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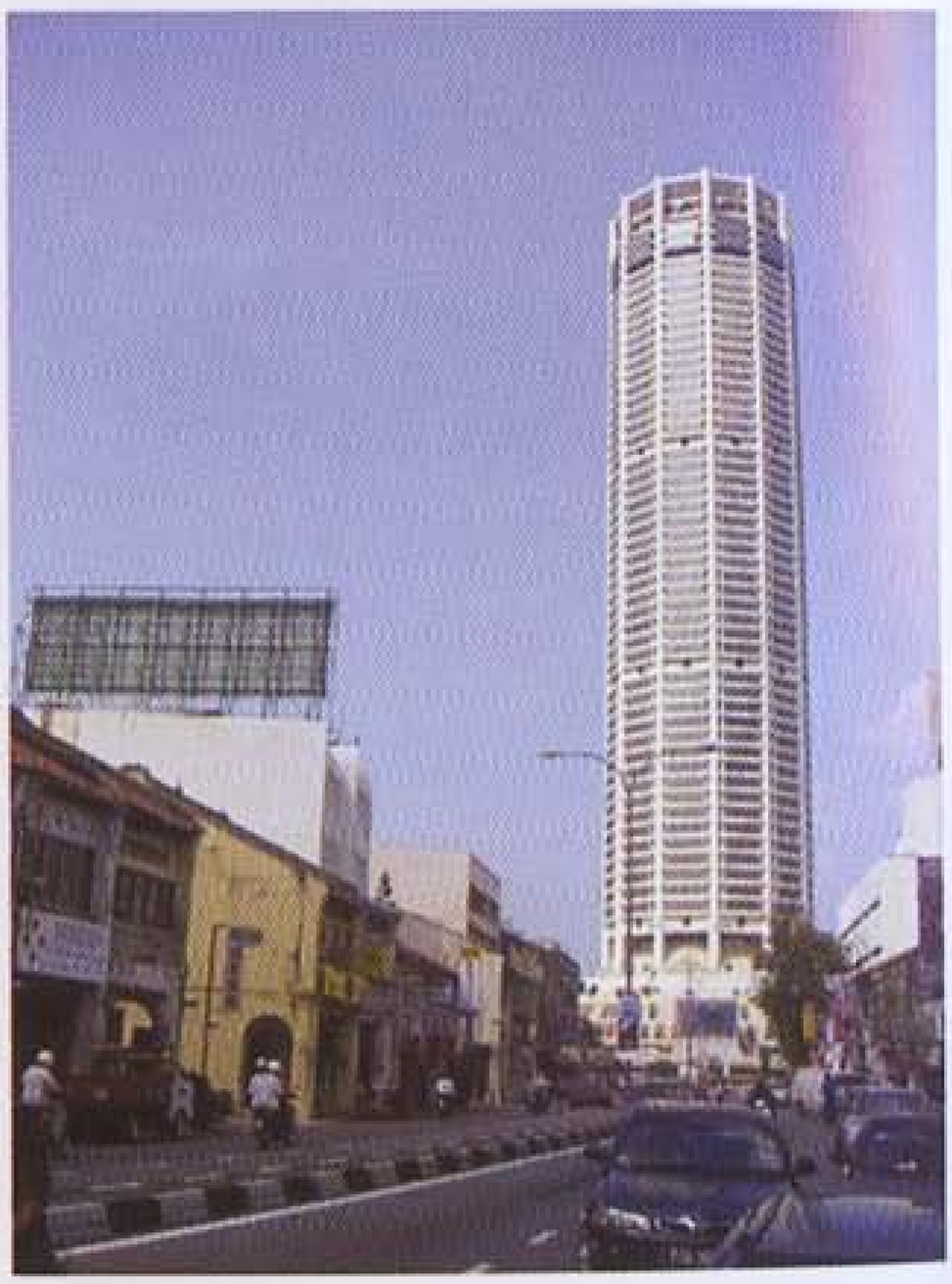
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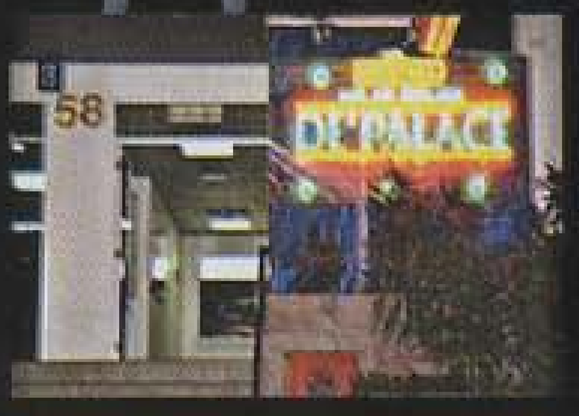
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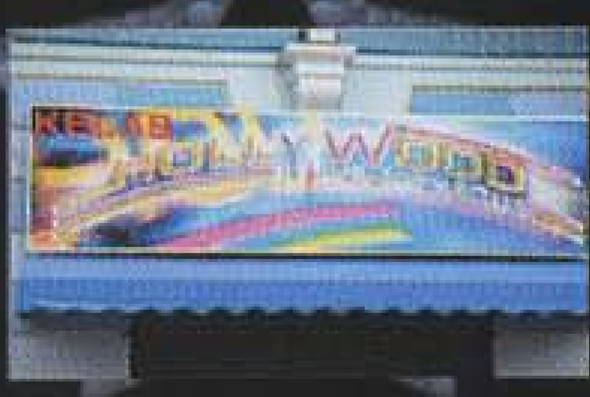
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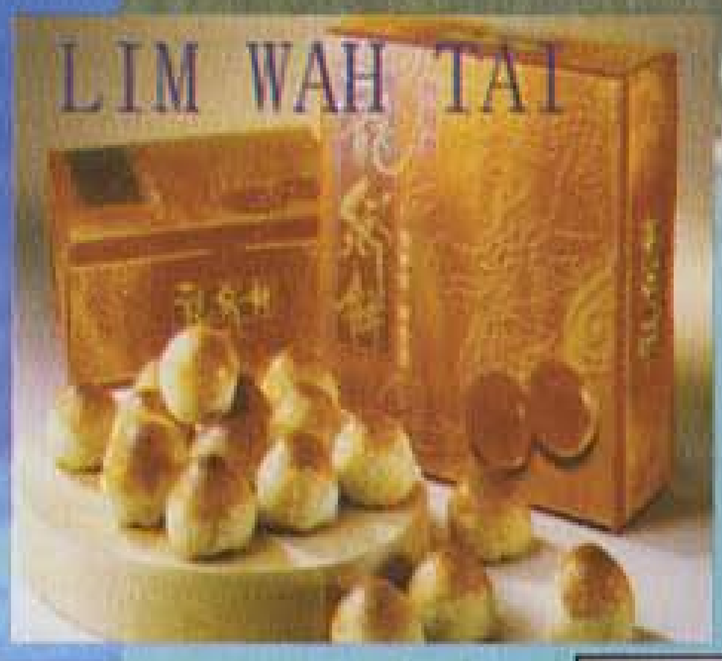
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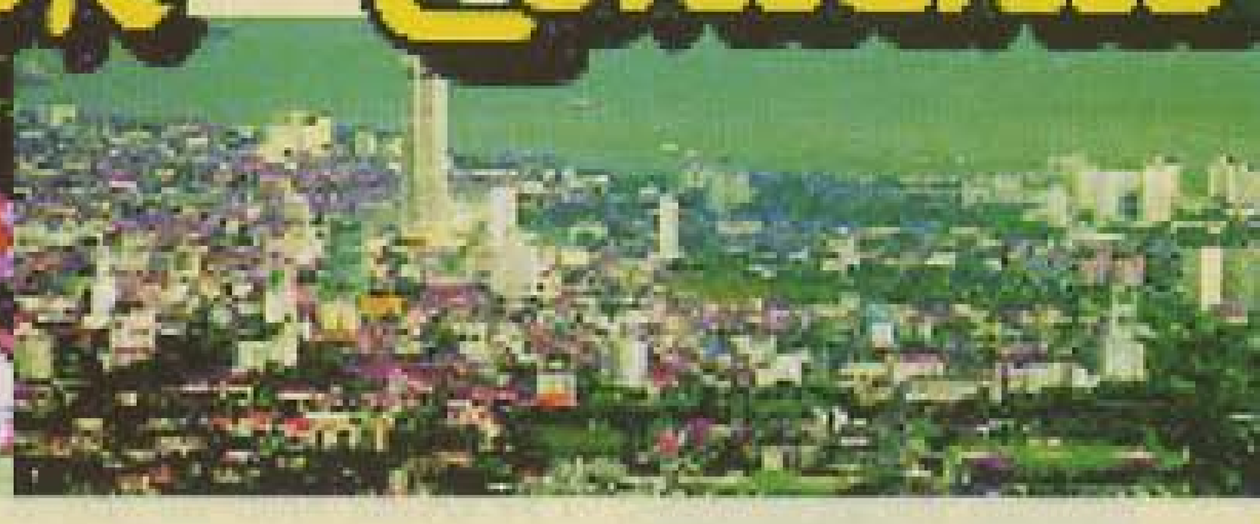


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MESSAGE FROM THE RIGHT HONOURABLE CHIEF MINISTER OF PENANG

I would like to take this opportunity to extend my warmest welcome to all delegates of the Junior Chamber International Asia Pacific Conference Penang (JCI ASPAC 2004).

I am indeed grateful that Penang was chosen as the venue for hosting this prestigious conference for the first time ever, even though it is held for the second time in our beautiful country Malaysia. So, welcome back to Malaysia and I hope that you will take some time off to visit our popular attractions as well as taste our delicious local delicacies.

I would aslo like to extend my deepest gratitude to JCI for giving us the honour to host this immense international event as Penang is trying to endorse itself as a true MICE (Meeting, Incentives, Conventions, Exhibitions) destination. As a MICE destination, the island is well placed and well equipped to become a convention centre of international level events.

Last but not least, I would like to congratulate the organising team and members of the Penang Junior Chamber for successfully making JCI ASPAC PENANG 2004 a dream come true. May all of you have an enjoyable and memorable stay in this Pearl of the Orient.

Thank you.

(TAN SRI DR. KOH TSU KOON)
Chief Minister of Penang



MESSAGE FROM Y.B. TENG CHANG YEOW
PENANG STATE EXCECUTIVE COUNCILLOR
(TOURISM DEVELOPMENT AND ENVIRONMENT)

Penang is filled with hidden jewels and treasures that are waiting to be discovered and enjoyed by domestic and international visitors alike .In this respect I want to congratulated CVP Entertainment Sdn.Bhd for coming out with a new tourist guide book to help visitors unearth the many pleasures and 'must-see' sites in Penang.

I am sure this guidebook will prove to be useful tool for tourists who want hands-on experience in Penang. The different races in Penang offer a rich blend of culture,tradition, custom, and heritage that is unique and colourful. Visitors can glimpse the splendid living heritage in Penang particularly during large scale festivities of the three major races - Malays, Chinese and Indians.

Penang also boasts of several heritage and cultural sites dating back to the early 19th century. I therfore implore visitors to have a close-up look at the clan houses, temples and mosques and learn about their rich history.

Any guidebook on Penang is never complete without mentioning the hawker foods and shopping bargains available here. Visitors can do a walkabout to experience Penang since people here are quite familiar with the English languange.

The Penang State Goverment always welcome efforts and initiatives like this guidebook which further serves to promote tourism in Penang. The updated information on inner city George Town, hotels and resorts, heritages sites, foods, and shopping, will indeed be a valuable guide for visitors.

Lastly, may I convey my appreciation to the publisher, CVP Entertainment Sdn.Bhd, the advertisers, and all others who have contributed to the publication of this guidebook.

Thank you,

(TENG CHANG YEOW)



MESSAGE FROM
MANAGING DIRECTOR OF CVP ENTERTAINMENT SDN.BHD,
MR. FRANCO TAN CHUN YEH,PJM

Firstly, I would like to welcome all fellow Jaycees members to Penang, the Pearl of The Orient.It is rich with wonderful cultural and religion.You will simply see different of races who speak different of languages living harmorniously here.Besides that,Penang is also well known for its hawker food such as Penang's laksa,ais kacang,satay, roti canai and many more.So do not hesitate to spend some time trying out besides visiting Penang. Futhermore,with having this conference ,Penang will realise it dream as a true MICE (Meeting,Incentives,Conventions,Exhibitions) destination.

I would like to thank the Penang Goverment and Penang Junior Chamber for giving us the opportunity to compile and publish this tourist guidebook. We really appreciate the chance and support given from you to us in order to make this guidebook a successful one.I would also like to express my deepest gratitude to all our exclusive business partners for co-operating hand in hand with us to offer great promotions, which makes this guidebook more interesting. Without your co-operation and support, this guidebook would be dull as a picture with out colour.

Besides that,our dedicated committees of this <Guide Book> had to sacrifice their freedom and time, with just one mission, that is, to carry out their undertaken promises for this meaningful < Guide Book >. Although much time every individual committee has poured, they carried and completed their duties as given. With that,I would like to express my appreciation to each and every committee for their endless contribution.

I hope that this guidebook will serve its purpose efficiently to enable fellow tourists to get a better view of Penang's way of life.

Thank you.

(FRANCO TAN CHUN YEH)

CVP ENTERTAINMENT

Introduction 介紹

PENANG – A Real MICE Destination

Penang, the only island state of Malaysia is situated along the north-western coast of the peninsula. Much more significant however, is its strategic location in South East Asia. Its central position makes it an ideal destination for 'coming together', a logical choice for meetings.

By air, it is only hours away from the major cities in South East Asia and the waters surrounding the island of only 285 kilometers is visited by vessels from all nations.

Penang has relentlessly pursed the goal of becoming the region's pre-eminent centre for tourism and trade. Today, that vision is realized and it is expanding its boundaries into making Penang a centre for meetings, incentive, convention and exhibition, a realistic goal achievable because of its median advantage.

Malaysia for the past eight years has achieved excellent economic growth and its vision of becoming a fully developed nation by the year 2020 is clearly within reach.

Such growth has turned Penang into the crossroad for international trade. Foreign investments and a healthy influx of tourist have placed Penang on the world map. The state government is constantly raising its communication and infrastructure standards and is placing particular emphasis on increasing MICE facilities.

Surprisingly, such modernities do not eclipse Penang's unique heritage and culture, which continue to flourish. It is this old world charm set as a backdrop against Penang's development as a modern city that makes it a particularly attractive destination for MICE planners.

What is

Junior Chamber

Junior Chamber a world wide leadership development organization, also known as "The Jaycees", representing nearly half-a-million members between the ages of 18 and 40 in more than 125 countries. A truly diverse organization of young people, Junior Chamberis made up primarily of professionals and business people who are active in 9,000 communities around the world.

Training, individual development, community involvement, and international cooperation are just some of Junior Chamber's priorities.

Junior Chamber Malaysia has served communities for nearly 50 years, and more than a million members worldwide have gone through our ranks. Of these, in Malaysia alone, about 2,000 active senior members mentor younger members and offer assistance and advice when needed.

The VISION

"From within the walls of the soul of this organization wherein the foundation of character and good citizenship are laid , I hope a message will come in the sometime of tomorrow that will stir the people toward the establishment of a permanent and everlasting world peace".

Our MISSION

The Mission of Junior Chamber is to contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills , social responsibility , entrepreneurship and fellowship necessary to create positive change .

Areas of Opportunities:

Business **Individual** **Management** **Community** **Internationa**







What is ASPAC

The Asia Pacific Conference (ASPAC) is an annual international event of Junior Chamber International that provides the platform for approximately 5,000-8,000 members to learn , share and discuss ideas and development of Junior Chamber movements .

The purpose of JCI ASPAC

- **To promote the beliefs of Junior Chamber and fulfil the purpose of the Organization .**
- **To conduct seminars , workshops and group discussions that has specific objectives to meet the needs of members .**
- **To educate delegates in the aims , objectives and activities of Junior Chamber .**
- **To consider , plans for future activities and submit them to JCI Board of Directors .**
- **To adopt the Area programme , if appropriate .**
- **To review the development of participating Jaycee National Organizations , procedures and techniques designed to develop and strengthen the organization .**

Penang – Gateway to ASEAN Countries

Penang has relentlessly pursued the goal of becoming the region's preminent center for tourism and trade . Today , that vision is realized and it is expanding its boundaries into making Penang a center for Meetings , Incentives , Conventions and Exhibitions (MICE) , a realistic goal achievable because of its median advantage .

What People have to say about Junior Chamber

"I am confident that you will succeed in your quest to do something more for the society as whole even as you build the fellowship amongst in your chapter. Today our nation is making great efforts to overcome the problems and tribulations confronting people all over the world. Malaysian from all walks of life are united to meet the challenges that confront us. The Jaycees will also faithfully play their role in the national progress."

Tun Dato'Seri Dr.Lim Chong Eu, Former Chief Minister of Penang Charter President Penang Junior Chamber 1955



Our lives are a continuing journey. The leadership skills I have learnt from Junior Chamber has enabled me to manage and build the Sabah Library organization or the past 25 years and now I am still applying all these skills in the management of the Sandakan Murticipal Council.

Datuk Dayang Adeline Leong, President Majlis Perbandaran Sandakan Past JCI Executives Vice President 1987



I am a member of Junior Chamber since 1957 and remember how I had grown from an ordinary member to a continous supporter of Junior Chamber movements. As the founder of Crocodile Group of Companies, I have been the Corporate Patron of Junior Chamber Malaysia for many years and I have already set up a Foundation to support this wonderful organitions in the long run. The reason is that we all believe that Earth's great treasure lies in human personality and that service to humanity is the best work of life.

Dato Tan Hian Tsin, Chairman Crocodile International Pte.Ltd.



Useful Information
有用资料



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Information & General Enquiries	102	
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Police & Ambulance	999	
Fire Brigade	994	
Civil Defense	991	
General Hospital	2293333	
St. John Ambulance Malaysia	8285972	8293334
Malaysian Red Cresent Society	8275678	

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Indonesia	227 4686	227 5887
Japan	226 8222	226 8222
Sri Lanka	261 3093	262 6620
Thailand	226 8029	226 3121

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Penang Tourist Center	261 6663
Penang Tourist Guide Association	261 4461
Penang Cultural Center	885 1175

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COME HOME TO

PENANG

Where Charm Entices You

Penang beckons with a host of sights, delicious cuisines and hawker delights.

She charms with a magical combination of warm hospitality, priceless heritage, architectural delights and historical footprints.

Away from the city and immerse into the nature, discover the gorgeous flora and fauna from rich rainforest and pristine beaches.

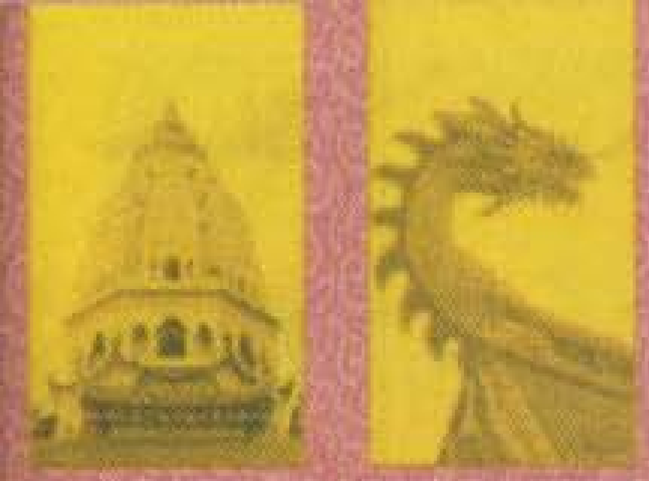
Shopping is a paradise with a vast array of shopping complexes, nooks and corners within the city and along the beach resorts.

Last but not least, entertainment is found in the most unexpected places with diverse cultural events.

We call it home. You'll call it paradise.

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Website: www.tourismpenang.gov.my



东南亚第一名刹



KEK LOK SI TEMPLE

極樂寺

檳城鶴山

ケロッシ寺

檳城鶴山極樂寺,建寺於1891年,是馬來西亞規模最宏偉的佛教叢林寶刹,以万佛寶塔,觀世音菩薩聖像等十大景點名聞東南亞,是馬來西亞首屈一指的名勝地

Since 1891, Kek Lok Si Temple is known as the jewel in the crown of heritage temples in Malaysia, and has been identified as one of the largest and finest temple complexes in South-east Asia.

檳城鶴山

極樂寺

極樂寺 KEK LOK SI TEMPLE ケロツシ寺



三大士聖像

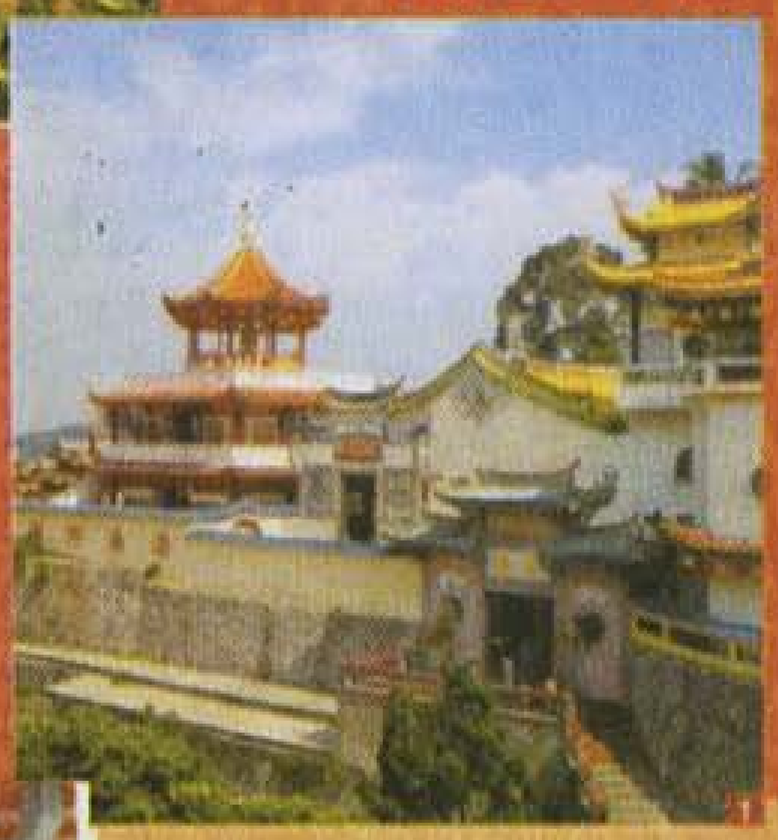


五方佛



海天佛地

無量壽塔



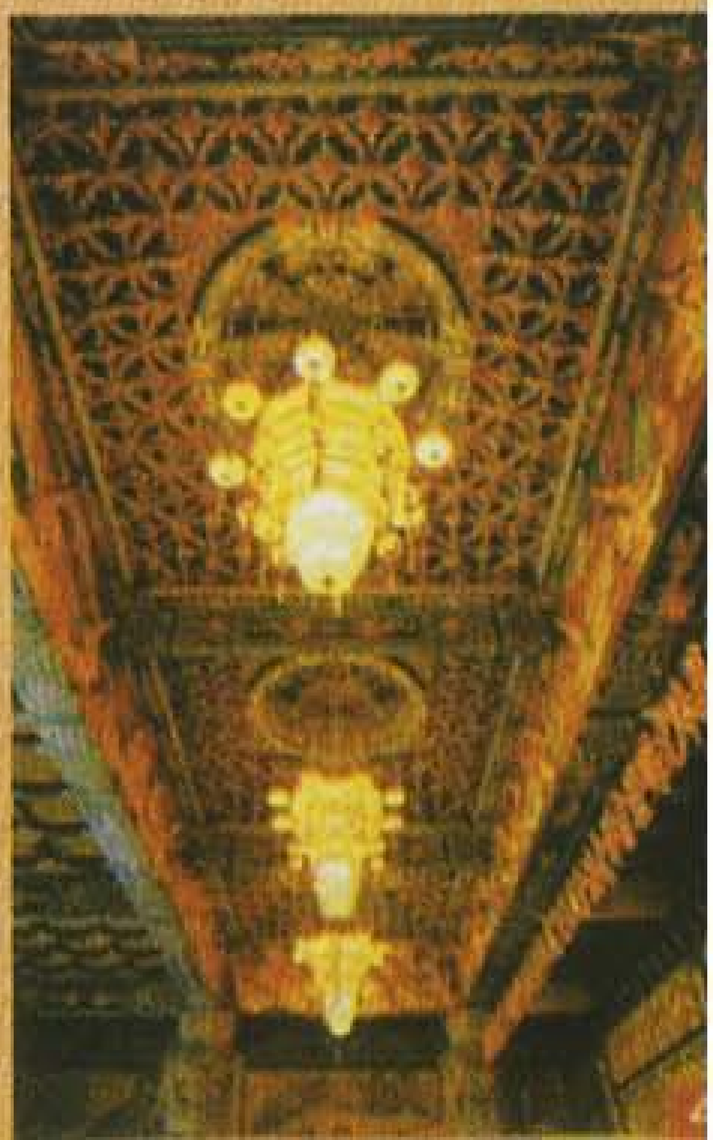


大雄寶殿



接引大佛

藻井



刻石



Tropical Fruit Farm



Tropical Fruit Farm which is situated at about 800 ft above sea level on the hilly terrain of Teluk Bahang.The orchard covers 25 acres and it was developed back in 1993.





The orchard also prepares light snacks,juices and a hefty BBQ buffet spread on the weekends and public holidays.They offer over 250 types of tropical and sub-tropical fruits to tantalize your taste buds.

18 Miles Stone,Jalan Teluk Bahang,11500 Penang.

Tel:04-866 5168 Fax : 04-866 5170

Sight seeing 观光景点精华 観光 관광

Snake Temple 蛇庙



Built in 1850, it is dedicated to the deity Chor Soo Kung and famed for the pit vipers that coil around altars, pillars & potted plants which are harmless is located at Bayan Lepas.

Penang Bird Park 飞禽公园



The 5-acre Penang Bird Park has an excellent collection of local and foreign bird species is located at Seberang Jaya.

St. George's Church 圣佐治教堂



St. George's church which is the oldest Anglican church in South East Asia is located at Lebuh Farquhar.Modelled after a church in Madras,India, it is one of the oldest landmarks on the island.

Kapitan Keling Mosque 甲必丹回教堂



Kapitan Keling Mosque is located at Jalan Masjid Kapitan Keling and is the oldest mosques in Penang.It is crowned by distinctive yellow domes and has influences of Moorish architecture.

Fort Cornwallis 福康活丽堡



The star-shaped Fort Cornwallis located at Lebuh Light is the spot where Captain Francis Light, the founder of Penang landed in 1786, making it one of Penang's oldest sight.

Penang Hill 升旗山



Rising over 800 metres above sea level, Penang Hill provides a cool retreat and a good view over the island is located at Air Itam after a half hour ride by cable train or six kilometre hike.

Sight seeing 观光景点精华 觀光 관광

Botanical Garden 植物园



The 72 acre Botanical Garden are famous for their flora and Long-tailed Macaque monkeys which roam freely.

Butterfly Farm 蝴蝶公园



Butterfly farm is located at Teluk Bahang. It is the world's first live tropical butterfly santuary features a nature park & the museum of Asia artifacts.

Reptile Park 迷你动物园



Bukit Jambul Orchid, Hibiscus & Reptile Garden is located at Bukit Jambul whereby besides plants, visitors can also new excotic reptiles.

Kuan Ying Teng 观音亭



Kuan Yin Teng or known as Goddess of Mercy Temple is located at Jalan Masjid Kapitan Keling.It is built to honour the goddess Kuan Yin.

Maha Mariamman Temple 印度庙



The entrance sculpture to this Maha Mariamman is made up of 38 statues of gods & goddesses and 4 swans is located at Lebuh Queen.

Khoo Kongsi 邱公司



Khoo kongsi is located at Lebuh Cannon. It is one of the most impressive buildings of historical & cultural value in the country.

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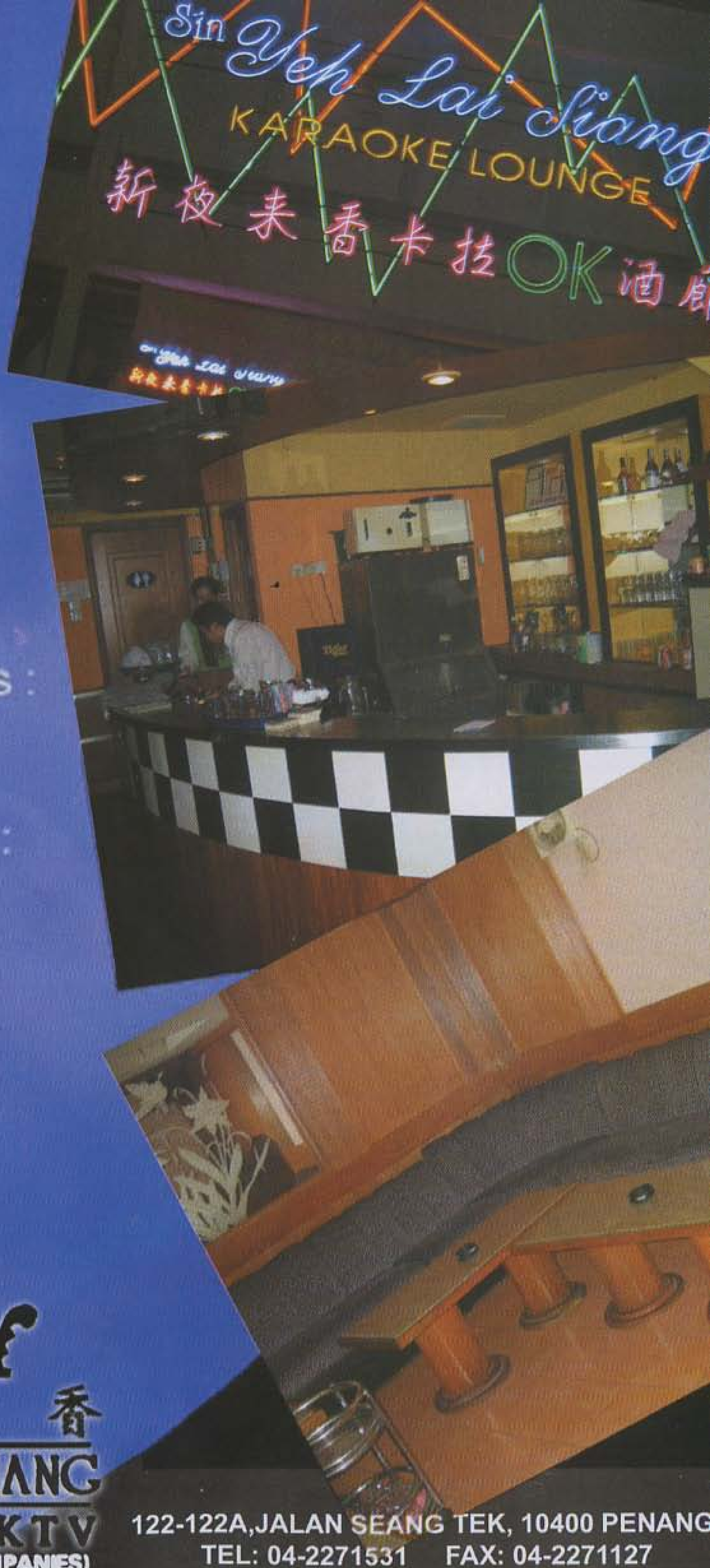
(Opposite Shangri-la Hotel)

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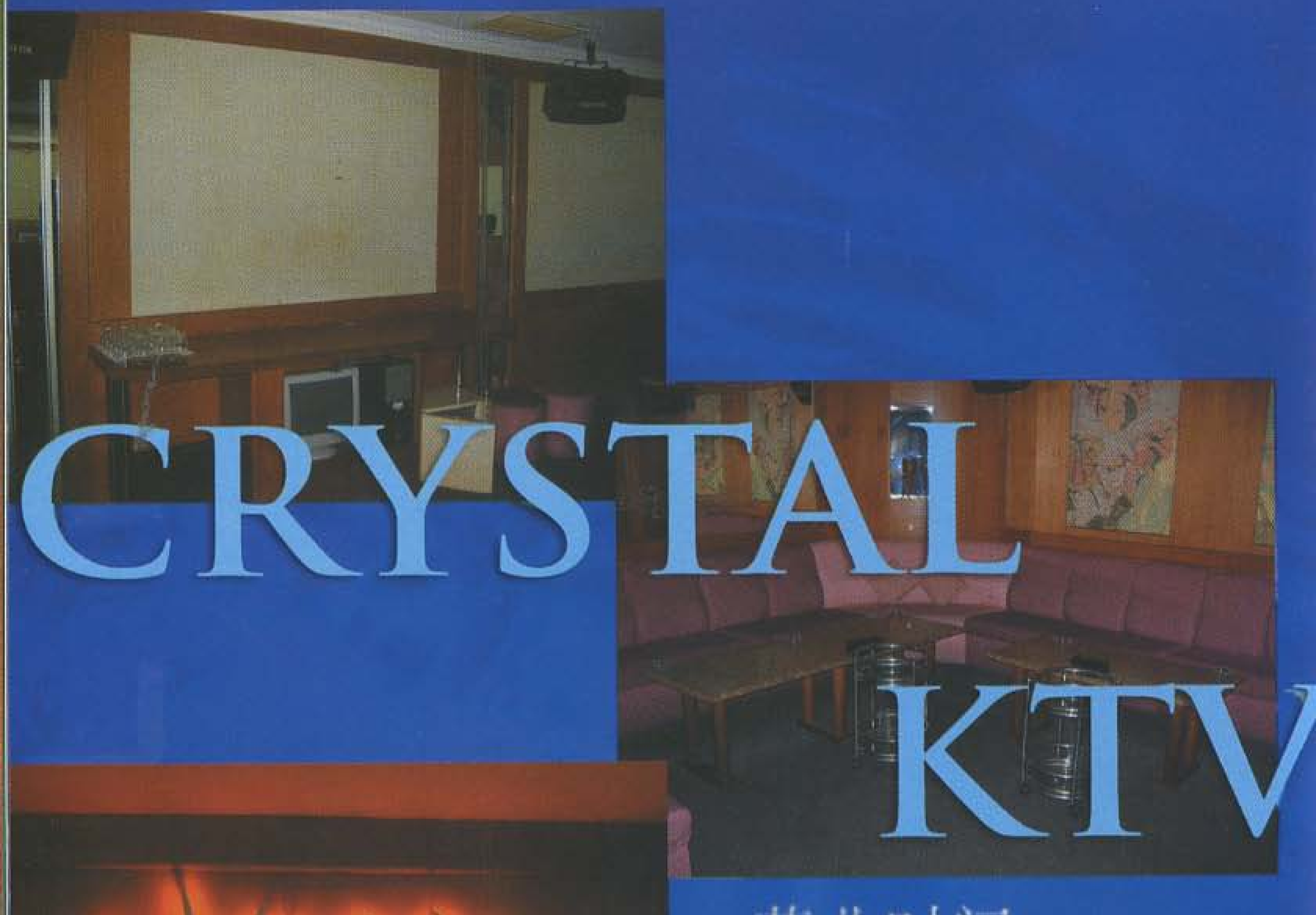
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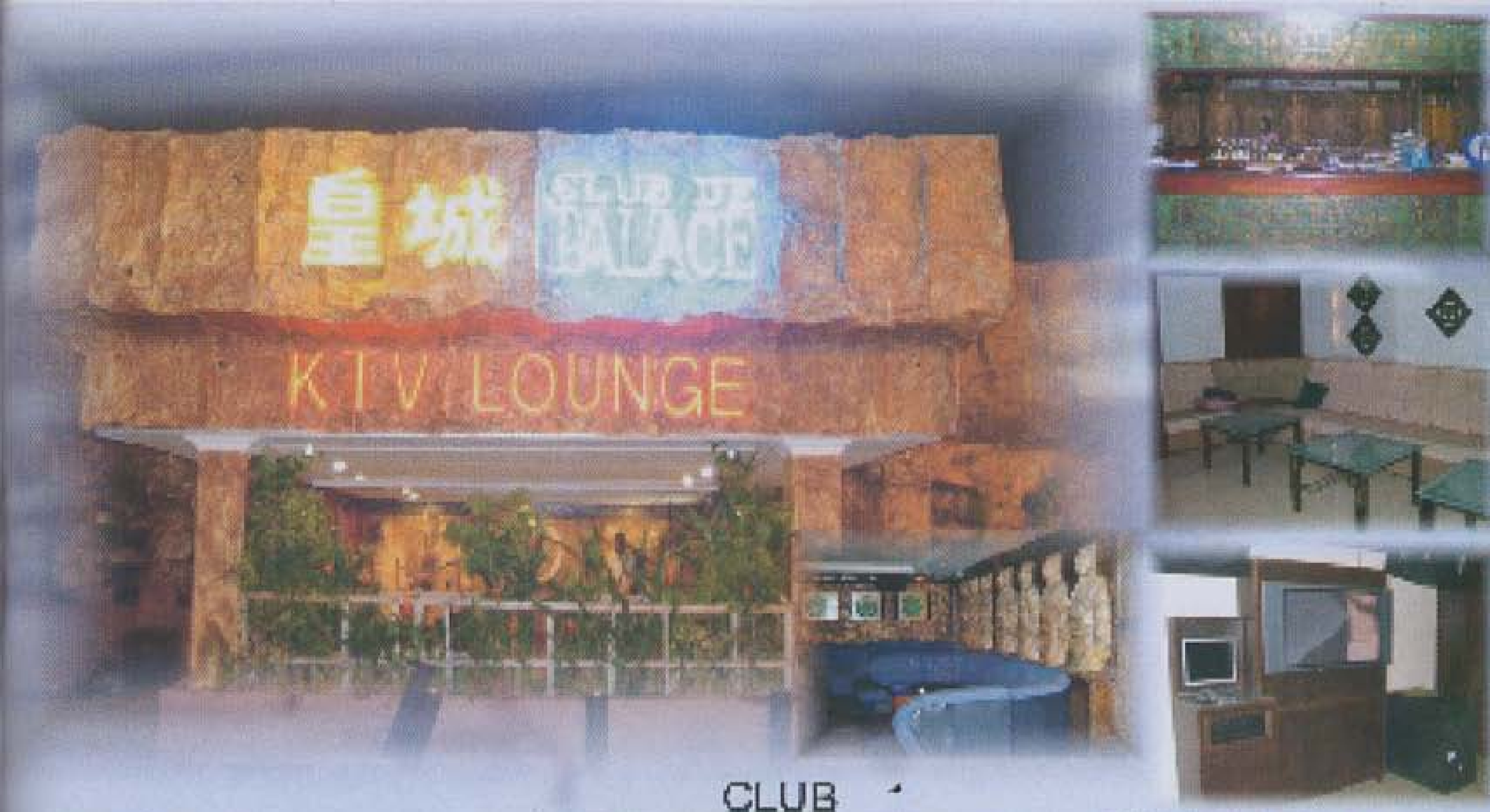
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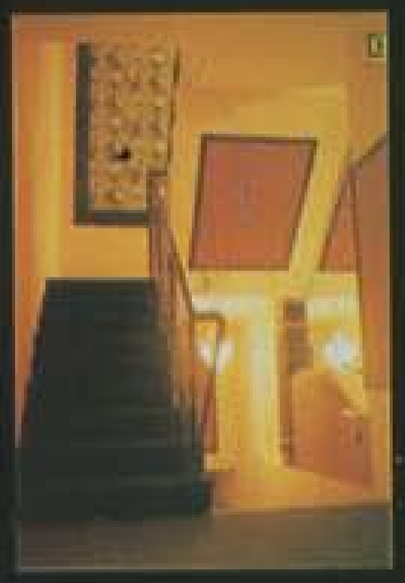
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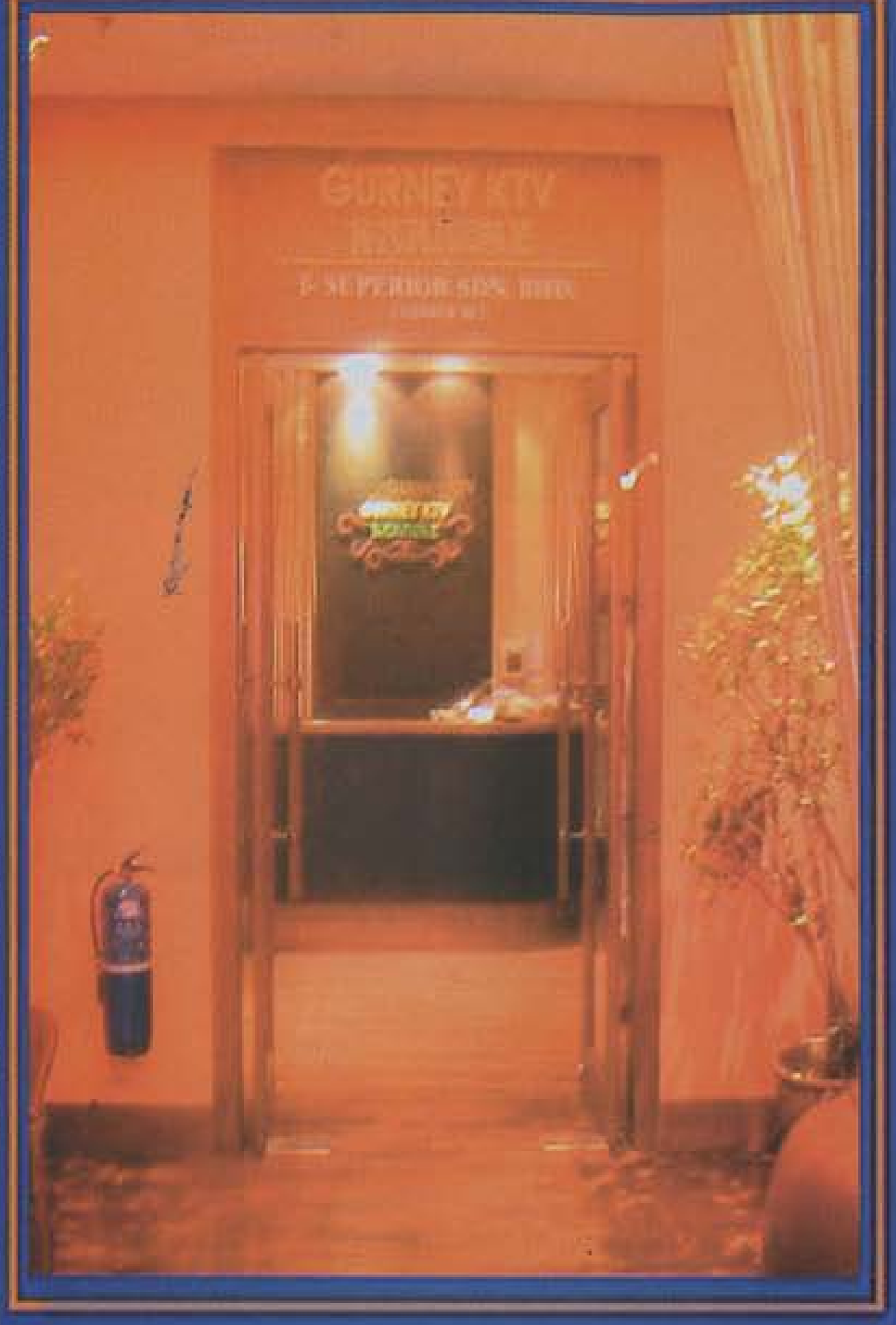
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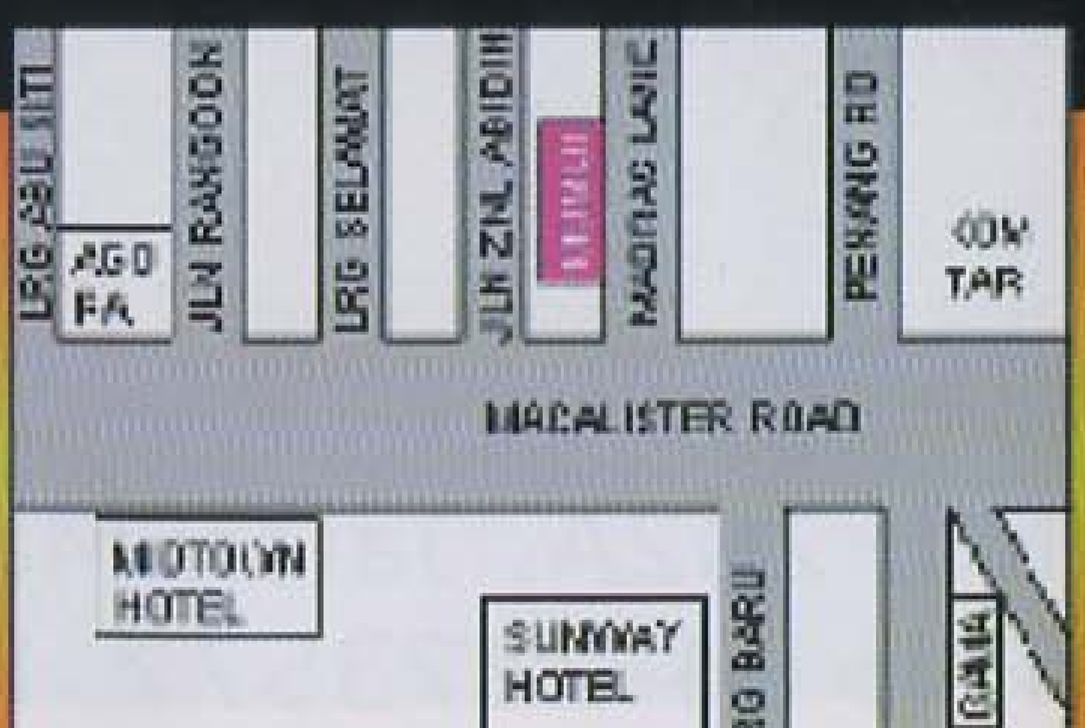
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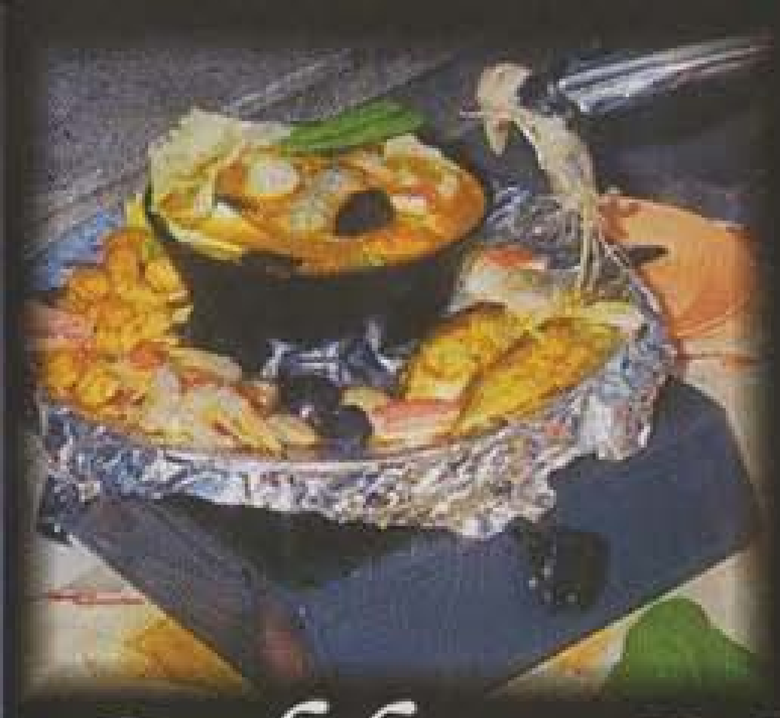
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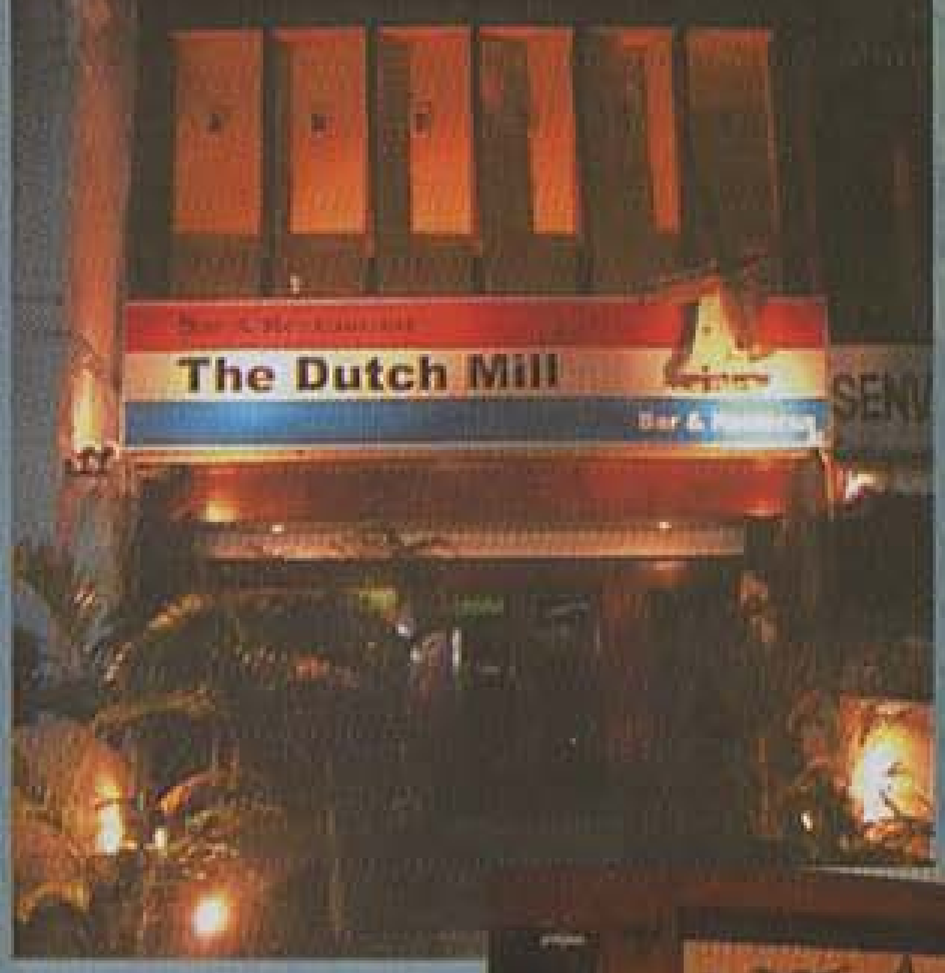
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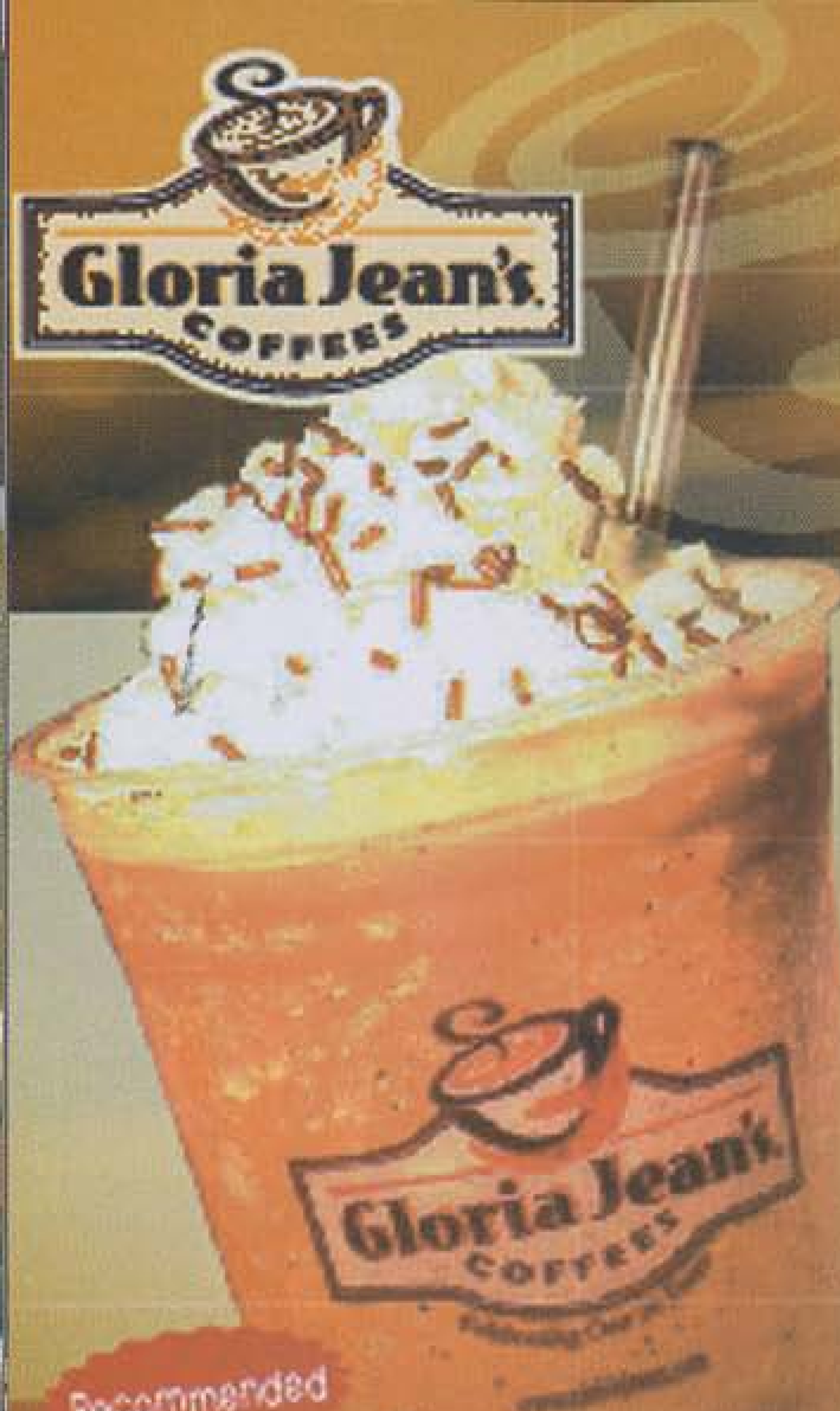
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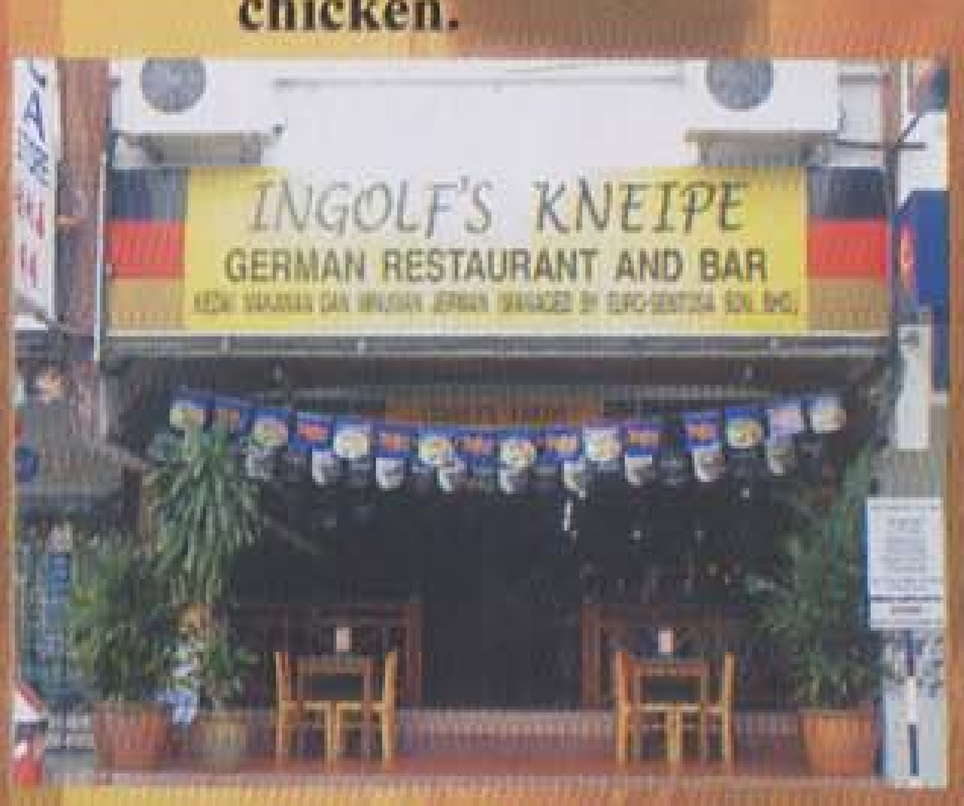
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Malaysian Batik is the best in the world and is created by four methods and our product is made by hand drawn method. It's the process of making batik by using a special pen called "Chanting" thats make outlines of wax before painting it with brush and a dye. Because of the hand made nature of our product, each piece is an individual work of art.

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Craft Batik





1. The printing process begins by "stamping" the desired motif repeatedly on the material with molten wax by means of a metal block. The wax "blocks out" the areas of the fabric to be retained white or for the colours of the consequitive prints while the exposed areas will be dyed with the first colour applied.



2. The process is repeated with the second colour and continues to a maximum of four colours. On each occasion, molten wax is used to "block out" the areas which the dyed colour is to be retained. Cracks are made in the waxed material to create the unique batik textures before dyeing the final colour.



3. After each "stamping" process, the cloth is immersed in a troughful of dye which colours the exposed areas not blocked out by molten wax. This process is repeated several times until the desired designis achieved.



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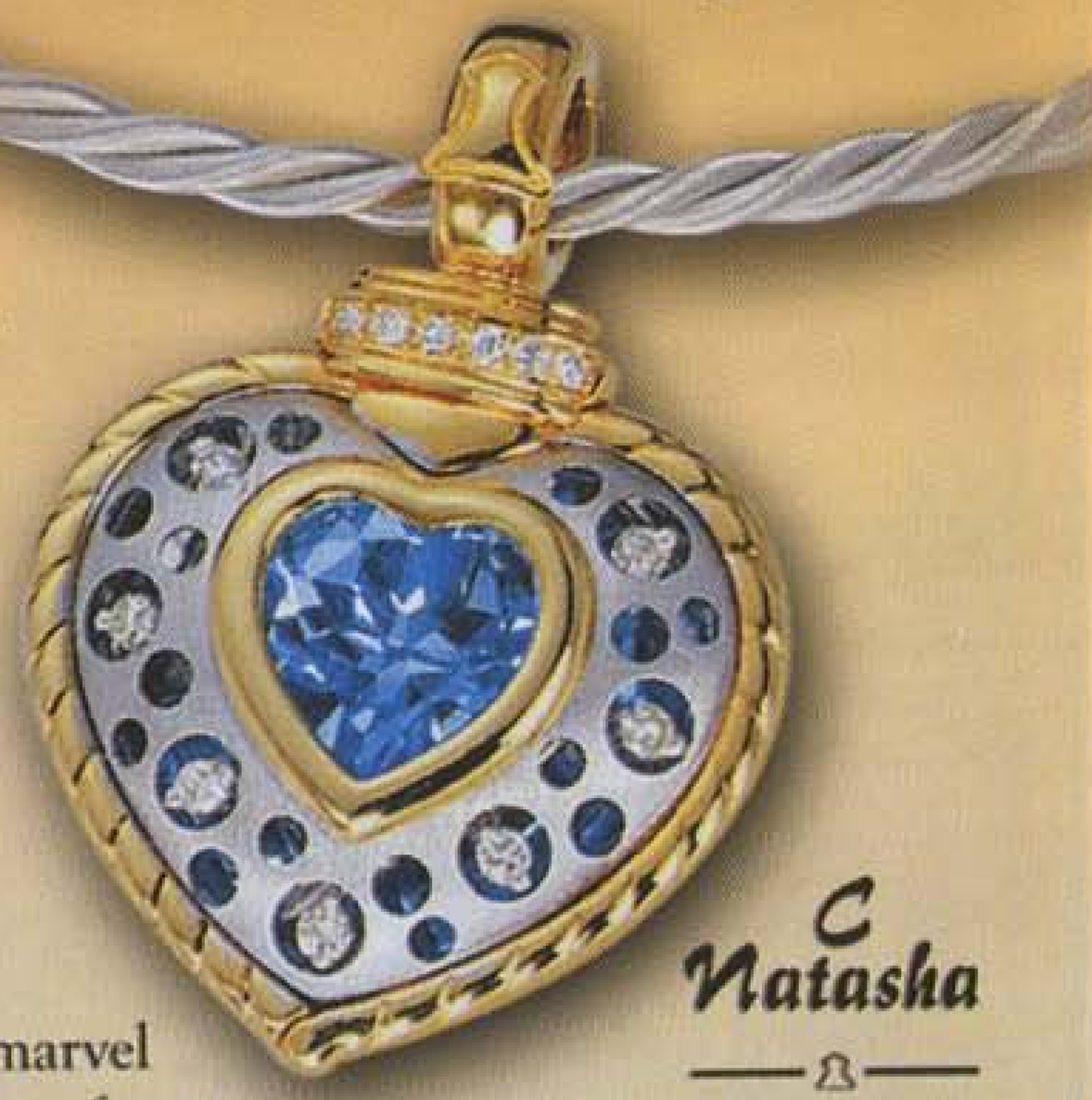
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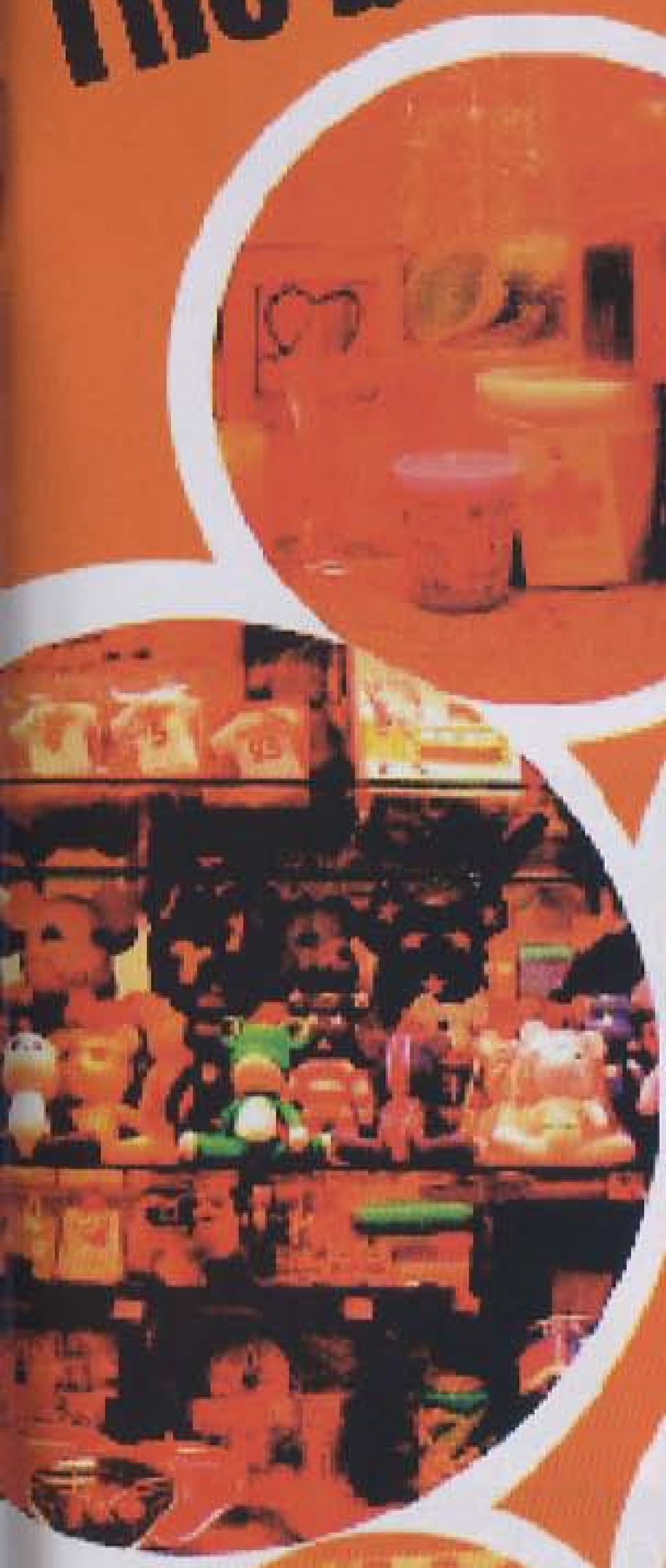
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Island Plaza, the ideal one stop destination shopping centre is filled with shops offering an array of fashion ranging, from women's clothes and accessories to men's and children's wear covering sports attire, casual and office wear, dinner suits, maternity clothes and lingerie. Look no further than here if you are aiming to have a great dining experience as we have food outlets serving from all kinds of local food to Western food, Pizzas and lifestyle cafes and even a tea house. Eye specialists, hair dressers, slimming centre, gym, massage and facial specialists, photo shop, convenience store, jewellery shops, toy outlets, and all kinds of household products and furniture can be found here. Others include watch, handphone and video shops, florists, bookshop, car wash, cinema, pharmacy and a supermarket.

Island Plaza with a host of other strengths such as beautiful designs and decorations, attractive landscaping, professional cleaning services, friendly and ever-helpful customer relation assistance, ATM machine, money changer and Muslim prayer room is undoubtedly the Treasure of Shopping. As the saying goes, "a picture is worth a thousand words" so come and be a part of the class above the rest and experience for yourself, the wonders of shopping at Island Plaza!



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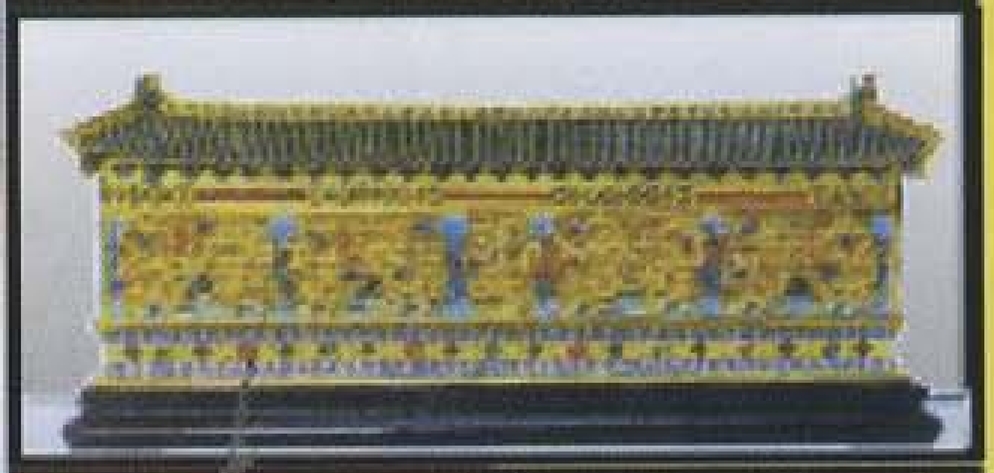
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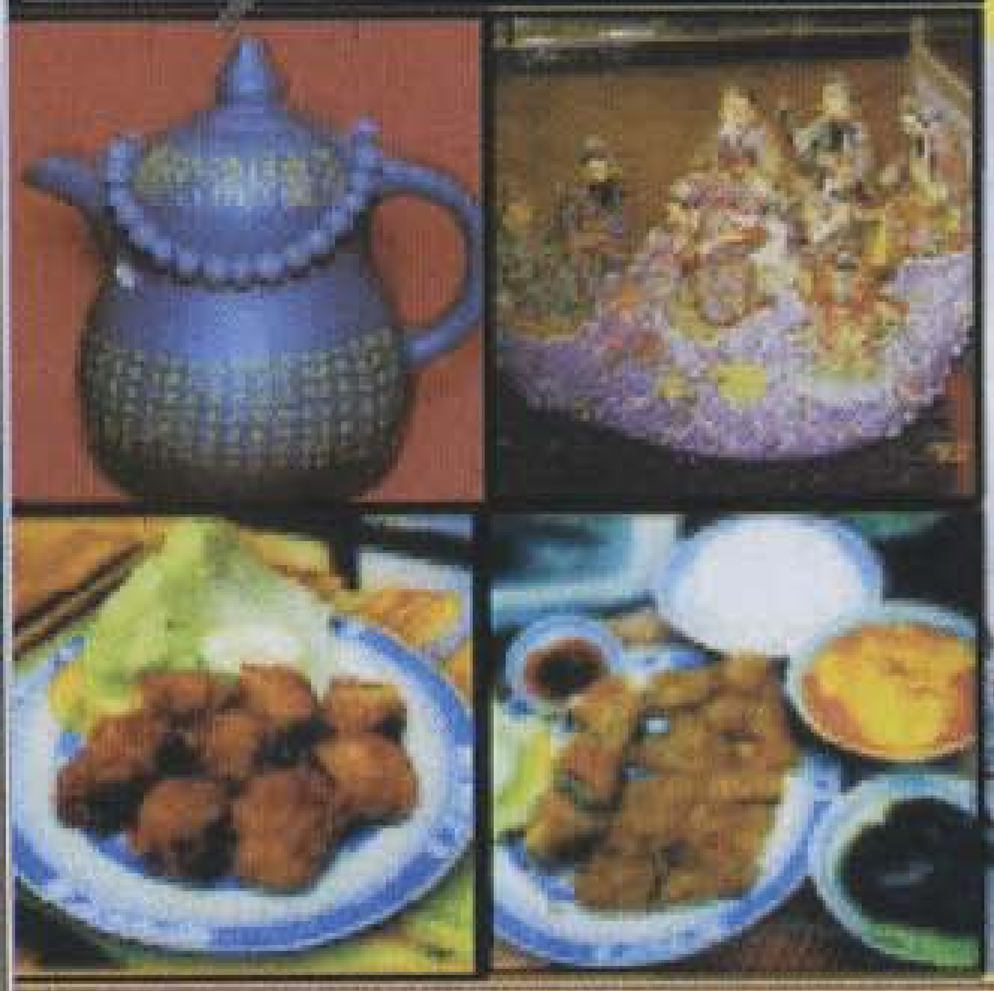
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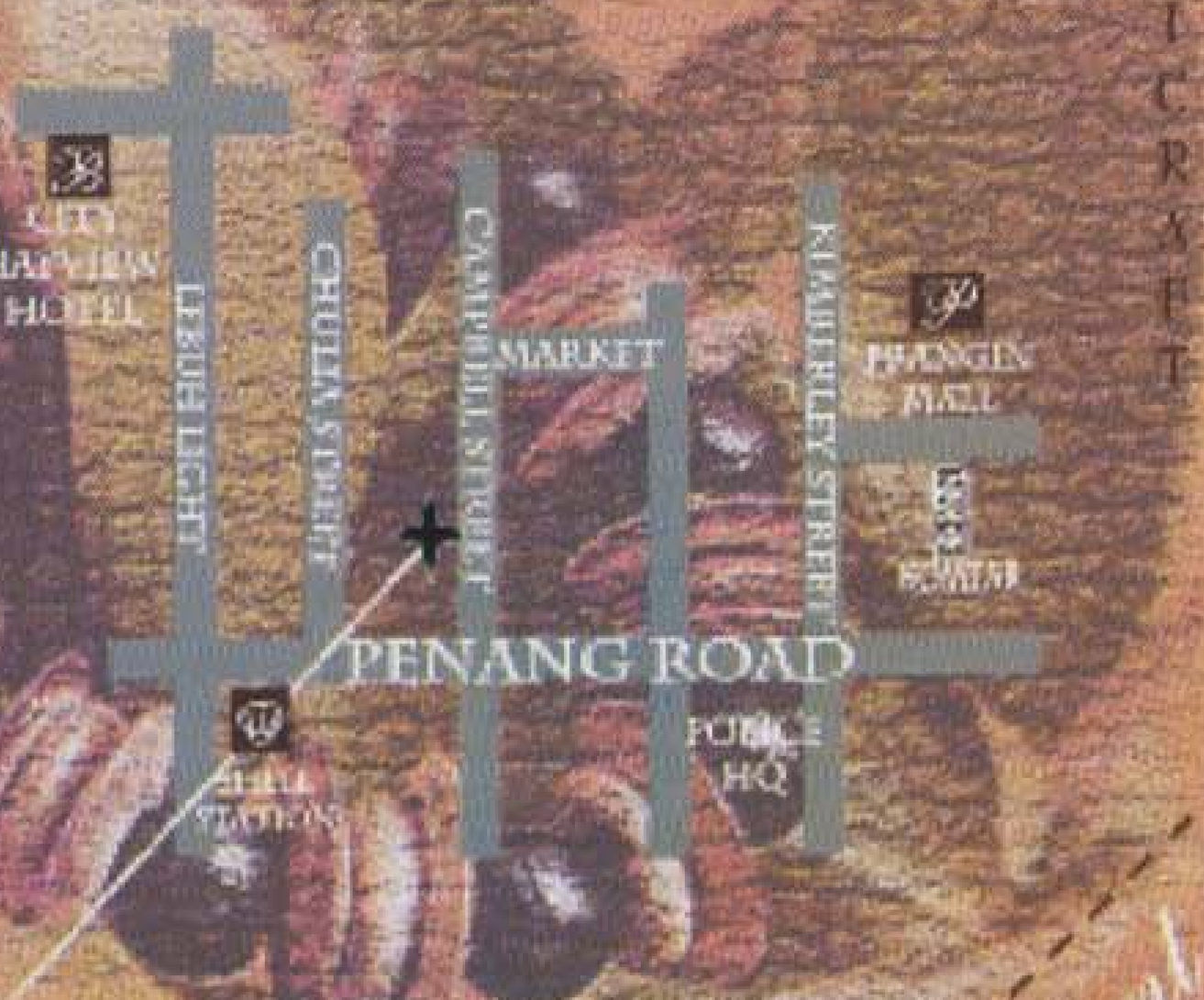
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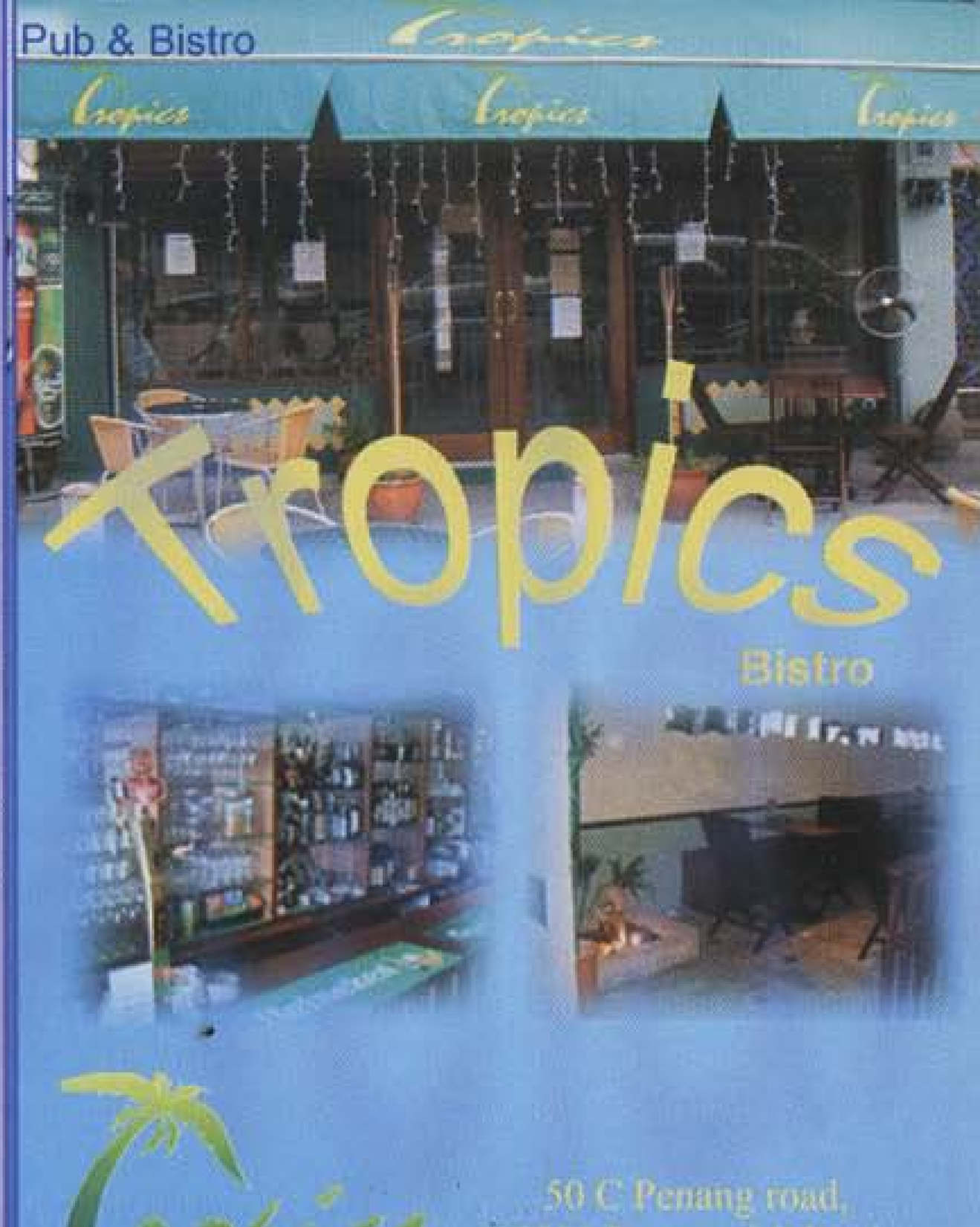
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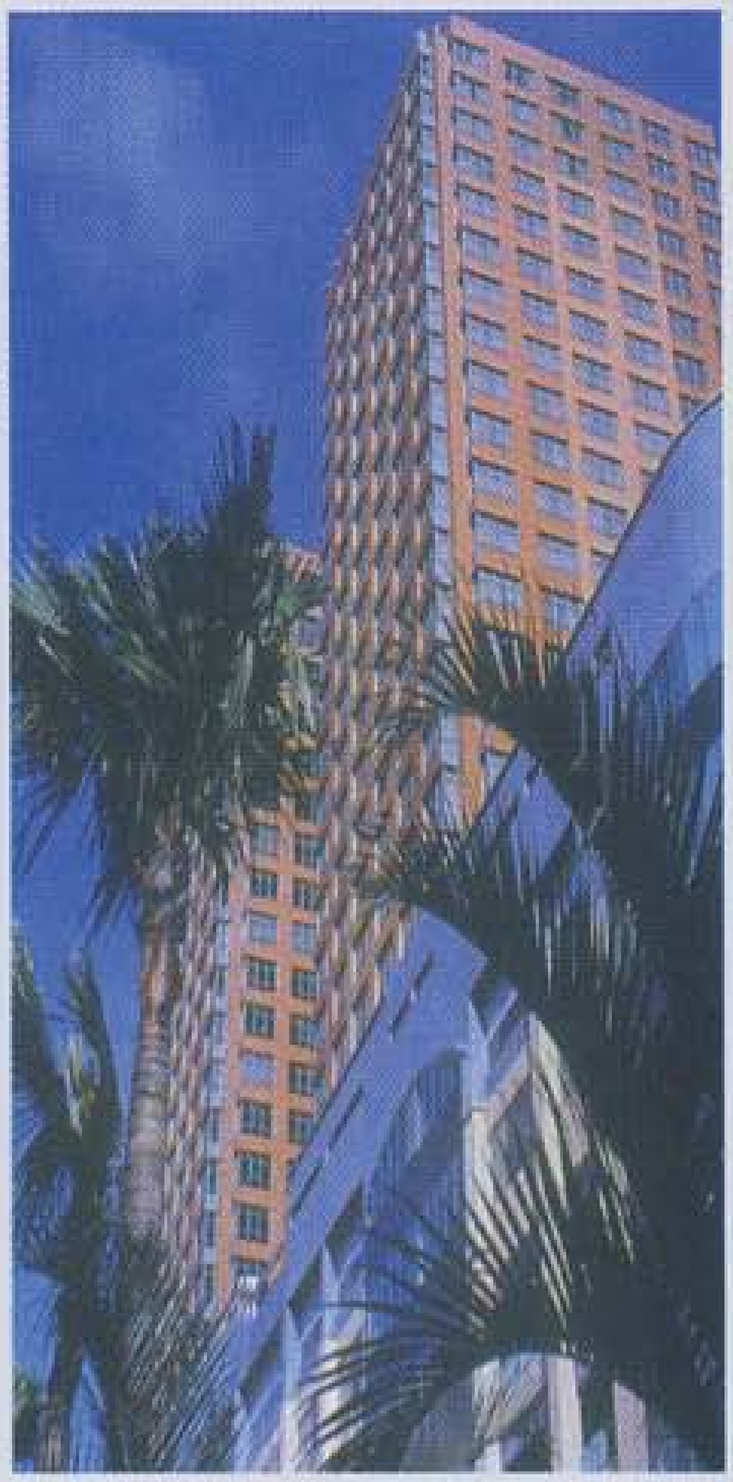
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in the ♥ of Batu Ferringhi

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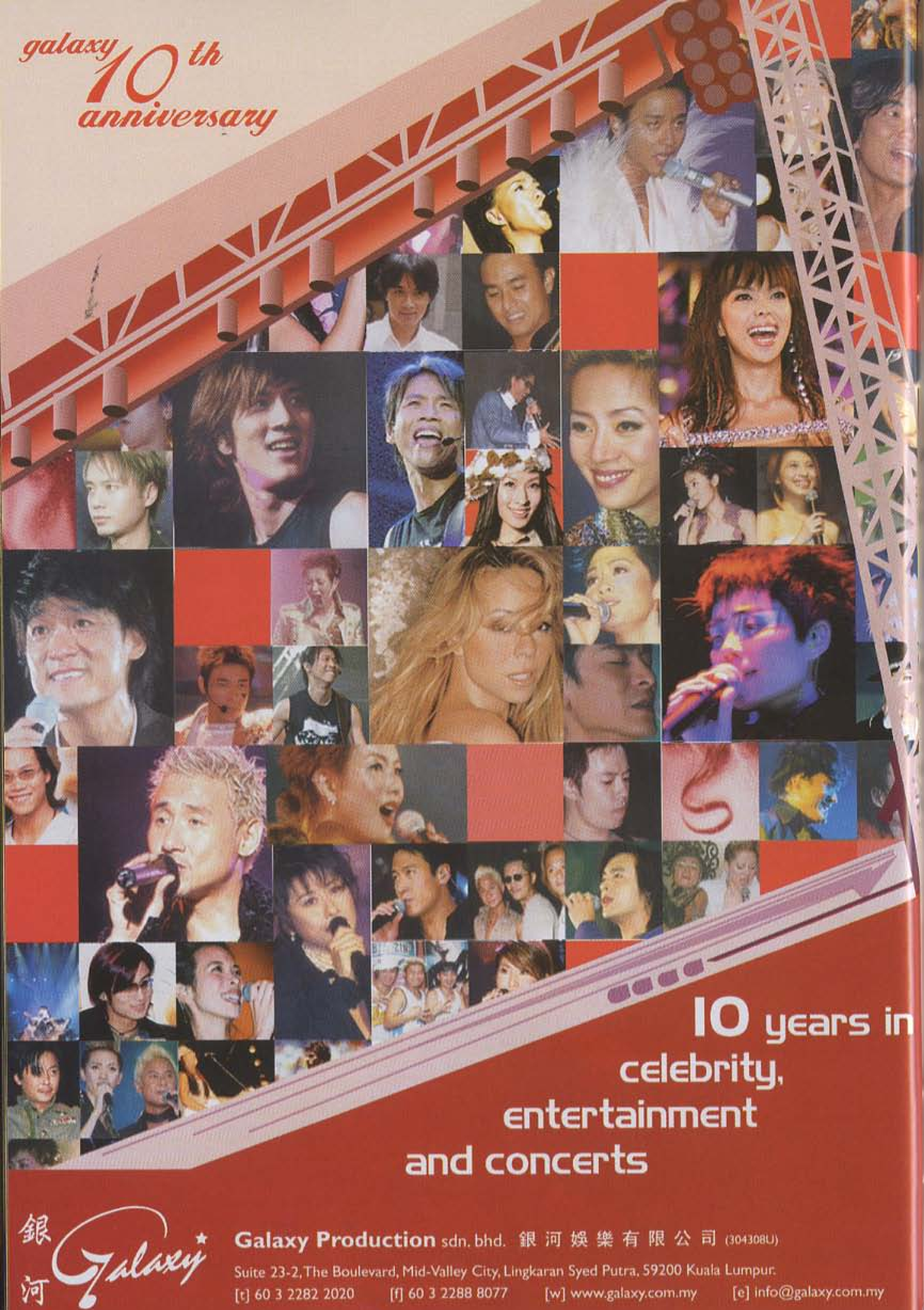
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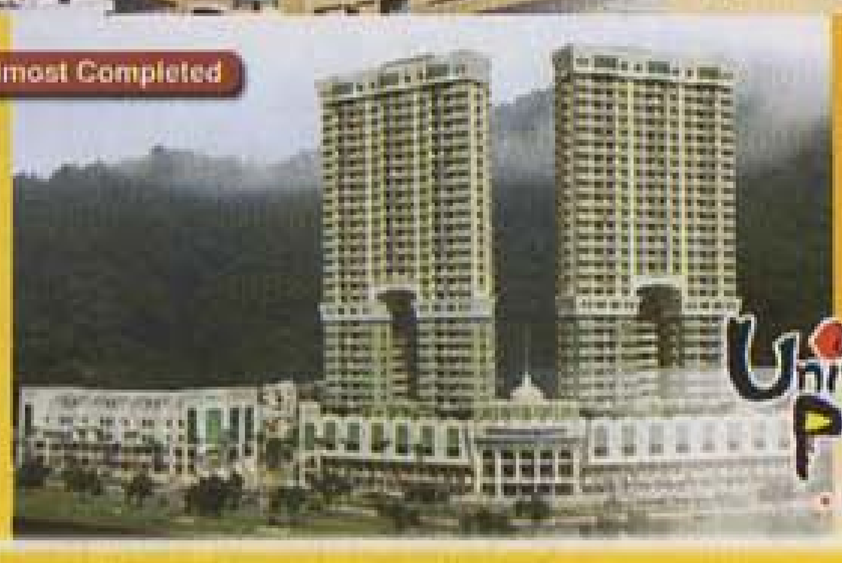
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- 2004 JCI ASPAC COC.
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- Advertisers and all those who have in one way or another who had contributed to the success of the <Guide Book>.
- With an added apology for being unable to acknowledge those Companies/Individuals who gave their confirmation late due to insufficient printing time.

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