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National Budget Sparks Innovation in the Heart of Kuala Lumpur's Creative and Cultural District, Backed by Awarded Grants To Improve Liveability in KLCCD

KUALA LUMPUR, 19 February 2024 – The Kuala Lumpur Creative and Cultural District (KLCCD) is set to become a transformative catalyst for emerging creative and innovation economies, thanks to a Budget 2024 RM 20million injection from the Ministry of Finance. This is a continuation of an allocation from Budget 2023 which includes RM 4million in awarded grants aimed at enhancing liveability and promoting creative and cultural sectors in KLCCD. This significant milestone was underscored during the Creative KL Grants Programme and Urban Challenge Award Ceremony held today at GMBB in Downtown KL, graced by YB Lim Hui Ying, Deputy Minister of Finance Malaysia.

In response to urban challenges, Think City with Kuala Lumpur City Hall (DBKL) and the National Heritage Department (JWN) crafted the Kuala Lumpur Creative and Cultural District Strategic Masterplan in 2019. Aligned with successful creative district models in Singapore, Hong Kong, Barcelona, Bilbao, and Abu Dhabi, the KLCCD seeks to revitalise the historic core of the city where creativity, innovation, and entrepreneurship converge.

The district's focus extends beyond economic benefits, emphasising enhanced liveability by addressing built environment, public spaces, urban greening, accessibility, sustainable waste management, social equity amongst others. Positioned strategically as a global tourist destination, KLCCD with its rich cultural heritage, diverse culinary scene, and vibrant arts and entertainment offerings, is poised to attract visitors from around the world, thereby generating revenue and supporting local businesses.

Deputy Minister of Finance Malaysia, YB Puan Lim Hui Ying said: "Having engaged with the grantees and witnessed first-hand the dividends from various efforts in rejuvenating key significant sites like the World Heritage Site, George Town and the upcoming creative and cultural district Downtown Kuala Lumpur, I am proud of the Ministry of Finance's active participation in the programme that hopes to revive the economy and raise the floor - improve the quality of life of the people to create quality and inclusive income opportunities. These investments are crucial and complement the MADANI economic framework, and transforming Downtown Kuala Lumpur into a vibrant, liveable city."

In addition to economic benefits, the KLCCD underscores Kuala Lumpur's commitment to preserving and promoting its cultural heritage. The initiative includes the revitalisation of historic landmarks and encourage more community-centric initiatives such as artisan markets, cultural festivals, and community workshops.

Managing Director of Think City, Hamdan Abdul Majeed, commented, "Once the Southeast Asian Tiger and a source of pride for many, rejuvenating Malaysia's capital city has never been more pressing. As the city experiences hollowing out, coupled with dwindling repeat visitors, we must urgently create authentic, locally oriented experiences beyond conventional sites and malls. By investing in our cultural potential and developing a unique proposition, Kuala Lumpur can transform into a thriving cultural and creative district, aligning with the Kuala Lumpur Creative and Cultural District Strategic Master Plan. Stakeholders from government agencies, private enterprises, cultural



institutions, and local communities are invited to join hands in unlocking the full potential of Kuala Lumpur's Creative and Cultural District and create a more vibrant, inclusive, and prosperous city for all."

The Creative KL Grants Programme and Urban Challenge were launched by Think City to improve the liveability of the city centre. The grants programme, leveraging Think City's expertise, offers co-investment to high quality projects aligned with the KLCCD vision. The Creative KL Urban Challenge is dedicated to sourcing innovative solutions for urban challenges. Today, the announcement of 32 grantees showcased remarkable projects, with standout recognition going to grand winners- Entomal Biotech, Inclucity by Nak Seni, and Genie by TRYKE Mobility. These trailblazing initiatives focus on addressing critical issues such as organic waste management, accessibility for People with Disabilities, and providing a travel guide for visitors and residents.

"We are thrilled to have provided an opportunity and platform for innovators to seek funding and public support, crucial for successful implementation. The grants programme witnessed new projects adding vibrancy and rejuvenation to Downtown Kuala Lumpur, offering growth opportunities for emerging economies and also opening new spaces of commercial viability through adaptive reuse, content creation and capacity building. We are now working on the next phase of KLCCD and hope to open the next round of grant applications in March 2024," said Hamdan.

For more information, visit thinkcity.com.my.

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About Think City

Think City is an impact organisation established in 2009 to create more sustainable and equitable places for the benefit of all. Our knowledge, skills and strategies focus on urban solutions, the environment, social communities, and the cultural economy. Think City is a wholly owned subsidiary of Khazanah Nasional Berhad (the sovereign wealth fund of the Government of Malaysia). For more information, log on to thinkcity.com.my.

About the Kuala Lumpur Creative and Cultural District

Kuala Lumpur Creative and Cultural District Strategic Master Plan (KLCCD) was developed in 2019 by Think City and DBKL, in collaboration with the Ministry of Tourism, Arts and Culture (MOTAC), the National Heritage Department (JWN) and Yayasan Hasanah with the main purpose of conserving and giving meaning to the historic district of Kuala Lumpur towards the formation of an inclusive, creative, dynamic and rapidly growing hub for businesses and local residents to increase its liveability and visitor attraction.

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