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PRESS STATEMENT

by DR ANG MING CHEE

General Manager, George Town World Heritage Incorporated

**George Town in the New Normal:
George Town World Heritage Incorporated Launches 3 Project Initiatives
to Empower Local Community**

1. The State Government of Penang through George Town World Heritage Incorporated (GTWHI) will allocate RM1 million to launch the “George Town in the New Normal” Project to regenerate and assist Penang’s cultural heritage sector’s transition to the New Normal.
2. The “George Town in the New Normal” Project has three (3) components:
 - a. **Support Local Business**
 - GTWHI will assist local businesses in digital marketing promotion.
 - Priority is given to long-term businesses that have been operating for more than 10 years.
 - About 3,000 local businesses within George Town UNESCO World Heritage Site and 5,000 local businesses that are part of the World Heritage Site cultural and financial ecosystem can participate in this project.
 - We hope to assist local businesses to reach new customers on the digital platform.
 - b. **Heritage Repair**
 - A one-off financial reimbursement of a maximum of RM1,500 will be provided to qualified owners or tenants of heritage premises (Category I and Category II as gazetted in the George Town Special Area Plan) within George Town World Heritage Site for minor repair and maintenance works on their heritage premises.
 - This includes upgrading of electricity wiring, repainting of interior and exterior walls, vegetation removal from the facade, termites treatment or other works that are in accordance with the rules and regulations in the George Town Special Area Plan.
 - All applicants must register for this project before work commences.
 - We hope that these minor repairs will elevate the mood of heritage building users in facing the new normal.
 - c. **Heritage Video**
 - Cultural heritage practitioners based in Penang who depend on their skills, knowledge or services as the main source of income may apply for this project.
 - Priority is given to those who have yet to develop their digital marketing strategy.
 - Each applicant must propose a 5 to 20-minute video to share their skills, knowledge or craft process.
 - GTWHI will assist shortlisted applicants on video-taking technical skills and digital sharing platforms.

- The video and business information submitted will be promoted on GTWHI's website and social media channels.
 - Successful applicants will receive an incentive of RM1,500.
 - We hope to empower cultural heritage practitioners to expand their market in the digital world.
3. These three project components are expected to benefit:
 - a. 3,000 local businesses within George Town UNESCO World Heritage Site.
 - b. 5,000 local businesses that are part of the George Town UNESCO World Heritage Site cultural and financial ecosystem.
 - c. 267 heritage building owners or tenants within George Town UNESCO World Heritage Site.
 - d. 267 cultural heritage practitioners in Penang.
 4. GTWHI welcomes qualified and interested applicants to call the GTWHI hotline at 04-2616606 from 10am to 4pm on weekdays for registration. Our staff members who can speak vernacular languages will help the potential applicant in completing their application form.
 5. Alternatively, GTWHI also welcomes qualified and interested applicants to register online:
 - a. [Registration Form \(Malay\)](#)
 - b. [Registration Form \(Mandarin\)](#)
 - c. [Registration Form \(English\)](#)
 6. The first phase of application will open on 8 July 2020 and close on 31 August 2020.
 7. For more information, please visit www.gtwhi.com.my or email info@gtwhi.com.my.
 8. Cultural heritage contains wisdom and resources passed down from our ancestors, and will provide tremendous capital strength for many to stay strong and hopeful in embracing a bright, new normal. George Town World Heritage Incorporated is committed to standing alongside the local community in embracing the new normal and exploring new opportunities together.

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