

**26 February 2021**

**PRESS STATEMENT**

**by DR ANG MING CHEE**

**General Manager, George Town World Heritage Incorporated**

### **Registration for George Town in the New Normal (Phase 3) to Start in March 2021**

1. Registration for Phase Three of the George Town in the New Normal project conducted by George Town World Heritage Incorporated (GTWHI) will begin on 1 March 2021 and will be closed on 15 April 2021.
2. The project aims to regenerate and assist Penang's cultural heritage sector's transition to the New Normal.
3. A total of 406 applications were received since the project commenced on 8 July 2020. The project has three components - Support Local Business, Heritage Repair and Heritage Video.
4. Heritage building owners and tenants in George Town UNESCO World Heritage Site may apply for the remaining **118 slots** under Heritage Repair, while cultural heritage practitioners in Penang can apply for the remaining **153 slots** for Heritage Video. There is no limit to the number of applications for Support Local Business.
5. The criteria for the three components are as follows:
  - 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, termite 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.
6. GTWHI welcomes qualified and interested applicants to call GTWHI at 04-261 6606 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.
7. Alternatively, GTWHI also welcomes qualified and interested applicants to register online:
- a. [Registration Form \(Malay\)](http://bit.ly/2ABH3jC) (bit.ly/2ABH3jC)
  - b. [Registration Form \(Mandarin\)](http://bit.ly/3f6yCf5) (bit.ly/3f6yCf5)
  - c. [Registration Form \(English\)](http://bit.ly/3iqhu5Z) (bit.ly/3iqhu5Z)
8. For more information, please visit <http://gtwhi.com.my/george-town-new-normal/> or email [info@gtwhi.com.my](mailto:info@gtwhi.com.my).

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### For media enquiries, please contact:

Josephine Jalleh  
Manager, Department of Communications and Collaborations,  
George Town World Heritage Incorporated  
017-446 5366, josephine@gtwhi.com.my  
www.gtwhi.com.my