

**OPENING REMARKS FOR  
PRESS CONFERENCE ON GEORGE TOWN FESTIVAL 2019-2020  
BY  
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PENANG TOURISM DEVELOPMENT, HERITAGE, CULTURE AND ARTS  
COMMITTEE CHAIRMAN  
FRIDAY, 18 JANUARY 2019 | 10:00 AM  
GEORGE TOWN WORLD HERITAGE INCORPORATED**

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(VIP Salutations)  
Members of the Media  
Ladies and Gentlemen

Good morning and thank you for joining us today.

Let me first announce that the State Government of Penang will promote July 2019 as the Month of Arts, Culture and Heritage.

George Town World Heritage Incorporated will kickstart the month of July with George Town Heritage Celebrations on the evening of 6 July (Saturday), followed by the George Town Heritage Walk on the next day, 7 July (Sunday). George Town Festival will then be held for 16 days, beginning from 13 July (Saturday) with the Opening Show, and ending on 28 July (Sunday).

As we embrace the 10th anniversary of George Town Festival, the State Government of Penang has committed to sponsor RM3 million in organising George Town Festival 2019. As the Chairman of the Tourism Development, Heritage, Culture and Arts Committee, I am delighted to have received 9 proposals from the Request for Proposal (RFP) for the Festival Management and Production for George Town Festival 2019-2020 that was announced in September 2018. I would like to take this opportunity to thank all who have participated in the Request for Proposal exercise, and for giving us the opportunity to witness the diversity, capacity and healthy competition of organisations and companies in putting this Festival together.

After carefully assessing the proposed concepts and contents as well as the qualifications and capacity of those who participated in the RFP, the GTWHI Board of Directors made the decision to award the management of George Town Festival 2019 and 2020 to TLM Event Sdn Bhd. They will provide you with more details of the Festival programmes in their presentation later.

Ladies and Gentlemen,

George Town Festival is a festival for all, in particular for the people of Penang. We will be introducing new incentives and mechanisms to increase the benefits of the Festival for the local people from all walks of life.

Among the initiatives that we are introducing is ensuring that 70% of the Festival events are free-to-attend events so everyone will have the chance to participate in the Festival. We will provide an international platform for local artists and promote these talents to the world by ensuring 40% of the Festival programming are from the locals. We will also organise capacity building workshops with the aim of promoting interactions between the visiting international performers with the local artists, students and communities. We are trying our best to maximise the economy benefits from George Town Festival for Penangites by engaging at least 60% of the vendors and suppliers of the event from Penang.

The above-mentioned initiatives are among the efforts and commitments from the State Government of Penang for George Town Festival 2019. We will continue to work hard and show the world the best of our arts, culture and heritage. With this, I thank you for your attention and we hope to have your full support for an eventful and amazing arts, cultural and heritage celebrations in July 2019 for Penang.

Thank you very much.