjoy a refreshing dip in the infinity swimming pool or keep to your exercise regimen at the gymnasium. Get a head start at breakfast at The Wembley Café, before setting out to explore the city and its many intriguing heritage trails and sights or indulge in retail therapy at the neighbouring malls. Unwind



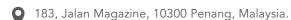


upon your return at the Lobby Lounge with your favourite cocktail before calling it a day.

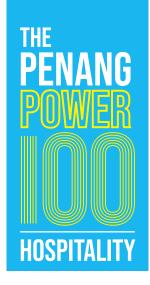
With easy access to business districts and coastal freeway to industrial parks, The Wembley - A St Giles Hotel Penang is conveniently located where a 20-minute car ride takes guests to and from the Penang International Airport, whilst many heritage tourism spots in the city are within easy walking distance. Guests can also enjoy Penang's famous hawker fare and street foods as the hotel is only a short distance away from popular hawker centres and coffee shops in the city.



For more information, please visit www.stgileshotels.com



+604 259 8000 ninfo.swpg@stgiles-hotels.com





Lexis Suites Penang is a modern seafront resort, just 10-minutes from the Penang International Airport, located along the idyllic Teluk Kumbar beach.

Offering guests 5-star comfort with world-class amenities and facilities, its 222 spacious stylish suites are tastefully designed, equipped with its very own private pool and steam room, along with two king-sized beds. Floor-to-ceiling glass doors leading to private balconies accord guests panoramic views of the ocean, hills and the southern coast of Penang Island. Dining options and recreational pursuits at the resort include Roselle Coffee House, UMI Japanese Restaurant, Satellite Restaurant & Bar, a private spa, a gym, a karaoke centre and a games room.

True to the Lexis Hotel Group's mission of hospitality, the passion and extraordinary level of service displayed by the team has garnered numerous international accolades from World Luxury Hotel Awards, Haute Grandeur Global Hotel Awards and World Travel Awards and also successfully established a good following of returnee guests to the resort.



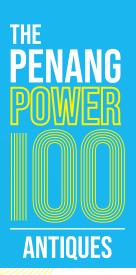
For more information, please visit www.lexissuitespenang.com







PENANG ANTIQUE COLLECTORS ASSOCIATION



The Penang Antique Collectors Association was formed by a group of friends of collectors and traders in 1999. The intention was to have an affiliation for antique lovers, collectors and dealers to meet, exchange knowledge and even to trade. Ultimately, the founding members believe that the spirit of safe guarding and being the custodians of these unique antiques pieces of historical value are important for future generations.

One of the earliest activities after the formation of the association was initiating the Penang Sunday Antique Market the association co-organised the Penang International Luxury Week in 2017 and 2018 where antique and art auctions coupled with talks by experts were incorporated into the exhibition of antique and other luxury collections including automobiles, art, etc. The association also has the responsibility to ensure that proper information and knowledge are well documented. 'Straits Heritage Collection' was the first of such coffee table book published by the association in 2019 where collectors offered readers an insight to their treasured collectibles and its history. Organising trips to Thailand and Singapore to promote the unique Straits Chinese porcelain that are found mainly in Malaysia and Singapore were also in the association's annual calendar of events. The founders have also tasked themselves to continuously connect and share their experience and knowledge to further encourage new and emerging antique collectors to be a part of the community in this never-ending journey.



For more information,
please visit our Facebook
Penang Antique Collectors Association





MNP AUCTIONEERS

Founded in 2004, MNP Auctioneers (MNP) is the only comprehensive premium art and asset auction company in Malaysia. MNP celebrated its 16th anniversary in Y2020 and is the only Malaysian auction company that has obtained the international standard organisation in quality management service (ISO 9001: 2015 QMS) for 12 consecutive years since 2009. During the early period of its practice, MNP was appointed by several local and foreign financial institutions to conduct foreclosure auction for real estate, and is currently still conducting auction services for Standard Chartered Bank, Maybank and National Property Agency.

MNP was awarded the Top 50 Enterprise Gold Award by the Malaysian Entrepreneurship Promotion Association (PUMM) in



2011, the National Mark of Malaysian Brand Award jointly by the Small and Medium Enterprise Corporation Malaysia (SMECORP) and the National Standard and Quality Institute (SIRIM) in 2015.

In 2014, in an unprecedented move by Bank Negara (BNM), MNP was appointed its exclusive official auction company. MNP has since achieved record-breaking performance for BNM till to date.

It is yet another milestone for the company to promote the arts and culture industry. As the pace of art and cultural development of Malaysia is still trailing behind the global scene, the local nonreal estate industries such as art, antique, luxury, cultural relics and special collectibles are still in the early stages of growth. MNP is paving the way to connect with the international arena and is also the leading auction house that pioneers in promoting online auction with outstanding results in large-scale online and onsite auctions since 2015.

The flagship MNP ArtCentre was established and opened in Quill City Mall, Kuala Lumpur in March 2021 to further promote art and culture and serves as a centre of knowledge-learning and exchange through the events held.



For more information, please visit www.mnp.com.my



192A, First Floor, Jalan Jelutong, 11600 Penang, Malaysia.



+6017-400 6661



enquries [at] mnp.com.my



PENANG ART SOCIETY

Founded in 1953, the Penang Art Society is the oldest registered art society in Malaysia with more than 700 members. This society was formed by a few friends with a passion for art and culture through the encouragement of famous Chinese master painter Xu Beihong. Penang, in the 1940s to 1960s was a very busy trading port where merchants from the East and the West met making it a popular venue for local artists and artists from China to gather, exhibit and sell their works. Initially only having Western art, Chinese ink paintings and calligraphy, the society expanded its focus to include photography, poem, dance, singing, Feng Shui, bonsai and natural stones collections.

As the Penang Art Society is heading into its 70th anniversary celebration in 2023, the 4th and current President Chng Huck Theng has revolutionised this association by extending its membership not only to all Malaysians, but also to foreign artists and art enthusiasts. However, the society still holds very firmly to its initial mission that is to protect and promote arts and culture. The society actively organises art and cultural activities including art exhibitions, art forums, art and calligraphy competitions and other related art activities and represents an international platform for artists, researchers, collectors and art lovers to connect and share creatives. Malaysia has many different social societies but very few lasts for seven decades; the Penang Art Society is a unique example where each and every leader and member is dedicated to ensuring that the society continues to thrive and be of relevance in the art world.



For more information, please visit **penangartsociety.wixsite.com**







THE PENANG POWER AGENCY

PENANG HALAL INTERNATIONAL SDN. BHD.

Penang Halal International Sdn Bhd (PHI, formerly known as PIHH Development Sdn Bhd) was established in 2008 as a state-owned agency to facilitate, promote, manage and develop the Syariah and Halal industry, including halal related business activities, investments and developments for Penang, locally and internationally.

In introducing new programmes emphasising on the business and industrial players, PHI initiated enabling platforms and activities to develop a halal business ecosystem where more than 15,000 merchants benefited from various initiatives especially in the eCommerce and business-related education segments such as the new cross border B2B and B2C eCommerce with 3D Virtual Expo and the annual Penang International Halal Expo & Conference (PIHEC). PHI has also successfully trained more than 800 individuals and employees of halal business operators through the Halalan Toyyiban and business-related courses.

PHI operates and manages the Penang Halal Industrial Park (PHIP), a 200-acre industrial park that focuses on halal-related investments especially in food manufacturing and other food-related industry (logistics).



PN. AIDA LIM ABDULLAH
Chief Executive Officer



For more information, please visit www.penanghalal.international



Cheong Kim Chuan (CKC) started out with a single retail shop in 1937 on the steps to Kek Lok Si Temple in Ayer Itam, Penang. Steadily, it expanded to include 6 retail outlets in Penang, a HACCP/GMP accredited and Halal certified factory in

Bayan Lepas, and a distribution office and warehouse in Kuala Lumpur. Today, it is internationally established as a trusted brand in many countries including Malaysia, Singapore, Australia, Canada, New Zealand and Hong Kong.

RETAILING

CKC is known for its premium quality nutmeg products such as nutmeg medicated oils, nutmeg balm, preserved nutmeg fruits, nutmeg syrup, Tau Sar Pneah (a.k.a. Tambun biscuits), sauces and condiments (like rojak sauce and belacan), and a full range of other traditional Malaysian local food products. Its commitment to quality products and high customer satisfaction is symbolised by the trademark golden bell logo.

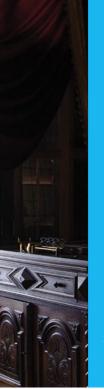
Currently, CKC's wide range of products are also available online at Shopee, Lazada and Airasia Grocer. Customers can make their

purchases online at their own convenience and have the products delivered directly to them. This is part of the company's efforts to ensure that its products are affordable and easily accessible, as it continues to expand its business both locally and internationally while holding true to its motto: Tradition At Its Best.





For more information, please visit www.ckc.com.my



THE PENANG POWER IN THE PENANG POWER IN THE PENANG POWER IN THE PENANGE IN THE PE



BAO TECK TEA HOUSE

The Bao Teck Tea House was established in 2020 by the same team behind the Ming Xiang Tai Guangdong Bakery, founded 12 years ago in 2008. The tea house, set up in remembrance and in honour of the founder's father, whose nickname was "Bao Teck" – it was also a way for the founder to reminisce the good old days of heart-to-heart tea sessions with his father.

The tea house's mission is to bring people together in one space to enjoy food and operates based on its slogan "A good time with you" to remind others to cherish the time they get to spend with their loved ones. The interior and exterior of the tea house were carefully decorated and designed over a two-year period to showcase an elegant lifestyle.

The tea house hopes to cultivate a tea-drinking culture, a long-standing culture of the Cantonese, set in a comfortable and cosy atmosphere. The tea house boasts of a green area and has sections that showcases its classical furniture collection, tea art, Yawan collection and art pieces. The tea house also has nearly 30 Chinese and English premium tea products including the

Liubao tea. It is the tea house's vision to promote and preserve a traditional tea drinking culture and hopes to grow the traditional catering industry into a competitive one that continues on for generations to come.







BAO TECK TEA HOUSE SINCE 1979

For more information, please visit our facebook www.facebook.com/baoteck25

25, Lebuh Melayu 10100 GeorgeTown, Penang, Malaysia.

+604-263 1100

baoteck25@gmail.com

THE PENANG POWER IN THE PENANG POWER POWER IN THE PENANG POWER POW





EVERBEST SOYA BEAN PRODUCTS SDN. BHD.

Everbest Soya Bean Products Son Bhd was established in 1995 and has grown to become the most dynamic integrated soya bean products manufacturing company in Malaysia. By instilling the traditional family values of diligence, hard work, integrity, respect, trust, and together with the "customers come first" principle, Everbest has been able to ensure that healthy and innovative soybean products are produced with promising quality.

Everbest has successfully developed a variety of products along their journey. There are more than 80 types of products in the market which includes Ring Roll, Fresh Soy Stick, Bean Curd Skin Series, Yuba Series and Precooked Vegetarian Series. Ring Roll, a traditional food originating from China, is the company's star product. A classic addition to hotpots, Ring Roll is made from high quality premium bean curd skin, undergoes a quick-fried process and then hand-made into a roll. Ring Roll also goes well with any soup-based dishes.



THE PENANG POWER TOURISM

THE HABITAT PENANG HILL

The Habitat Penang Hill eco-park first opened on 8th January 2016 with a mission to raise awareness among its visitors about the importance of our shared natural heritage. They do this by creating and curating opportunities for people to experience and reconnect with nature

when visiting the park. The Habitat was involved in supporting the Penang state and Malaysian governments' application to nominate Penang Hill and its surrounding areas as a UNESCO Biosphere Reserve under the Man and the Biosphere (MAB) Programme. The Habitat is managed by Allen Tan, its Managing Director and Executive Committee Member of The Habitat Foundation.

Through the work of its sister organisation, The Habitat Foundation, The Habitat supports conservation work through a mini grants programme. The founders and shareholders of The Habitat, the Cockrell Family, have pledged all profits generated by the park towards supporting the work of the foundation and have to-date already deployed money and resources to support conservation efforts throughout Malaysia and beyond.

The Habitat organised and funded a biodiversity survey, known as the Penang Hill BioBlitz, in October 2017, the results of which were used to support the application to UNESCO. The Habitat also funded the consultancy team from Universiti Sains Malaysia (USM) which prepared the submission dossier to support the application. The Habitat is working closely with PHC, the School of Biological Sciences, USM and other partners to establish a rainforest research centre on Penang Hill. The goal is to attract scientists from around the world to come to Penang to conduct rainforest research and studies related to environmental conservation and climate change.



For more information, please visit thehabitat.my



Everbest's products are exported to more than 31 countries throughout the world including Asia, Europe, the Middle East, Australasia and North America. With its exports close to 70% of its sales, the export sales are expected to see continuous growth given Everbest's growing exposure and brand recognition in the international market for the coming years.

With a mission to establish a larger market internationally and provide support to Malaysia's quest in becoming a major exporter, Everbest is committed to promoting great tasting and natural soybean products to customers globally. All of its products are produced in accordance with high hygiene standards and are certified HALAL, GMP, HACCP and FSSC 22000, to ensure safe consumption.



For more information, please visit www.everbest.my

- Plot 316, Jln Perindustrian Bukit Minyak 18, Penang Science Park, 14100 Simpang Ampat, Penang, Malaysia.
- 1700 818 111
- info@everbest.my



FEDERAL OATS MILLS SDN. BHD.

Federal Oats Mills Sdn. Bhd. (FOM) is a third-generation oats milling company based in Penang, Malaysia. It was established in 1965 by its late founder, Chew Choo Han, who had built a successful business empire from biscuit manufacturing and grain milling across Asia.

Armed with a mission to bring healthy living to all generations, Chew started on South East Asia's first and only oats mill located at Butterworth, Penang. From this humble beginning, he successfully established Captain Oats® as one of Malaysia's first home-grown brands to venture overseas. From a simple bowl of porridge, oats is now a staple ingredient found across many product categories from plant-based beverages and meats to confectionery and beauty products.

Today, FOM is helmed by the late Chew's grandson, Michael Chew, who is equally passionate about the humble oat grain, and continues to expand the global reach of Captain Oats®.

In 2020, FOM relocated to its new manufacturing site at North Penang Science Park. Built on 6.7 acres of land with a gross floor area of 251,306 sq. ft., the factory is equipped with the latest oat milling technology, enabling FOM to increase its production capabilities by up to 500%. The factory is also FSSC 22000, ISO 22000, HACCP and Halal certified, supporting FOM's expansion into new markets through its stringent manufacturing process. FOM has been awarded the National Mark of Malaysia Brand, The Star Outstanding Business Awards and Platinum Business Awards (SME Export Excellence) amongst other accolades.

Looking ahead, FOM believes that it needs to do its part as a responsible corporate citizen, to leave a cleaner and greener world for future generations. On that note, FOM has embarked on the sourcing of sustainable certified oats from accredited suppliers to ensure that all its products are obtained through responsible and sustainable methods. Clean energy and sustainable packaging materials are also in the pipeline to support this endeavour.







For more information, please visit www.mycaptainoats.com

- PMT 1227, Lorong PSPN 2, Penang Science Park North 14100 Simpang Ampat, Penang, Malaysia.
- +604-518 6688
- enquiry@mycaptainoats.com



THE PENANG POWER

RETAILING



GHEE HIANG MANUFACTURING CO. SDN. BHD.



Ghee Hiang is a Malaysian brand built over 165 years through careful nurturing, sound customer commitment and experience. The pastry company prides itself as the custodian of centuries-old recipes from Fujian, China.

Established by a pastry maker named Teng, who arrived in Penang in 1856 from Fujian, China in search of a brighter future in then Malaya, he brought with him recipes for the traditional pastries from Fujian with his age-old biscuit-making techniques and named the shop, Ghee Hiang, in honour of the pastry shop in China. Each golden-baked pastry was (and still is) lovingly handmade before it was baked to bring out its flavours, texture and fillings perfectly.

Then in the 1900's, Ghee Hiang Baby Brand Pure Sesame Oil was introduced, also using methods and techniques learned from Fujian, China. Through years of further refinement and quality seeds selection, Ghee Hiang Baby Brand Sesame Oil gained appreciation, demand and popularity. It became a trusted brand name for uses ranging from households, food



industries, restaurants to healthcare. It is the company's vision to put Ghee Hiang on the world map for its brand heritage values, competitiveness and quality through product excellence and innovation. Ghee Hiang is committed to preserving the highest quality level and freshness of its products and never compromise quality for profit.



Acknowledging that Ghee Hiang is an important part of Penang's history and heritage since 1856, it was awarded the Platinum Status under the Cultural Continuity Recognition category of the George Town World Heritage Incorporated (GTWHI)



Heritage Recognition and Awards 2020 for establishments over 100 years in celebration of GTWHI's 11th anniversary as the Site Manager for George Town UNESCO World Heritage Site.





For more information, please visit www.ghee-hiang.com

- 216 Macalister Road, 10400 Penang, Malaysia.
- +604-226 9915 / +604-226 9917
- info@ghee-hiang.com



GIMMART

The Covid-19 pandemic has reshaped grocery buying behaviour and the online grocery industry has recorded the largest increase in sales of 53% in 2020 and by 2023, it is predicted that online grocery sales will make up 10% of total grocery sales.

Gimmart was established to meet this growing demand and address a gap in the market for a platform to link buyers and sellers. With its tagline of 'Everything In One Click', it is a one-stop on-demand delivery platform that connects sellers and buyers as one big community, whilst offering a fast shopping experience by providing a range of selections of daily essentials. The platform's sellers range from wet markets to hyper-marts. Gimmart aims to fulfil the buyers' daily essential shopping needs through an easy and secure platform with a strong payment support and seamless delivery services. Through the platform, buyers can now purchase their essentials online and delivered from the store to their front door without any hassle. Gimmart provides an on-demand delivery service that is localised, affordable and accessible to all.

As an online multi-vendor grocery marketplace, it features administration and seller dashboard management, multiple carts, order tracking and multiple order stacking. Gimmart believes in leading and assisting the local traditional businesses into the era of digital transformation to create a remarkable customer experience using the power of technology. It is their mission to provide one-stop solutions to the shopping experience of daily essentials and aims to deliver new business solutions to traditional retailers such as traders in wet markets, individual sellers and various types of stores from convenience stores to bakeries to hardware shops and florists.









From Store to Your Front Door

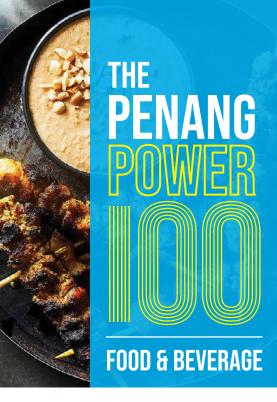














PROUD & LOUD GROUP

The Proud & Loud Group, founded in 2013 by Syed Aidid Dato' Syed Mohamad, is a boutique hospitality company which holds nine food and beverage companies under its umbrella. The company creates unique and exciting dining concepts as well as provides F&B consultancy services that celebrate the art and joy of eating.

The highly acclaimed The Safe Room at Lebuh Victoria, one of the foremost Halal restaurants serving premium western and international cuisine in Penang, is also the pioneer in liquid nitrogen desserts in Malaysia. Up and coming Le Brunch is a trendy Halal French-inspired breakfast and brunch restaurant true to its name, serving an all-day brunch menu, situated in a row of Pre War townhouse on Jalan Chow Thye whilst Epicure, on Jalan Kek Chuan, focuses on refined food and drinks. Zen 161 on Lebuh Pantai is immensely popular for its Hi-Tea buffet and takes dessert dining to the next level. Over in Kuala Lumpur, the group has a restaurant, The Safe House, at Republik in Damansara Heights which is also known for its desserts and award-winning showcase recipes from The Safe Room such as its renowned liquid nitrogen ice cream and Dragon's Breath dessert items.

Today, the Proud & Loud Group has expanded into the catering business for events and factory canteens. The group has also successfully extended into trading and supplying of food and drinks items along with F & B consultancy services. These additional services are provided under its Brown Pocket, Skewers and Sweetology brands. As a leading F&B group of companies, utmost importance is placed on the quality of produce, use of unique ingredients, experimental crafts and creative menus, supported by personalised service and attention to details.

The Proud & Loud Group prides itself in creating superbly planned unique dining experiences that are aesthetic and delicious. It has a mission to provide a place for its customers to celebrate life's special moments through good food and impeccable service-backed by wonderful ambiance.























For more information, please visit www.proudandloudgroup.com

1 A Jalan Ross, Georgetown, Penang, Malaysia.

+6010-941 5868

proudandloud@gmail.com



THE PENANG POWER

WHOLESALE & DISTRIBUTOR





TEIK SENN MALAYSIA SDN. BHD.

Teik Senn (M) Sdn. Bhd. (TSM) was established as a family business back in 1978. Today, helmed by Dato' Cher Chen Chiang as the President and Chief Executive Officer, the company has grown in leaps and bounds to be a leading distributor of fast moving consumer goods (FMCG) in Malaysia. Under his capable leadership, TSM has expanded its core business from being a traditional food distributor to providing comprehensive marketing, brand development, sales and promotion, logistics and distribution services to its business partners.

Through its team of professionals, TSM now offers reliable and expert services in distribution of fast-moving consumer products through its extensive distribution channels throughout



Malaysia. This is made possible by its broad connections with hypermarkets, supermarkets, convenient shops, wholesalers, pharmacies, hotels, restaurants, airlines, confectioneries and food service outlets.

The company's main product lines are largely food and beverage products that includes preserved healthy snacks, healthy food, cakes, sparkling juice, peanuts, crisps, canned products and also non-food products such as aluminium foil and cling wrap. It is also expanding its business as one of the up-and-coming leading pet food distributor.

For more information, please visit www.teiksenn.com



727, MK. 13, Jalan Perindustrian Bukit Minyak, 14100 Bukit Minyak, Seberang Perai Tengah, Penang, Malaysia.



+ 604-5012 525



enquiries@teiksenn.com









KEAN CHUAN AGRITECH SDN. BHD.

Kean Chuan Agritech Sdn Bhd is led by its chairman, Wong Soon Ping. The company supplies high quality and healthy pork products using a modern, systematic and closed farming system. Wong is instrumental in successfully revolutionising the company's processes, resulting in the farm producing premium, healthy and delicious pork and pig products.

To maintain its superb quality in which the end products are high in selenium and enriched with Omega acids, the farm uses only premium and special ingredients in its feeds which are enhanced with probiotics, enzymes and organic minerals. Consumers are assured that the pork meat does not contain Beta-Agonist nor Ractopamine, a government-approved meat-growing agent. The pigs are also kept on a low-protein diet for a supple and more flavourful meat. The superior feed ensures the pigs are healthy, delicious and free from contamination. The farm is also environmental-friendly as all wastes are disposed responsibly while controlling odour and pollution to the maximum.



For more information, please visit our facebook: Kean Chuan Agritech SDN BHD

1666, Tingkat Selamat 9, Kg. Selamat, Tasek Gelugor, 13300 S.P.(U), Penang, Malaysia.

+6019-444 3625

soonpingw65@gmail.com



MYKUALI MANUFACTURING SDN. BHD.

MyKuali Manufacturing Sdn. Bhd. incorporated in 2011 in Penang, manufactures a wide range of instant noodle products and cooking pastes under the MyKuali brand.

Using only traditional ingredients and natural spices, its range of products captures the flavours of home and offers traditional Malaysian flavours with its bestsellers like MyKuali Penang White Curry Instant Noodle, Penang Hokkien Prawn, Red Tom Yum Goong and Penang White Fish Broth Rice Vermicelli, amongst others. Created using authentic recipes and ingredients, MyKuali's Instant Cooking Pastes such as the Hainan Sour & Spicy Steam Fish Paste and Kapitan Curry Chicken/Meat paste are some household favourites.

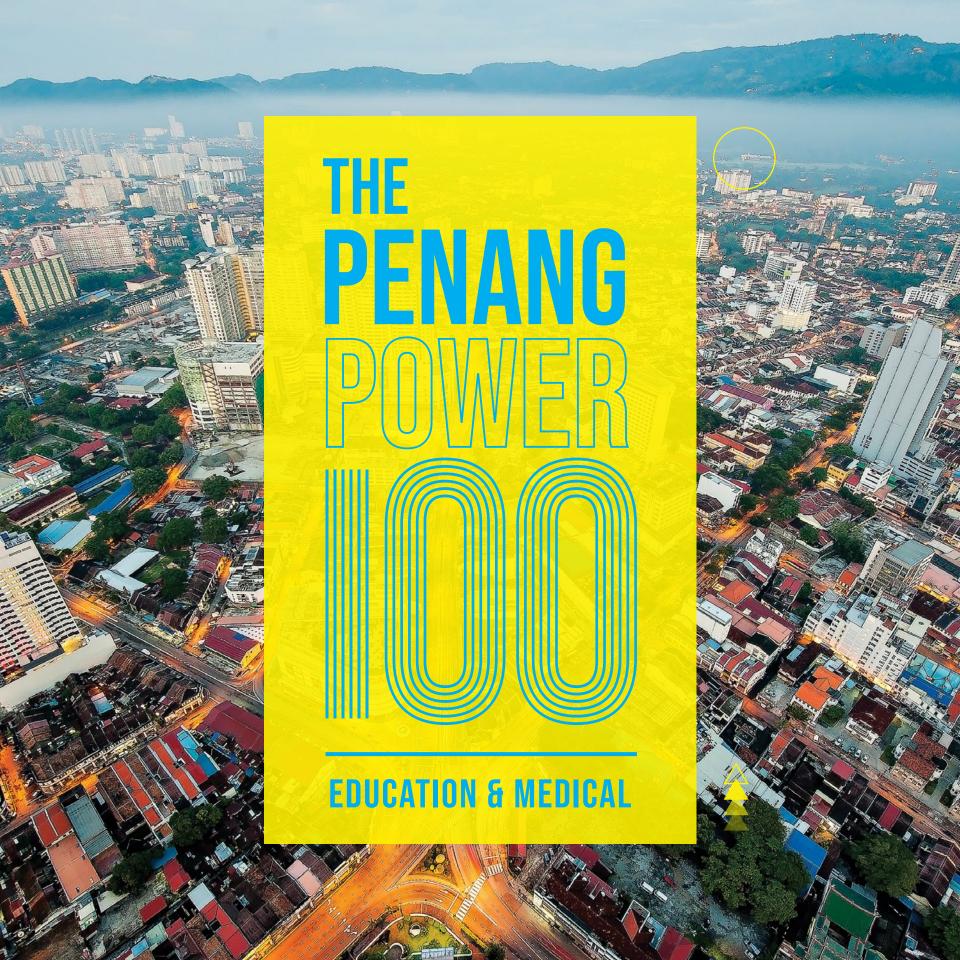
MyKuali's range of instant noodles have since been consistently ranked by the renowned blogger, The Ramen Rater, in his Top 10 list and are exported all over the world to USA, Canada, UK, Hong Kong, China, Taiwan, Korea, Japan, Dubai, Indonesia and Singapore.

MyKuali is a member of the Sky Resources Group of Companies.



For more information, please visit www.mykuali.com.my

MANUFACTURING





THE PENANG POWER

MEDICAL





ISLAND HOSPITAL

Island Hospital, established in 1996, is a leading private tertiary hospital in Penang that offers a wide range of medical specialties and healthcare services whilst providing local and international patients access to some of the most highly acclaimed, experienced and internationally trained specialists in the region. The hospital's stellar team of medical professionals is further complemented by some of the most technologically advanced medical equipment, ensuring first rate care and services for its patients.

With a capacity for 300 beds, Island Hospital provides specialist healthcare services that include internal medicine, general surgery, orthopaedics, cardiology and gastroenterology, as well as an allencompassing paediatrics department that cover the complete suite of subspecialties for infants and children. Other services include 24-hour emergency department, health screening, day surgery, inpatient services and more.

Touted as the top medical tourism hospital in Malaysia, Island Hospital has won several awards over the years, with the latest



being three regional awards from the Global Health Asia Pacific Awards 2021 for Hospital Covid-19 Healthcare Service Provider of the Year, Health Screening Provider of the Year, and Sports Rehab and Physiotherapy Service of the Year, amongst others.

Island Hospital's visionary development project, the Island Medical City (IMC) will soon be realised in the second half of 2022, reinforcing Penang's reputation as an international medical tourism destination of choice in Asia. IMC will be the first-of-its-kind medical hub in Malaysia complete with state-of-the-art medical equipment, and the largest and most advanced tertiary care facility in Penang.

Increasing its capacity to 600 beds, the first stage of IMC's development will make it Penang's first 600-bed private hospital. To complement its functions and to meet healthcare travellers' demands, medical suites, other ancillary facilities, and a medical tourist hotel, will be built in later stages. Eventually, its long-term plan is to reach a capacity of a thousand beds.

As one of the largest medical tourist hubs in Asia, this development will provide Penang with over 2,000 job opportunities, covering a broad skill spectrum from basic labour to medical specialists.



For more information, please visit www.islandhospital.com

308 Macalister Road, 10450 Penang, Malaysia.

+604-238 3388

info@islandhospital.com



LOHGUANLYE SPECIALISTS CENTRE

LohGuanLye Specialists Centre (LSC), an aspiration the late Datuk Loh Guan Lye had more than four decades ago, is now a centre of excellence and a leading healthcare facility in the region.

Established in 1975, this 276-bedded private hospital located in the heart of George Town, is recognised as a one-stop healthcare centre providing quality services and facilities for prevention, diagnosis and treatment of a wide range of diseases and medical conditions to cosmetic procedures and health screening packages in an environment ideal for rest and recovery.

Helmed by Chief Executive Officer/ Person in Charge, Dr Mary Quah - a passionate, visionary leader who has worked with three generations of the Loh family since the early 80's. Having inculcated a culture of 'putting one's heart and soul into everything that one does' and striving together with the team to overcome challenges and celebrate successes, LSC has been growing from strength to strength over the years.

Dr Mary Quah was instrumental in the planning, development and opening of LSC's 10-storey new wing in 2009 which comprises the Main Wing, the Diagnostic Wing and the Women and Children Wing with a Fertility Centre. This expansion along with its existing facilities ensured that LSC offers up-to-date quality services and facilities including the treatment of cancer and heart diseases. In tandem with the government's endeavours to promote medical tourism, the extension and opening of the new wing successfully turned LSC into a preferred and leading healthcare destination locally and internationally with the best in human resource and technology.

Being the epitome of caring and healing, LSC has also won many major international and local awards and accolades for its quality standards, exemplary medical practises, human resources, technology, corporate social responsibility programmes and contribution to the Penang tourism industry and economy on the whole.







For more information, please visit www.lohguanlye.com

- 238, Jalan Macalister, 10400 Penang, Malaysia. 19 & 21, Jalan Logan, 10400, Penang, Malaysia.
- +604-238 8888 Emergency Hotline +604-226 6911
- lsc@lohguanlye.com



THE PENANG POWER

LOCATION



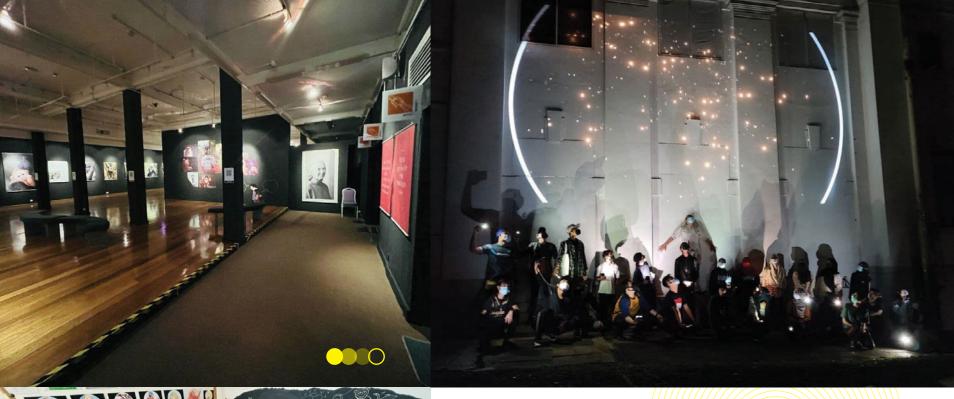
MUZIUM & GALERI TUANKU FAUZIAH UNIVERSITI SAINS MALAYSIA

Muzium & Galeri Tuanku Fauziah, Universiti Sains Malaysia (MGTF USM) was established in 1971 to initially showcase collections of modern art and objects related to traditional forms of performing art. The collections were then expanded to include a science arcade in 1983 thus making MGTF a pioneering art and science museum in Malaysia.

MGTF USM is also known for its significant collection of modern art with artworks by pioneer artists. Recent artworks by contemporary Malaysian and international artists complement the works by pioneers. MGTF USM also organises contemporary art and science exhibitions, festivals, expos, workshops, conferences, seminars, talks and many forms of community-engagement projects, in collaboration with its local and international partners.

A visit to MGTF USM promises a holistic, engaging and exciting experience, especially through its hands-on and interactive open gallery, studio and lab approach towards learning. MGTF is fast becoming a regionally renowned repository of Malaysia's artistic, cultural, scientific and technological heritage.



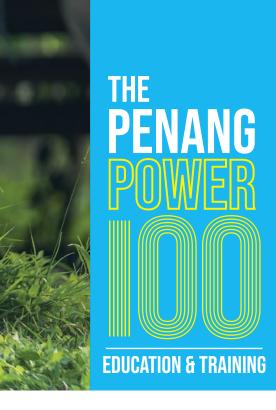






For more information, please visit www.usm.my

- Media and Public Relations Centre Level 1, Building E42, Chancellory II Universiti Sains Malaysia 11800 USM Penang, Malaysia.
- +604-653 3888
- hello@usm.my







WISDOM WOODS®

Wisdom Woods® has a mission to create an environment where everyone will be able to learn continuously. Just like the mysterious forest, filled with infinite lives and intelligence, Wisdom Woods® aspires to offer people opportunities to learn, uncover potentials, act and nurture wisdom.

The academy hopes to achieve these through its courses for both children and adults, one-to-one or group coaching and research services. Wisdom Woods® was founded by Coach K, who has accumulated years of leadership experience in the corporate world, having managed and set up businesses in multiple industries including logistics, property development, software engineering, business consulting and education. Armed with a Master of Science, a Bachelor of Laws and a Bachelor of Commerce (Hons), he is an internationally recognised trainer and coach with certifications by several international boards.

Wisdom Woods® offers internationally recognised certification programmes for Neuro Linguistic Programming (NLP), NLP Coaching, Creating Your Future® and Hypnotherapy.











RESEARCH



Having created numerous learning programmes such as the 5P Self-Leadership, 5R Leadership Framework, Teaching Professionally, High Impact Conversations, Effective Parenting and many other leadership, business, career, education, mental health and personal development programmes for adults, Coach K's strength lies in his ability to purpose-build learning or coaching programmes to meet the specific objectives of individual and corporate clients. Coach K's full set of Children's Leadership Programme helps children aged between 7 and 17 years to develop important life skills and cultivate positive habits for personal growth to excel in all areas of life, including academic learning, communication, emotional management, attributes for success as well as career development in the future.



For more information, please visit www.wisdomwoods.academy

• Krystal Square, 215-2-13A, Jalan Bukit Gambir, Bukit Gambir, 11900 Bayan Lepas, Penang, Malaysia.



info@wisdomwoods.academy



MAXPINE INTERNATIONAL HOLDINGS SDN. BHD.

MAXPINE International Holdings Sdn Bhd was incorporated in 2008 as a licensed multi-level marketing company and a full member of the Direct Selling Association of Malaysia (DSAM). A fully-owned subsidiary of Sky Resources Group of Companies,

the company also has a presence in Singapore, Indonesia, Thailand, India, Turkey and Hong Kong.

Offering a unique range of products encompassing personal and health care, beauty, and household care items, MAXPINE gained attention with its Star series Moringa products which promotes self-immunity, self-regeneration and other positive benefits, a perfect complement to the present modern lifestyle of many.

With a vision to become an international household name and become one of the Top 10 Direct Selling Companies in the Malaysian MLM industry, MAXPINE also holds close its mission to always play an active role in improving people's livelihoods and will always stay true to its motto: "Integrity, Honour, Responsibility" and "We Build People to Improve Their Lives".





For more information, please visitwww.maxpineinternational.com

HEALTH PRODUCTS

GOOD HEALTH GREATHOLIDAYS

"Traditional charm meets modern comfort"

The capital of Penang State is George Town, a UNESCO World Heritage Site. Penang is multi faceted: an award winning, world renowned tourist destination, it is known as the Silicon Valley of the East where many multi-national corporations thrive in manufacturing and global business outsourcing.

Why is Penang the top medical destination in Malaysia?



Affordablility
- value for money



Internationally trained doctors



Direct flights
- ease of connectivity



Short traveling times and distances within Penang



Ease of communication
- everyone speaks at least
two languages



Same day medical reports



Doctors resident in hospital



Modern, cutting edge equipment to facilitate swift healing













SPLASHING LUXURY OF A PRIVATE POOL IN EVERY SUITE





The BrandLaureate SMEs

RestBrands Award 2018 - 2019



Haute Grandeur Global Hote



Seven Stars Luxury Hospitality



CSR Malaysia Awards 2019



World Luxury Hote



PATWA International 1



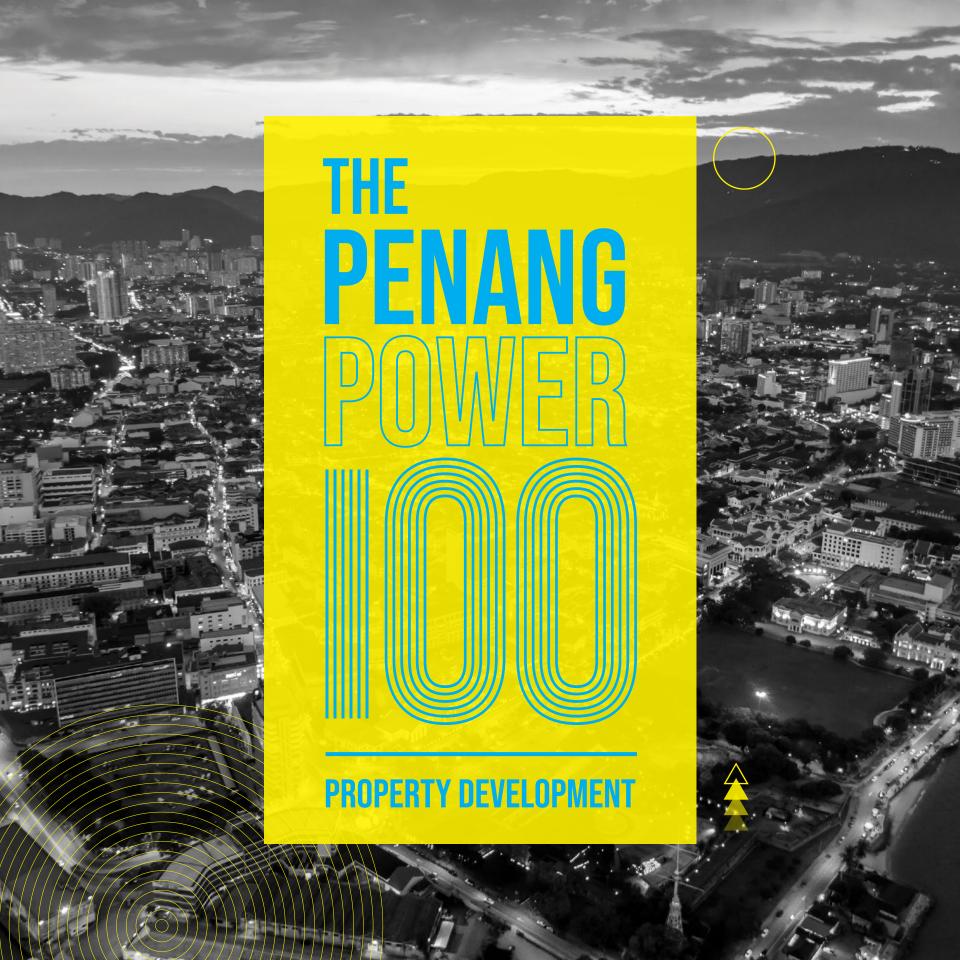
Business Leader of th Awards 2019



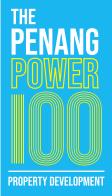
Global Best Employer Br



Vorld Trave







ASIA GREEN GROUP

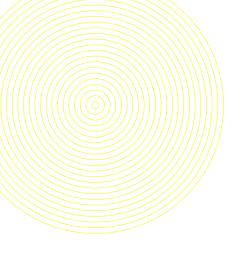
Asia Green Group started out as Asia Plywood Company, a timber manufacturing and trading company. Due to its strong background in the plywood industry, Asia Green Property Development was established about 17 years ago and has since completed several development

projects in Penang. The GDV of its ongoing and upcoming projects are now valued at more than RM2 billion.

The group has won several prestigious awards for its development projects, one of which is The Best Landscape Design Award in an Asean competition. Among its award-winning projects are Asia Hills, Hilltop Villas, QuayWest Residence in Penang and many more.

Projects planned on Penang island with a focus on the Bayan Lepas area are mixed development and residential projects include Quay West Residence, The Zen and Victoria Bay, amongst others. Being a boutique developer in Penang, Asia Green Group is very committed to reconnecting people with nature, using carefully designed landscapes and creating homes with innovative designs.







Asia Green GROUP

For more information, please visit www.asiagreengroup.com





EAST DESIGN ARCHITECT SDN. BHD.

East Design Architect Sdn. Bhd. founded in 1992, is a local professional architectural design practice providing consultancy services in the core disciplines of architecture, planning, interior design and project management consultancy. East

Design Architect Sdn. Bhd. is registered with the Board of Architects Malaysia (LAM), Malaysian Institute of Architects (PAM), Malaysian Institute of Interior Designers (MIID) and the Ministry of Finance.

Humanity, Diversity and Sustainability are the pillars of East Design Architect Sdn. Bhd.'s design philosophy and its ultimate aim is to provide each client with personalised professional service, whilst integrating the work of other consultants, including the construction and management process. Appreciating people, culture, religion, economic factors, diverse viewpoints and understanding of the need brief and motivation are crucial; coupled with advanced technology and detailed research analysis, the firm takes pride in providing innovative proposals and solutions that bring together creativity and practicality in all its undertakings.

The firm's choice of built form, material, tradition and crafts take into account its concerns for the natural environment and sustainability. The geology, landscape, weather and climate are also evaluated and incorporated into the development of the design, resulting in a more efficient and flexible blueprint.



For more information, please visit www.eastdesign.com.my

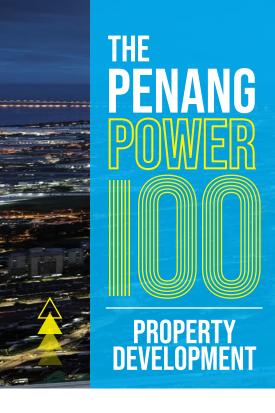
41-3-1, Jalan Cantonment, 10250 George Town, Penang, Malaysia.



+604-229 3361



info@eastdesign.com.my





HUNZA GROUP OF COMPANIES

Hunza Properties Group is a multi-award-winning property developer based in Penang with heritage spanning over 40 years. The company has cemented its brand in the industry through its record of more than 15,000 completed units – from high-end condominiums, gated and guarded homes, shopping mall and office tower to mixed, integrated developments and a major township.

The hallmark of Hunza Group is visible in all of its developments, of which some had been bestowed major accolades. The success path started from earlier projects such as Marina Bay Condominium, Greenlane Heights, Alila Homes and Horizon, and Infinity Beachfront Super Condominium. The company then went on larger scale projects, such as the integrated development of Gurney Paragon Residences, Gurney Paragon Mall and Hunza Tower, Alila2 and the established township of Bandar Kepala Batas.

Moving forward beyond 2020, Hunza Group will be realising its first affordable homes project, TreeO; the future phases of Bandar Kepala Batas; and the multi-billion flagship development of













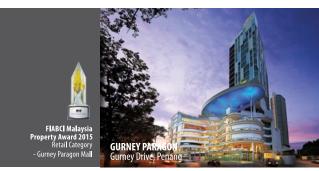












Penang International Commercial City (PICC). As one of the largest mixed-integrated, smart city developments in Penang, PICC will herald a new era of global living with world-class infrastructures, strategic connectivity and convenience amidst the green living.

With multi-billion GDV and real estate investment value, the landmark project of PICC will be made up of condominiums, serviced apartments, a GBS hub, an international hotel, a lifestyle mall, retails and F&B centre, a central park and a world-class medical centre.

Concurrently, Hunza Group will also set in motion other major developments in areas such as Juru and Sungai Petani, Kedah.

The company is founded by Dato' Seri Khor Teng Tong, an astute and visionary entrepreneur who was a recipient of the coveted 'Property Man of the Year'. Currently, Hunza Group is being led by its Group Managing Director, Dato' Khor Siang Gin, alongside a proven team of professionals.

A Multi-Award Winning Property Developer



For more information, please visit www.hunzagroup.com or www.picc-penang.com



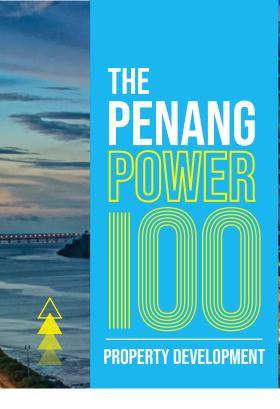
PICC Sales Gallery, Lot 6029, Jalan Tun Dr. Awang, Mukim 12, Daerah Barat Daya, 11900 Penang, Malaysia.



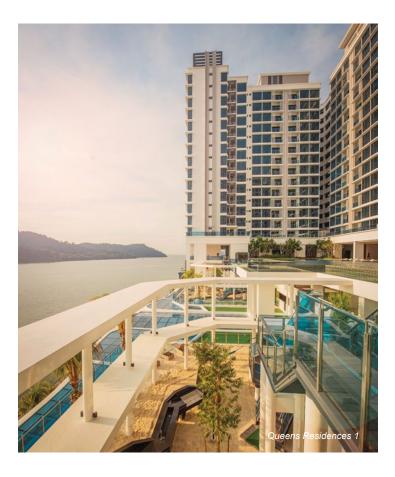
+604-609 0688



hunza@hunzagroup.com







IDEAL PROPERTY GROUP

Since 1997, Ideal Property Group has remained steadfast in delivering quality homes instilled with creative zeal that appeals to home buyers. The Group possesses an impressive portfolio of successful and acclaimed projects encompassing high rise, landed residential and commercial development. Till date, the Group successfully completed a total of 20,000 units of properties and stayed dynamic in achieving new record of quality homes for the real estate industry.

Along its growing path to success, the Group has gained strong support from purchasers who recognise its values and endeavours as a sustainable, community-driven developer. The Group has





conscientiously contributed to the welfare of the community by offering affordable dream homes at premium locations with boosted living conveniences, strategic connectivity, value-added features and enhanced public infrastructures. In 2014, the Group established I-Condo and redefined the affordable housing segment, and since then, has completed two award-winning affordable housing developments - One Foresta & I-Santorini, both widely recognised on local and international platforms for its quality in architecture, workmanship and sustainable planning.

Renowned for its inspired creativity and innovation, Ideal Property Group pioneered the concepted development – a concept in creating unique living experiences with interesting yet practical and viable themes - which has become the driver of its housing development projects.

Always placing importance on being a responsible corporate citizen, the Group's CSR initiatives are geared to benefit the community in many ways; from construction of new school buildings and upgrading of school facilities to building a fire station and contribution of vehicles to senior homes. Most recently, the Group stepped up and contributed to the food

bank for communities affected by the Covid-19 pandemic and also donated face masks to the medical front liners.

Moving forward, Ideal Property Group will upkeep the momentum in developing more quality dream homes that create legacy moments for families and communities.

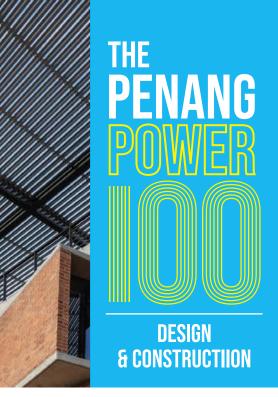


For more information, please visit www.idealproperty.com.my

71, Ideal @ The One, Jalan Mahsuri, Bayan Lepas, 11950 Penang, Malaysia.

+604-645 6888

ipisales@idealhomes.cc





MLG DESIGN & CONSTRUCTION SDN. BHD.

MLG is a One-Stop construction firm which focuses on building and civil engineering work, infrastructure and interior fit-out construction. The team ensures critical deadlines are met and work towards exceeding its clients' expectations in a collaborative approach throughout all stages of the projects.

The company is fully committed to creating its highest level of professionalism and integrity towards its clients by delivering Quality construction services and adhere to Environmental, Safety and Health (ESH) guidelines. MLG handles projects with meticulous attention to details while integrating the needs of its clients into the physical framework required.

MLG's portfolio of clients include Multinational Companies and Local Large Corporates which demand a high level of quality and excellent ESH practices. These complex and challenging projects undertaken include hill-slope and basement constructions, award winning fair-faced industrial buildings, semiconductor and oil and

gas structural work with masses of existing underground cables/pipelines diversion, large space interior fit-out work, etc.

MLG delivers the projects with pride with its ability to conceptualise the clients' expectations from concept to completion.





MLG Design & Construction Sdn. Bhd.

For more information, please visit www.mlg-design.com

Level 11, Unit 11(J), Wisma Boon Siew, No. 1, Penang Road, 10000 Penang Malaysia.

michael@mlg-design.com



THE PENANG POWER CONVENTION & EXHIBITION



SETIA SPICE

S P Setia strives to be the best in all that it does and only the best is good enough – a vision truly exemplified by its signature project, Setia SPICE. Reimagined as an original S P Setia concept from the previous Penang International Sports Arena (PISA), Setia SPICE signifies the most cutting-edge architectural technology with a thoughtful creation of space and a model approach to a green building.

The Setia Penang International Convention and Exhibition Centre (SPICE) was launched in March 2017, and spans 102,790 sqm (25.4 acres). Designed around the Group's development philosophy of LiveLearnWorkPlay, this new landmark is self-contained and integrated with five main components, redefining Penang as one of the top destinations in the Asia Pacific region for meeting, incentive, convention, and exhibition (MICE) events.

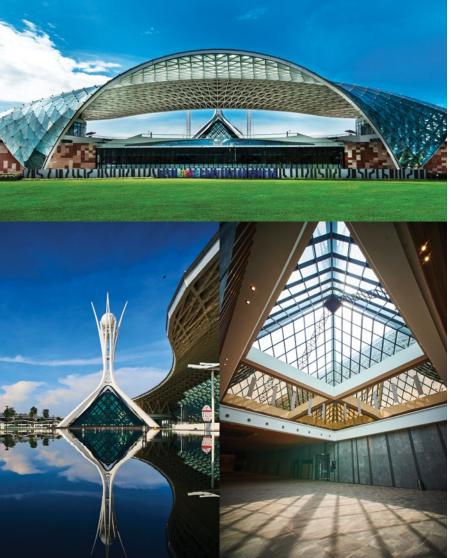
The SPICE Convention Centre is the first hybrid solar-powered convention centre in the world that is purpose-built for hosting international, regional and local conventions, trade shows, public exhibitions, private functions and weddings. It is eco-green certified with 4,000 sqm pillarless ballroom that accommodates



up to 8,000 people or fits 400 round banquet tables, and 13 other function rooms to cater to smaller conferences and seminars.

The SPICE Arena is a multipurpose venue, covering 3,100 sqm of floor space, supported by eight function rooms for performances, concerts, sporting events and exhibitions. It has 10,000 seats in the main arena with an additional 4,300 sqm at the concourse level.



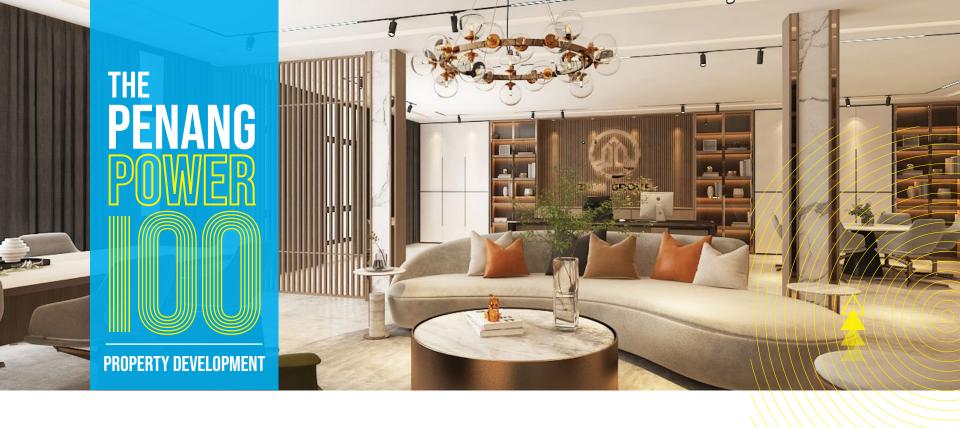


There is also a 24,281 sqm (six acres) public recreation space atop the convention centre while the SPICE Aquatic Centre features an indoor Olympic-sized swimming pool, a children's play pool, diving platform, lounge, dance studios, sauna rooms, badminton and squash courts and a gymnasium.

SPICE Canopy is a one-stop lifestyle hub comprising 59 commercial, retails, offices and F&B outlets. Soon, a 453-room business hotel, operated by Amari Group, will be opening next to the convention centre by September 2022.



- Setia SPICE Convention Centre, SPICE, No. 108, Jalan Tun Dr. Awang,11900 Penang, Malaysia.
- +604 643 2525
- setiaspice@spsetia.com





ZNEN GROUP

ZNEN Group was founded in 2020 in Penang by its chief executive officer, Tan Wei Xin. The company is a seasoned contractor that grew and evolved into a developer. It has a myriad of prominent projects under its belt in the northern region. After a number of highly successful projects, the company gradually grew into one itself, and became the name behind several distinctive development portfolios embellished with timeless elegance and discernment.

The company founder, Tan, started his career with his father's construction company as a project manager. He pursued his studies in Melbourne, Australia, and came back with a Bachelor's Degree in Business from Swinburne University of Technology, and Master's Degree in Applied Finance from Monash. When living in Melbourne, he gained valuable insights into property development and was inspired to establish ZNEN as an all-encompassing property developer that creates a contemporary yet comfortable abode for a young and discerning clientele. Tan incorporated all the important





aspects of a new age developer under one roof, construction, real estate agency, and property technology, to better serve property purchasers in all aspects.

Tan continues to lead ZNEN and his team of highly qualified talents to introduce projects such as its successful flagship 'Metropol' serviced apartments and commercial shop lots project. The company has also ventured into other projects on Mainland Penang. ZNEN has magnified its property development portfolios, investing in real estate and property marketing juggernaut Hectarworld Group and PropTech company eBox. The company sees them as seeds for the future to create customer-centric platform for developers, agents and purchasers to come together in an effective block chain synergy.



For more information, please visit www.znen.com.my

- 36, Lorong Perda Selatan 2, Bandar Perda, 14000 Bukit Mertajam, Penang, Malaysia
- 011-2288 7373
- admin@znen.com.my



WEALTHY HOMES EXPERT SOLUTION

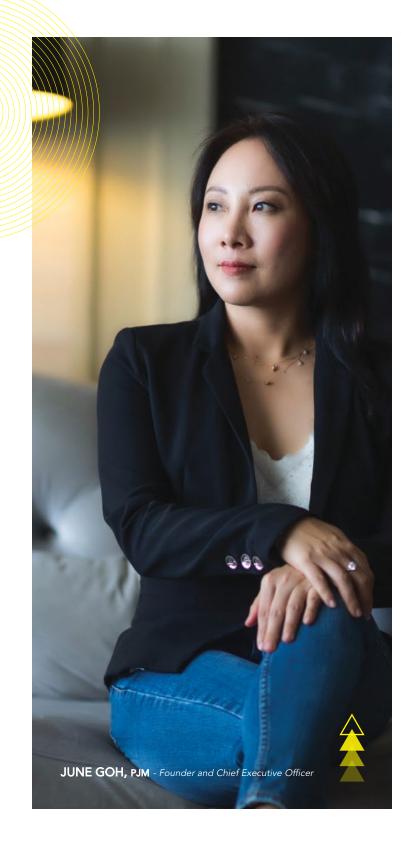
Established in 2015 by Founder and Chief Executive Officer, June Goh Hooi Choon, Wealthy Homes Expert Solution is an integrated property solutions consultancy specialising in Project Marketing, covering commercial, retail, residential properties and mixed development projects, industrial factories, warehouses and land.

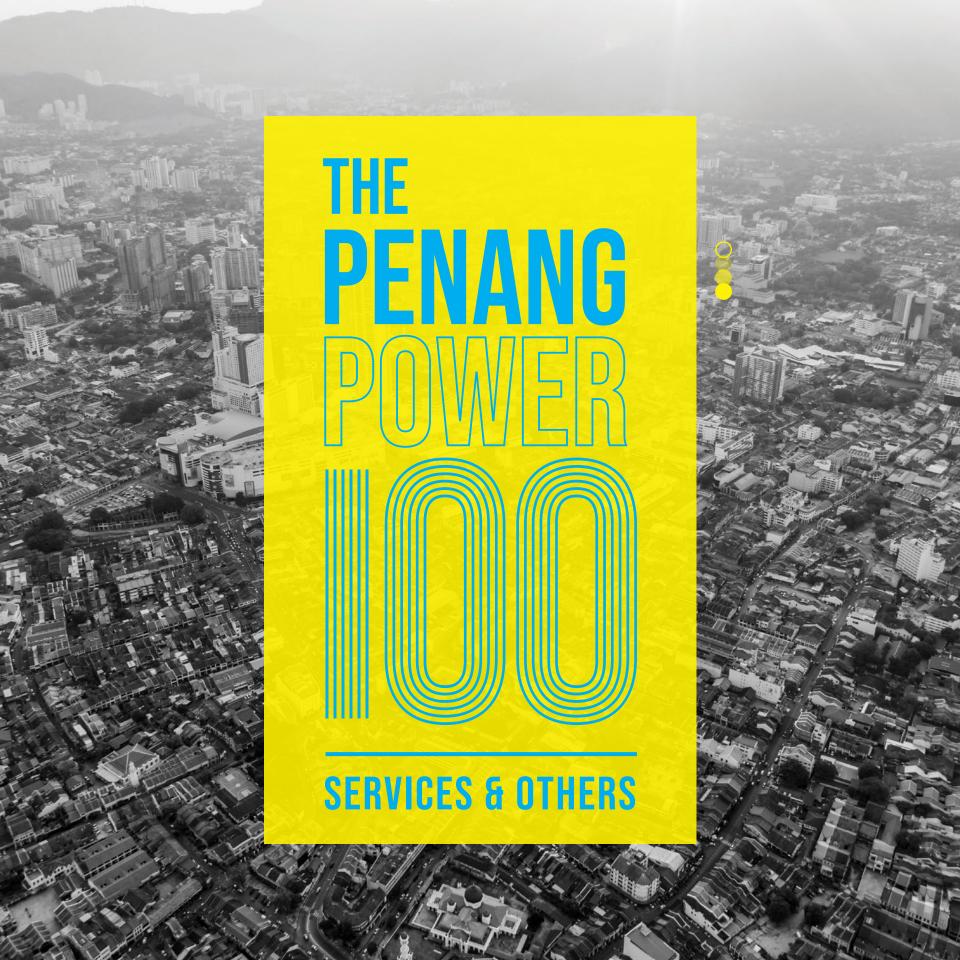
The company also offers a variety of property-related services such as joint-venture development, project sales, corporate leasing, land deals, property investments, sub-sales, sales and rental of properties as well as professional analysis on profit and risk of property investments. Its specialised team of professionals offer sound and independent advice whilst always maintaining a client-focused perspective in order to achieve the desired goals. Well-trained and highly motivated, the team employs creative approaches to successfully locate the ideal property that caters to the clients' aspirational lifestyle and corporate needs.

Amongst the long list of properties to its credit include Clovers, Queens Waterfront, Stone, Quay West, Dew, One Foresta, Forestville, Skycubes, Maven, Prestige III Balik Pulau, to name a few.



For more information, please visit www.wealthyhomes4u.com









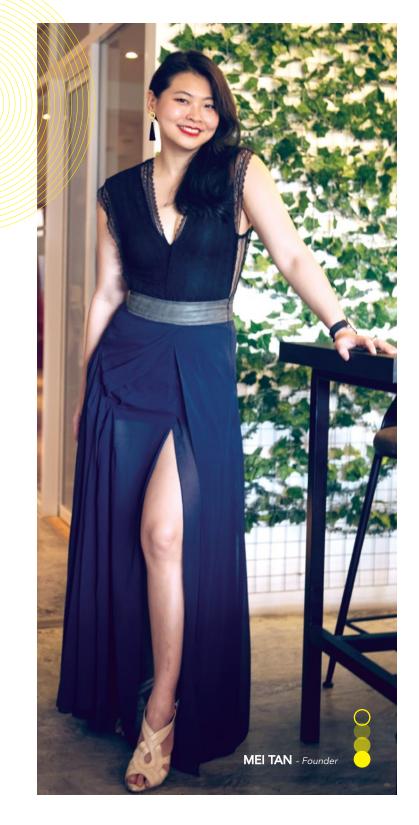
Innovatif+ is a platform created by Mei Tan and Li Tan, to equip the next generation (NextGen) leaders, like themselves, who are involved in their family businesses, with the right knowledge, mindset and attitude to bring their 'traditional business' to greater heights.

The NextGen leaders are able to explore new business ventures, widen their perspectives, understand and preserve core values, expand their business outreach and investment opportunities in a positive and secure space. The community also helps foster global collaboration, exchange of ideas, sharing of valuable resources and nurture new friendships through training and specially curated events, covering a wide range of topics with a variety of interesting formats.

Innovatif+ offers an additional support system for the NextGen as they discover new perspectives in boundless innovation, determine more shrewd investments, secure wealth and asset protection, and future-proof their respective family business legacies.



For more information, please visit www.innovatifplus.com









Itscoll Wellness Sdn Bhd (subsidiary company of Itscoll Products (M) Sdn Bhd) founded by Autumn Tan, comprises an e-commerce platform by inventing and retailing a series of own manufactured revolutionary healthcare and beauty products.

Apart from being a "Netprenuer", Autumn leveraged on her background and experience specialising as a Chemist with her own Research and Development arm in formulating good products and getting good materials from all over the world.

Itscoll Wellness star product is its Beauty Powder and the Functional Multi-grains, and Autumn attributes the success of this to its guarantee of product quality.

The company's mission and aim is to nurture the well-being of its customers in order for them to achieve better health and also to enhance the quality lifestyle of its customers. Proudly Malaysian, the company has gone on to win several brand awards in recent years.

Itscoll Wellness mostly operates in Malaysia, and has also expanded their market to Singapore recently, and is embarking on plans to expand to Vietnam and Indonesia.



For more information, please visit www.itscoll.com



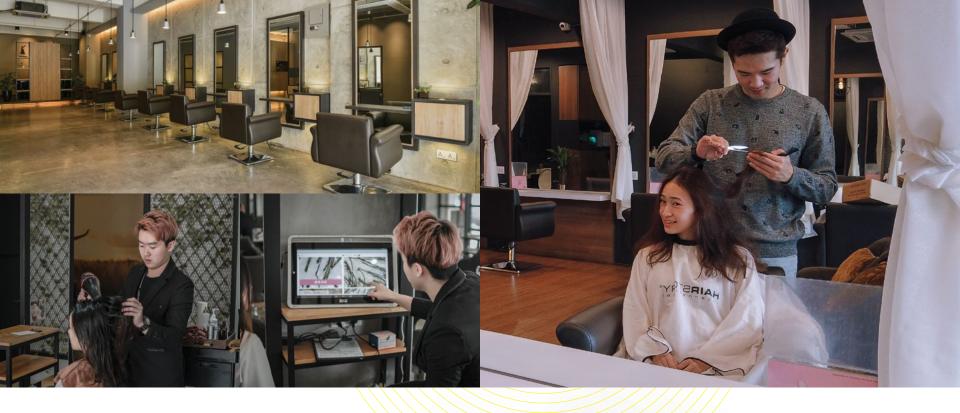




HAIRSTORY International

Hairstory International started out as Hydro Hair Salon back in 2004 by Derick Ooi Tze Wei with a partner. In just two years, the salon grew from a small shop into a larger ground floor premise and became the largest and most popular hair salon in that area, largely due to Derick's humble demeanour coupled with his marketing and customer retention skills. In the journey, Derick faced common challenges encountered in this industry and sought solutions to run the hair salon as a business entity instead of relying only on his hairdressing skills.

He continued to attend courses such as DISC, leadership and management, business branding and business model structuring for personal development and professional growth. He rebranded the salon to Hairstory International in 2010 with a vision to expand the brand beyond Malaysia. So, he turned to grooming quality professionals and developing leaders in the industry, guided his team towards creating values and today, Hairstory plays a pivotal role in guiding the youth and adults to be true professionals in their vocation with a strong emphasis on the company's core values of Honour, Leadership, Responsible, Teamwork and Innovative.





Hairstory is on a mission to change the hairdressing industry in Malaysia and to provide an affordable platform for its patrons to enjoy the luxury of high-end hairstyling, cosmetology and personal image consultancy. The company has since won many prestigious awards including being the 4th INPenang Emerging Entrepreneur Award Winner in 2019, the JCI Sustainable Development Award in 2019 and the SME100 Sustainable Brand Awards (Fast Moving Company) in 2021.



For more information, please visit www.hairstory.com.my



17, Tingkat Permai, Taman Brown, 11700 Gelugor, Penang, Malaysia.



+ 604-305 7733

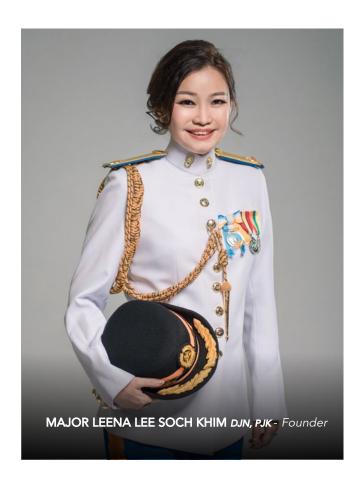




THE PENANG POWER BUSINESS

CONSULTANCY





WELLPOINT CORPORATE GROUP

Wellpoint Corporate Group was auspiciously incorporated in the year 2000 under the aspiring leadership of Lee Soch Khim. It all started from a one-man home-based company during its infant stage known as Sew & Lee Management Services, Wellpoint grew to a 10-man force in less than 3 years, with our very own double storey office.

Over the years, Wellpoint has overcome many hardships and triumphed in challenges. The company managed to introduce fresh cultures and policies spearheaded by our visionary Managing Director. With that unique yet effective culture, the company went through great transformation, growing into a modern audit and business consultancy firm.



In hindsight, our strong culture of employee development and balanced working culture has allowed our employees to thrive which directly benefitted our clients. We have grown into a superb corporation of 30 highly qualified employees servicing clients professionally and efficiently. Wellpoint Corporate Group today is made up of five independent companies namely Wellpoint Consultants Sdn Bhd, Wellpoint Management Sdn Bhd, Wellpoint Taxation Sdn Bhd, Wellpoint Solutions Sdn Bhd and Wellpoint Coaching Sdn Bhd.





For more information, please visit www.wellpoint.com.my



- 73A & B, 71B, 75A & B, Pusat Perniagaan Raja Uda, Jalan Raja Uda, 12300 Butterworth, Penang, Malaysia.
- +604-323 8428
- marketing@wellpoint.com.my



VELLO & ASSOCIATES

RAVIN VELLO is an Advocate & Solicitor in Malaysia who practices mainly in Civil Litigation.

He has particular interest in the area of Information & Data Technology Litigation, Regulation Technology, Blockchain, Internet of Things, Data Analytics, Artificial Intelligence and Corporate Cybercrime Infrastructures with particular emphasis on risk management on information systems.

He has covered numerous technology litigation cases and issues since the year 2000 relating to Internet Defamation; Identity Theft; Distributed Denial of Service Litigation and Software Systems Failure Disputes; Theft of Confidential Information; Theft of Financial Information; Theft of Source Codes; Cybercrimes; Copyright Infringement Involving Technology; Admissibility of Digital Evidence; Challenging Digital Forensic Experts, Court Appointed Digital Forensic Expert Applications, Executing and Challenging Anton Piller Applications on Information Systems etc.

Apart from litigation, Ravin also gives talks on these areas. He is a member of the Cyber Laws Committee and the Future in Technology Committee of the Bar Council.

105, Anson Road, 10400 Penang, Malaysia.

+604-261 4520

law@velloassociates.com







WONG KAR WAI RISK MANAGEMENT

Penang-born Wong Kar Wai is the principal consultant of Kar Wai Consultancy. Wong, who is from the St Xavier's Institution, graduated from the Chartered Institute of Management Accountants in 1984, subsequently the American College in 2003 and the Malaysian Financial Planning Council in 2004.

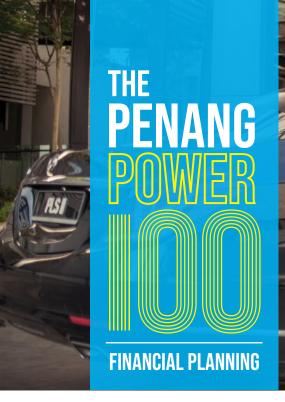
As a management accountant, Wong analyses information, advises strategy and assists individuals and businesses to drive sustainable business success and survival in this often volatile business world. Armed with more than 20 years' experience, street smarts and cutting-edge technology, Wong helps companies achieve their optimum best while remaining secure, compliant and resilient in the competitive world.

Future-proofing and speedy recovery from crises are also part of his portfolio. Wong Kar Wai Risk Consultancy provides comprehensive financial services like planning and reviewing client portfolios, marketing and building prospects, managing client accounts, business succession planning, financial planning for SME businesses and individuals. Life insurance and medical health, estate planning via insurance trust and business insurance also come under their purview.

17B, 1st Floor Lebuhraya Batu Lancang,11600 Penang, Malaysia.

+6012-421 7587

karwai@wkwconsultancy.com





GREAT IDEALS GROUP

Great Ideals Group was established since 2010 as a distinguished financial planning advisory group, having its headquarter in Kuala Lumpur and now has its branches all across Peninsular Malaysia, including Penang, Johor Bahru & Batu Pahat. With hopes to expand widely across the nation, Great Ideals breaks away from the traditional business model to stay relevant to the heightened consumer expectations and rapidly changing market conditions.

Great Ideals has successfully integrated various expertise in the area of banking, taxation, law, investment, sales to provide a full range of financial services leading to an increased value within the industry. Since its inception, Great Ideals is constantly striving towards professionalism in becoming the exemplary agency within the financial services sector, emphasizing exceptional customer experience by providing thorough financial advisory services as a whole for individuals, families and businesses to help them attain fulfilment in every aspect of life. It strives to cultivate an excellent entrepreneurship with a comprehensive training system and

practical innovative model to groom its business partners to be professional, ethical and highly qualified individuals in the area of financial planning.

With the focus on strategic solutions to further business goals, Great Ideals adopts a comprehensive system, infrastructure, entrepreneurial platform and business model. Within a short time since its inception, Great Ideals has successfully become one of the most commendable agencies in the life insurance business in Malaysia, having accomplished a series of record-breaking achievements. As a testament for our success, Great Ideals is the first and the only Malaysian agency to be awarded with the Double Crown Award by the Chinese Insurance Agency (CIA), and is recognised as the Top 500 Chinese agencies in the world. These track records are the best evidence of Great Ideals' slogan "Join The Best, Be The Best".







Over the last twenty years, Great Ideals' dedication and commitment in Corporate Social Responsibility (CSR) has won the recognition of many entrepreneurs' social responsibility awards, the initiative has benefited many especially the youths. At the same time, Great Ideals strives to maintain high professionalism and integrity in their services, and to lead the business into new heights of success and growth, to eventually become the role model of the industry.



For more information, please visit www.greatideals.com.my

- Persiaran Jalil 1, Bandar Bukit Jalil (Aurora SOVO), No. 1, Persiaran Jalil 1, Bandar Bukit Jalil, 57000 Kuala Lumpur.
- +603-5033 2187
- Penang Branch: No. 10, Tingkat Mahsuri 1, One Square 11950 Bayan Lepas, Penang, Malaysia.
- +604-638 4928







CHTNETWORK

With the motto of 'Where All Good Things In Life Meet', CHTNetwork was founded by Chng Huck Theng with the aim to connect beautiful people and promote quality brands with Integrity, Sincerity and Fairness.

Founder Chng, or fondly known as CHT to his friends, is one person who loves challenges and never believes that a person is born to do only limited activities in life. His life philosophy is very simple - Live Everyday As If It Is The Last Day simply because life is very fragile, and there is no point in beating around the bush.

What started out as a small set-up, CHTNetwork today has grown into an international organisation providing total branding, business consultancy and strategic networking. Throughout the years, CHTNetwork has collaborated with respected international brands such as Rolls Royce, Lamborghini, Louis XIII, Cartier, Jaeger Lecoultre, Audemars Piguet, Bylgari, Ulysse Nardin, Corum, Thai Airways International, Cathay Pacific, Marriott Hotels (Shanghai, Beijing, Sydney, Melbourne, Kuala Lumpur), Intercontinental (Grand Stanford Hong Kong, Beijing), Royal Horse Guard (London), Dorsett (Singapore, Hong Kong), Dusit Thani (Bangkok)

to name a few. Other than high-street names and brands, CHTNetwork has also partnered with financial institutions including DBS, OCBC, Merrill Lynch, HSBC, CIMB, RHB, Affin and many other associates.

CHTNetwork has three main entities under its umbrella, namely CHT International Awards, MarketSource and One East Museum & Art.



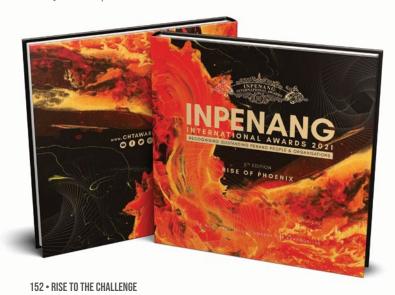




Where all good things in life meet...



Founded in 2006, MarketSource is one of Malaysia's top publication companies with titles such as EZ Malaysia, EZ Australia, INPenang, Treazures, Wheelz, under its belt; EZ Australia is the first Malaysian magazine title supported by MATRADE to be exported Down Under. Besides periodicals, this publishing house also produced hard cover coffee table books such as Born Malaysia, Proud To Be Malaysians and Penang Power 100. Today, MarketSource has also invested heavily in the digital space, bringing the numbers of its annual traffic reach for prints, digital and social media platforms to more than 3.5 million and growing. The catalyst behind MarketSource's success is its dynamic editorial team from Malaysia, Australia and China consisting of creative individuals always ready to bring in fresh, new ideas into fruition through its many media platforms.



CHT International Awards started with an idea of gathering good friends of CHTNetwork all over the world in one destination. Furthermore it was an opportunity for friends to meet, get to know each other and explore possible business potentials. There are three main events in this platform. The CHT Awards is held every two years in Kuala Lumpur paying tribute to individuals and organisations that have done well in their respective industries. On the other hand, INPenang International Awards is a very unique recognition that pays tribute to only Penang-born and home-grown Penang organisations. The Pinnacle International Excellence Awards (PIE Awards), recognises emerging, national and internationally established organisations and brands who have set and surpassed the benchmark in their respective fields. This event is held in Melbourne, Australia biennially.









As Chng is an award-winning artist and the youngest antique collector in Malaysia (started collecting at the age of 14), his passion for both art and antique is always in his heart. He believes that antique, art and culture are very important and unique entities of a country. In short, they are the soul of Malaysia. One East Museum & Art was set up to further preserve and promote these entities for the future generations. One East Museum & Art has held numerous exhibitions and organised the Penang International Luxury Week to generate public interest and awareness. The company has also promoted local Malaysian artworks to Australia for Arts Kuala Lumpur - Melbourne, a project by the Ministry of Malaysia International Trade and Industry.



CHT TEAM

Editor-in-Chief: CHNG HUCK THENG | Project Manager: LOKE GAIK SIN | Director of Photography: LAYZHOZ YEAP

Designer: JIMMY LOO CHIN MING, CHUA CHEN YANG | Writer: FOO SIEW LIN

Published by

CHTNETWORK SDN. BHD. (982347-V) No. 7, Jalan Dunlop, 10400 Penang, Malaysia

Design and Concept by

MARKETSOURCE SDN. BHD. (800219-X)

Printed by

THE PHOENIX PRESS SDN. BHD. (1723-K)

First published in January, 2022 | Copyright © 2022 CHTNetwork

Legal Clause

Materials in part or whole cannot be re-produced without prior written consent from the publisher and editor-inchief. While all reasonable care has been taken, the publisher will not be held liable for representations, claims or advertisements (visual or otherwise) contained herein. All views and opinions contained in this publication are not necessarily that of the publisher's.

All information is correct at the time of printing.



ACKNOWLEDGEMENT

The PENANG POWER 100, an initiative by CHTNetwork, is a new and very unique showcase of selected influential leaders in the industries, trusted brands, established companies and emerging setups in Penang which continue to remain strong and persevere, despite the current economic turmoil which the Covid-19 pandemic has lashed upon us.

This publication is a celebration of the Penang people, a celebration of their achievements and contribution, jointly moving ahead and rising to the challenge to continue to bring progress to our beloved State of Penang as one community.

Our heartiest appreciation and gratitude goes to The Honourable Chief Minister of Penang, YAB Chow Kon Yeow for his support in endorsing our initiative and for believing in our effort to honour the powers that built and run Penang.

Our heartiest gratitude also goes to the Penang State Executive Councillor for Tourism and Creative Economy (PETACE) YB Yeoh Soon Hin, Penang State Executive Councillor for Trade, Industry & Entrepreneurial Development YB Dato' Haji Abdul Halim bin Haji Hussain and Chairman, Federation of Malaysian Manufacturers, Penang Branch (FMM Penang) YBhg Dato' Lee Teong Li for their time and support.

Last not but least, would like to extend our sincerest gratitude to each and every individual and institution that has helped us in making this PENANG POWER 100 coffee table book a success. Without the kind feedback, detailed insights, generous support and participation of our most devoted friends and associates, we would not have been able to put this book together.

We will also take this initiative online to the various social media channels and digital platforms, providing our partners with a further reach past our shores and beyond.





ANNIVERSARY

GTWHI JEPJE RECOGNITION & AWARDS

PENGIKTIRAFAN & ANUGERAH WARISAN GTWHI 喬治市世界遺產機構獎 2020

LEADER OF CUSTOMER CHOICE

Honour our commitment to meet customer needs, requirements and expectations

Service our customers diligently

Assemble and deliver reliable, durable and affordable products





