



PENANG BAY INTERNATIONAL IDEAS COMPETITION
TALKING POINTS: YB JAGDEEP SINGH DEO, EXCO – LOCAL GOVERNMENT, HOUSING & TOWN & COUNTRY PLANNING

YAB Tuan Chow Kon Yeow, Chief Minister, Penang
YB Dato' Sr Haji Rozali bin Haji Mohamud, Mayor of Seberang Perai
(Representative, MBPP)
(Representative, MBSP)
(Representative GTCDC)
Mr. Hamdan Abdul Majeed, Managing Director, Think City,
Ladies & Gentlemen

1. Today, we are happy to declare that the Penang Bay International Ideas Competition is finally open for submissions. The competition is an invitation to local and global innovators to generate inspiring ideas and concepts in reimagining the way Penang can leverage our waterfront assets to drive prosperity and build a resilient city-state over the next 50 years.
2. The Penang Bay concept is a long-term vision for the waterfronts of Butterworth and George Town. Developed by the George Town Conservation and Development Corporation, (GT CDC) in partnership with the Penang State Government and Think City, Penang Bay will connect planned and proposed transport and urban revitalisation programmes.
3. The aim for Penang Bay is to create a new economic zone - a seamless, city core between Butterworth and George Town - that will harness the synergies of what Penang is best known for: culture and technology. There are several key components to this.
4. Firstly, on the Penang island: in the George Town CBD - a creative and technology precinct will integrate the east and north seafront, which are already well underway. It will be connected to Gurney Wharf through a new coastal walkway and to Butterworth via high speed ferry.
5. In Butterworth: an innovation hub is being planned around Penang Sentral and port facilities that will include vertical factories, purpose-built for industries of the future, with 5G wireless technology and ferry and rail connections. It will also have education and recreation components.
6. Thirdly, the programme will offer enabling infrastructure and a lifestyle incorporating arts, heritage and culture to attract new types of investment and build a new economic zone around the Bay.
7. To maintain balance, the initiative is aligned with the UN-Habitat Sustainable Development Goals (SDGs) to ensure that what we build is resilient and sustainable – not just in terms of infrastructure but also economically, ecologically and more importantly, socially – to build and support sustainable communities.

8. With the Gurney Wharf, light rail, the George Town north and east seafront programmes and waterfront re-development in Butterworth, we believe that Penang Bay will bring multiple benefits to Penang and her people.
9. The Bay has the potential to be the leading location for Industry 4.0, digital government, vertical manufacturing and smart city technology. It will deliver significant new opportunities for Penangites, including publicly-accessible waterfront promenades and retail, education, lifestyle and transport amenities.
10. This will help us achieve the tenets of the Penang2030 vision of: enhancing the quality of life, raising household incomes, empowering the people of Penang with opportunities, enabling them to build new knowledge and find new vocations. Finally, investing in the built environment in new innovative ways to be more resilient and sustainable. In short, Penang Bay is a chance for us to reinvent the way we develop cities.
11. Ladies and Gentlemen: There's a saying that goes - "Build it and they will come." We believe that Penang Bay is well-poised to attract talent and investment from around the world. In a pitching session at the recent World Urban Forum in Abu Dhabi, it was 1 of 9 cities shortlisted from over 100 international cities, to be showcased to a global investor panel of leading financing organisations and urban technology players.
12. Today, there are ongoing discussions with a number of international investors, all of whom have expressed interest in being part of a new economic zone and new city core for Penang. The idea of waterfront rehabilitation as a connector for the island and mainland is clearly appealing.
13. It is our hope that the best architects, landscape designers, urban planners, thinkers and innovators from all over the world, will bring their ideas in helping us achieve our vision.

Thank you.

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