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By Dato' Mohamad Anil Shah Chairman, Crime Consciousness & Public Safety Society (CCPSS), Penang.

Comm Dato' Sahabudin Bin Abd Manan was appointed as the Penang Chief Police Officer in March 2020, in the midst of the Covid-19 pandemic, but this did not faze him at all. Instead, the 56-year-old took it in his stride and vowed to bring the Penang contingent to greater heights.

Comm Sahabudin has been in the police force for 30 years and was previously the Bukit Aman Logistics and Technology Department deputy director from 2018 to 2020. Prior to being promoted to Bukit Aman, he served for more than a year as the Deputy Chief Police Officer of Kedah.

"I hope we can all work together to provide the best quality of service to the people and I will make sure everything is done according to the SOP," he said on his first day as Penang Chief Police Officer.

Comm Sahabudin kept to his promise. He led his team through the Movement Control Order (MCO) twice and at various points in time, through Enhanced Movement Control Order

Comm Dato' Sahabudin Bin Abd Manan



#### 66 I hope we can all work together to provide the best quality of service to the people...







(EMCO), Recovery Movement Control Order (RMCO) and Conditional Movement Control Order (CMCO).

His team, as frontliners, has continued to work diligently in patrolling the streets, managing roadblocks and ensuring public safety. In this one year since he took over as police chief, the PDRM has busted several major drug and scam syndicates, arresting scores of suspects.

CCPSS lends its full support to the Penang PDRM in its efforts to keep Penang safe. We believe that Penang is now in good hands as we have a competent and professional police force to ensure stability, peace and harmony.





#### Pat on the back for frontliners

Society gives breakfast and masks to those on duty at roadblock



CCPSS vice-chairman Goh Hoe Eng (in whi breakfast packs and face masks to frontline





As we begin the second quarter of 2021, let us reflect on Penang's progress in battling the Covid-19 pandemic as well as PETACE'S effort in building resilience for the tourism and creative industries.

There are many considerations that we have to take into account as the pandemic has many uncertainties that are often unforeseen and uncontrollable. The surge of cases and appearance of new clusters in Penang have resulted in the implementation of a Movement Control Order (MCO) 2.0 that has subsequently caused the tourism and creative industries to come close to a total standstill.

As a matter of fact, many businesses are still struggling to stay afloat as an effect of the pandemic, primarily the service sector including hotels and performing spaces that had to cease operation for an extended period of time. Learning from the past lessons, PETACE has swiftly identified that the survival, sustainability and resilience of the industries are of paramount importance in this second MCO.

Hence, we have pivoted our focus and developed responsive strategies by channelling relevant resources and assistive packages to the affected and eligible parties. After a series of engagement and dialogue sessions with the stakeholders of the industry, we understood that finances, cash flow and capacity building are the main areas of concern in this difficult period.

With that being said, the Penang State Government through PETACE has introduced zero-interest loans, including SKIM Peka 2.0, SKIM Peka

2.1 and Creative Leap Loan. These 3 loans were tailor-made for my portfolios that encompass tourism and creative economy. Practitioners from both industries were encouraged to apply for the relevant loans, in which a moratorium for their repayment period was also approved. The core focus of this initiative was to encourage sustainability in the industries by alleviating their financial burden and assisting their cash flow.

On top of that, PETACE has also taken proactive measures to champion for a list of moratoriums including water bill, quit rent, assessment rates and business license fees. This is specifically targeted to reduce financial commitments of our fellow industry players, giving them more leeway and buffer in their financial planning for the coming months. This effort also complements the grants we have disbursed such as a "one-off" payment of RM500 to trishaw riders, tour guides and taxi drivers.

On another note, we have also recognised the need to leverage on digitalisation and capacitybuilding programmes, especially for the creative













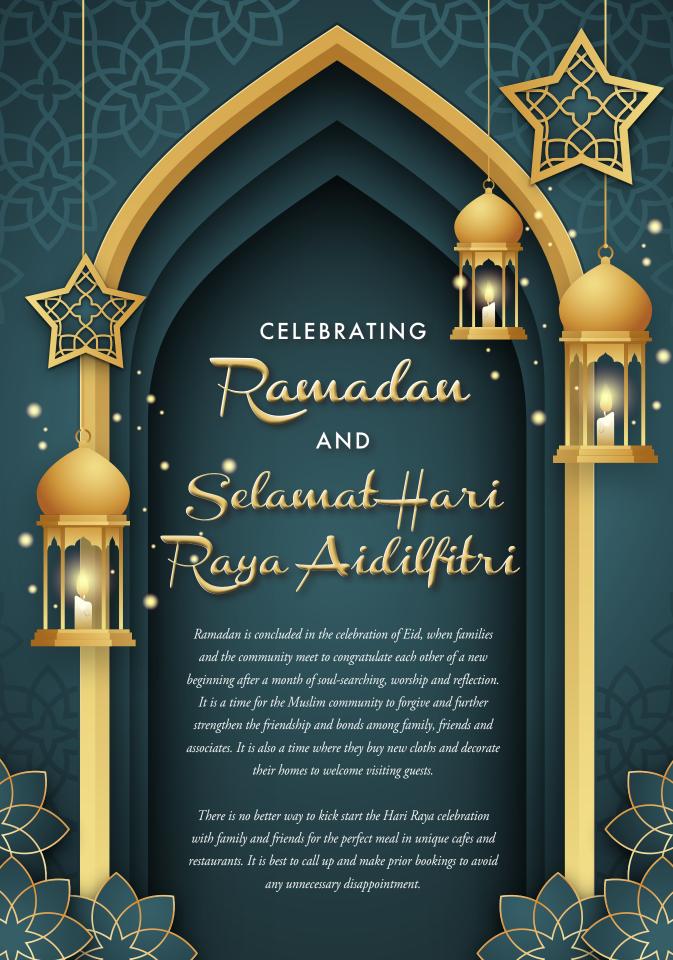
sector. We have spearheaded an array of digital programmes such as "Show Penang" and "The Journey of Art", both of which encouraged creative players to transition to digital platforms in light of the new normal. Furthermore, we have also taken this opportunity to pave the way to a notable and international partnership with Thames International Business School by designing and launching the "Innovation & Creative Entrepreneurship Programme". These strategies are aimed to add vibrancy to our creative ecosystem by practising upskilling among the industry's stakeholders.

Though the Covid-19 pandemic may have its downsides, there is also a positive light to the flip side of the coin. It has accelerated our digital journey and improved our technological literacy. We should constantly work in tandem with ongoing and upcoming trends to ensure we are on par with the changes in the industries' landscape. In these trying times, PETACE will place our emphasis on crisis management and mitigation. We will remain staunch and committed in identifying ways to reduce the pandemic's economic and social impacts, subsequently building our industries' resilience in the face of adversity.

We look forward to the post-pandemic era where the tourism and creative industries can flourish once again and contribute greatly to the State's revenue and Gross Domestic Product (GDP). Penang is hopeful that our industries are able to achieve positive revival once the Covid-19 pandemic comes under control, locally and internationally.









# Cafe Lagenda

Lagenda means 'Legendary' in English. This exquisite cafe's theme pays tribute to the legendary actor, singer and director - P. Ramlee. Cafe Lagenda offers authentic Malay-Indonesian food that brings back memories and touches the hearts of people from all walks of life.

Many will start with its Gado-Gado, which is served on a bamboo platter accompanied by deep fried snacks, fresh vegetables, and a creamy peanut sauce. For those that are after a smaller portion, ala-carte dishes are available.

The main dishes are probably the most attractive amongst all when it comes to presentation! The Ikan Bakar and the Ayam Penyet rice sets are incredibly popular dishes that are not only cooked to perfection, but also served with a variety of fresh condiments of chilies and herbs placed in a mini-like 'Congkak'. The Beef Bakar served with curry and blue pea rice is also a customer favourite! The chef in Cafe Lagenda insists on using fresh ingredients and preparing dishes on the spot so that customers can enjoy the authentic taste of each dish. This sometimes results in a delay in serving time, but as the saying goes: "Good things take time!"

Do not forget to leave some stomach space for desserts at Cafe Lagenda! There is the grilled banana with shaved coconut, topped with a big scoop of vanilla ice cream, and drizzled with fragrant brown sugar. This dish, also called the 'Banana Bakar', is bound to put a smile on your face! On the other hand, the Sago 'Do Re Mi', comprising three differently flavoured and coloured sago pearl balls, is just visually stunning! It looks as good as it tastes! It also comes with coconut cream and Gula Malaka. Lastly, the Teh Tarik will be the best finish to your meal! Watch out though! It is good

but very HOT!



Visit us at:

2, Lebuh Carnarvon, 10100 George Town, Penang Opening hours: Daily from 12.00noon -11:00pm; Status: Halal

For reservation, please call:

+604-251 9300





## Irama Dining





Visit us at

2nd Floor, No. 2 Penang Street 10200 George Town, Penang Opening hours:

Daily from 11:00am -11:00pm; Status: Halal

For reservation, please call:

+6012-914 0908

Located on the 2nd floor of the Chinese Chamber of Commerce building on Penang Street, Irama Dining is undoubtedly one of the top fine dining spots for those who are after authentic Malay cuisine topped with a touch of contemporary. The dining experience at Irama is simply out of the ordinary, with a large painting of a beautiful Malay Lady dressed in a Kebaya adding to its calm and serene ambience.

The Cucur Jagung and Otak-Otak are perfect selections to start off with! The former has a beautiful crisp on the outside, and with every bite, the delicious filling oozes into your mouth delighting your tastebuds! On the other hand, the Otak-Otak here at Irama Dining is unlike those wrapped in banana leaves or served in a coconut. Irama's Otak-Otak has a custard texture and is drizzled with thick coconut cream. It is also served with prawn crackers for dipping. For spotlight dishes, just to mention a few, there are the Gulai Itik Salai or Smoked Duck Massaman Curry, Lamb Shank Kurma, Beef Rib Rendang and Pais Barramundi which are definitely must-tries!

There are not as many selections for desserts, but they are all very popular and usually sell out really fast! These include the *Bubur Sumsum* and *Churros*. If you are looking to dine at this exquisite place, it is highly advisable that reservations are made in advance to avoid disappointment.

#### INPENANG MAGAZINE SPECIAL FEATURES



## Le Brunch











For reservation, please call: +6012 6599 917 / 012 4042 382





Housed in a row of pre-war townhouses which used to be the accommodation quarters for the British officers at Jalan Chow Thye in George Town, Penang, Le Brunch is a trendy Halal French-inspired restaurant true to its name.

Focusing on an all-day brunch menu, it also serves an exceptional yet affordable variety of international cuisine for breakfast until early dinner. Le Brunch is well known for its healthy food options using high quality ingredients and prides itself for not using any MSG in its cooking. Some of their most popular items on the menu includes its Beef/Chicken Wellington, King Louis Platter, Chiki Chiki Wa Wa, Ratatouille, Harissa Chicken and many more. Their selection of freshly home-baked breads and pastries, in particular - its meatloaf, are handmade by their team of expert Chefs, must not be missed either.

Apart from serving some of the best halal breakfast and brunch selections in Penang, it has also recently become the talk of town since being featured in the local film production "Takdir Yang Tertunda" and being frequented by local celebrities. Reservations are highly recommended, especially for breakfast during weekends and for lunch. Catering to the lunch crowd from the many nearby offices and hospital, the team at Le Brunch ensures fast and efficient service during these busy hours, making it one of their hallmark features when dining in. Being located next to an open-spaced carpark makes for convenient parking and access too.

Drop in for tea and enjoy freshly-brewed coffee paired with handmade scones and pastries amidst the French deco and music in this cosy and beautifully restored pre-war quarters - and cherish the feeling of being nostalgically transported to a Parisian sidewalk. What a joy!

# INPENANG MAGAZINE SPECIAL FEATURES





Visit us at

183, Lebuh Victoria, 10300 George Town, Penang

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Status: Halal

For reservation, please call

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The Safe Room, established in 2013, is located in the heart of the UNESCO heritage enclave at Lebuh Victoria, George Town, Penang. A winner of multiple awards and featured in mainstream television programmes, newspapers, magazines and online media, this rustic hang-out is also regularly highlighted as the Top 5 must-visit cafes/restaurants in Penang by writers and bloggers.

The Safe Room prides itself as the pioneer in serving liquid nitrogen desserts in Malaysia, culminating in their trademark creation, 'The Dragon's Breath' here. All their ice creams are made ala minute using the freshest fruits and ingredients. Also acknowledged as the top Halal restaurant to serve premium western and international cuisine, dig into its many famed selections such as the Wagyu Tomahawk Steak, Black Angus Ribeye Steak, Lamb Racks, Frankenstein Burger, to name a few.

Tastefully renovated to blend with its century-old heritage interior, this multiple award-winning outlet seats a maximum of 120 persons (in an open space within its premise), is perfect for get-togethers, parties and anniversary celebrations but is just as ideal for a romantic candlelight rendezvous for two. Over the years, this charming cafe has also turned out to be the favourite of the high society in Penang, famous celebrities, political and corporate leaders and royalty.

Coupled with the well-trained staff providing full and attentive service, The Safe Room is definitely the prime destination for Halal food hunters in search of the best western and Asian fusion meal in Penang with an ambience.

#### SPECIAL FEATURES



Quallys Nusantara Kitchen is located on 144, Jalan Burma (next to Ghee Hiang, Jalan Burma). Through the hands of Owner and Chef, Kak Ayu, the offerings in her traditional 'Masakan Melayu' repertoire is from her archive of familyhanded down recipes, each with unique and distinct flavours, prepared using only the freshest ingredients procured daily.

During this Ramadan, Quallys Nusantara Kitchen is offering a 'SPECIAL DULANG MENU' as well as 'Nasi Rancaak Kambing Bakaq Percik ' and 'Nasi Rancaak Ayam Bakaq Percik' from only RM8.00 per order.

Order through Foodpanda or drop by to dine in. 144, Jalan Burma, 10500 George Town, Penang Opening hours:

Tuesday to Thursday, 10.00am -11.00pm; Friday-Saturday, 10.00am-12.00am Sunday, 9.00am-2.00pm / Closed on Mondays Status: Halal

For reservation, please call +6017-529 6674







# HALAL, HALAL FOOD an ideal diet for









**66** ...For the Muslims it is a religion commandment, but for the non-Muslims it is the pursuit

of a healthier lifestyle...







# our wellbeing

The recent pandemic has taught us a few lessons, one of them being that the right diet and the hygienic process/ handling of food are important in providing towards our wellbeing. People who understand and consume Halal food may not solely be because of religious reasons, but can also be because they see that Halal food offers many health benefits as well as ethical ones.

#### What is "Halal" and "Toyyiban"?

In short, "Halal" is an Arabic word that literally means permissible, for objects or actions according to Syariah principles.

In the Quran, it states that: "Eat of what is on earth, lawful and good" (2:168). The said verse implies that humanity is expected to eat, use and act in accordance with what is not only permissible but also good, pure or wholesome.

The two words, "Halal" and "Halalan Toyibban" are used interchangeably due to a perception that whatever is Halal, is also Halalan Toyyiban. The two terms actually carry two different meanings. "Halal" implies compliance with fundamental Syariah parameters, while "Toyyiban" goes beyond those fundamentals.

#### Why Consume Halal Food?

Halal food also focuses on sanitation and cleanliness. For example, the ecosystem that is required to ensure Halal meat production and processing, can have systems for:-

- (a) Happier and cleaner animals
- (b) Ethical treatment
- (c) Right way of slaughtering and handling.

The benefits from the key principle includes:-

- (1) Evidently reducing toxins as antibiotics and unnecessary chemicals should be avoided
- (2) Improves metabolism and overall personal health
- (3) Halal meat is more tender and tastes better. It also stays fresh longer due to the absence of blood which restricts bacteria growth.
- (4) Provide a sense of moral responsibility in our consumption.

There are lots of benefits of the Halal Food and Lifestyle and we should seek to understand it more! For the Muslims it is a religion commandment, but for the non-Muslims it is the pursuit of a healthier lifestyle and ethical consumption!



Aida Lim Abdullah, CEO of Penang Halal International, a Penang State-Own Agency. Integrity, wisdom, kindness and selfless innovation can overcome any challenges.



# Celebrate Mother's Day

with Ghee Hiang & Pensonic for ONLY RM99!





#### delivering Warmth to your home...

Malaysia celebrates Mother's Day on the second Sunday of May. Many businesses will start preparing for the celebration weeks before the official day by providing unique gift ideas and attractive discounts for their services and merchandise. Following Mother's Day is Parents' Day, then Father's Day in June. Not sure what gifts to get this year? Fret not! We have something that may just be what you are looking for!

This year, Ghee Hiang will be collaborating with Malaysia's expert in home appliances, Pensonic, for Time to Warm a Perfect Heart'. "Both Pensonic and Ghee Hiang are origins of Penang. We at Pensonic are glad to collaborate with Ghee Hiang for this special Mother's Day promotion by delivering Warmth to your home" said Vincent Chew, the Managing

Director of Pensonic. This special gift includes a Pensonic oven and a Ghee Hiang 'Yuan Man (園 满)' Big Tau Sar Pneah for only RM99! "This is a very attractive Mother's Day present! For those who want good, tasty, and hot Ghee Hiang biscuits at home, just heat it up in the oven!" said Chng Huck Theng, the Executive Director of Ghee Hiang.



The modern holiday of Mother's Day was first celebrated in 1907 when Anna Jarvis held a memorial for her mother at St. Andrew's Methodist Church in West Virginia. Today, Mother's Day is celebrated around the world to celebrate motherhood and the importance of mothers in society. However, the date of this occasion varies across countries.



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#### **HOW TO WEAR A MASK PROPERLY**

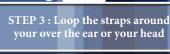
STAY SAFE EVERYONE



STEP 1: Wash your hands Before wearing a mask with sanitizer



STEP 2: The colored side facing out and white side facing in





STEP 4: Fix the metal strip to the fit shape of the nose



STEP 5: Stretching the mask to cover your chins



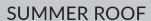
STEP 6: Finish protection Guaranteed





space into a warm home as a place of love, hope and dreams. Established in 2017, the company not only transform spaces into beautiful homes but also work its magic to turn commercial and retail spaces into professional and functional spaces.

The two partners in the company, Keng Tat (KT) and Fifi Ch'ng, have a passion that drives the business even in challenging times. Keng Tat has 10 years of experience with a hands-on approach and follow through to ensure proper completion of each project. Fifi takes charge of marketing and customer service to provide top-notch services. "Honesty is the best policy and we continued to improve by listening to our customers' feedback," they said.



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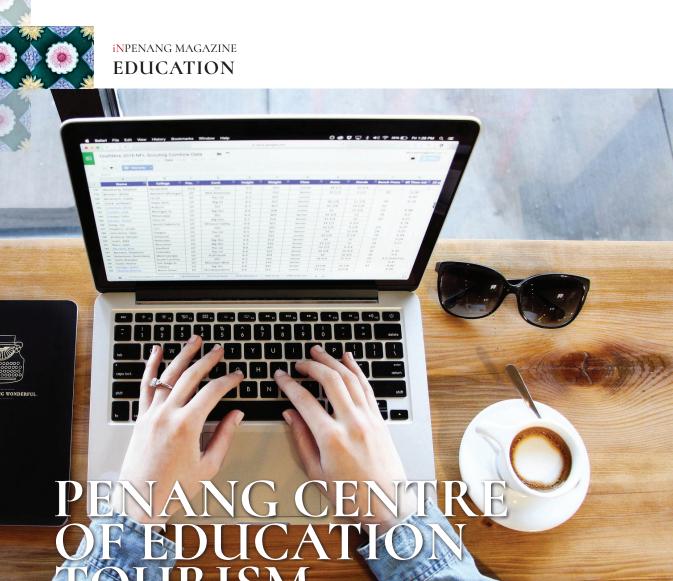
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The Penang Centre of Education Tourism (PCET) serves to establish and market Penang as a centre for education excellence. The vision of PCET is for Penang to be recognized as an education hub, offering world class facilities in one of the world's most liveable cities.

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Penang General Hospital	+604- 222 5333

#### AIRPORT & AIRLINES



+60 4-252 0252 / 643 4411 Penang International Airport Cathay Pacific Airlines +603-6207 4989 / +604-226 0411 China Airlines +604-228 9227 / 228 6227 China Southern Airlines +604-641 4801 +603-6207 4999 Emirates +603-7845 4543 / +604 630 6665 Fire Fly Malaysia Airlines 1-300-88-3000 Malindo Air +603-7841 5388 +603-2118 6100 **Qatar Airways** Singapore Airlines +603-2618 6333 SilkAir +604-263 3201 Thai Airways +604-226 6000 United Airlines +604-263 6020

#### TRANSPORT SERVICES



Ferry Terminal (Penang Island) +604-210 2363 Ferry Terminal (Butterworth) +604-310 2377 KTM Railway Booking Office +604-261 0290 KTM Station (Butterworth) +604-323 7962 Penang Hill Funicular Train +604-828 8880 / 8839 +604-238 1212 Rapid Penang Sdn Bhd ICIS Centre (bus arrival time) +604-238 1313

#### OTHERS Q



Customs Department +604-262 2300 General Post Office +604-261 9222 +604-250 3411 Immigration Department Penang Island Municipal Council (MBPP) +604-259 2020 +604-263 7637 / 7000 (Hotline) Penang Port Commission +604-263 3211 Plaza Premium Lounge +604-643 7340 Road Transport Department (JPJ) +604-656 4131 / 4087



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## Celebrating Ramadan

adapt to the changes in technology in this digitalisation era. A total of 350 sets computers were also distributed to B40 micro businesses to enable them to market their products online.

Through Penang Halal International (PHI) wherein Halim is chairman, he had kickstarted a series of initiatives aiming to support micro-businesses as well as small and medium enterprises that were adversely affected by the pandemic. These include the digital initiatives such as training the micro businesses on digital marketing as alternative to physical sales and encouraging micro and small businesses to use the online and e-commerce platform.

Malaysia has registered a halal export value of RM40.2 billion in year 2019, a slight increase as compared to RM40 billion in year 2018. There were 1,876 halal exporters in year 2019 compared to 1,827 reported in 2018, representing a 2.7% increment in growth. A majority of Malaysian exports are represented by the Small and Medium Industries at 1,430 companies, slightly over 75% of the total size, and MNCs make up the balance of exporters.

PHI in June last year through collaboration with Shopee Malaysia established Penang E-Mall to market Penang merchant products on this e-commerce platform. This initiative had aided 15,000 businesses across the state and generated a whopping RM583 million sale in just six months ending 31 December. 10,000 out of these businesses were new to e-commerce.

PHI had also held the International Inspirasi Khadijah Virtual 2020 which was a cross border e-commerce virtual expo. It was a new digital initiative for merchants to explore and to embrace new concept of trade expo and

e-commerce, where the 3D digital exhibition allowed visitors to e-meet, connect and made purchases, at the convenient of their time.

This year 2021, with the coming blessed month of Ramadan, PHI will launch Sinar Ramadan from 13 April to 31 May 2021. This campaign is to promote participating hotels' Ramadan buffets, traders of Ramadan bazaars and shopping malls in order to boost sales for these micro. small businesses, hotels and restaurants that are affected much by the Covid-19 pandemic as well as the Movement Control Order.

Halim definitely foresees a huge prospective in Penang's halal industry, especially with the rollout of digital initiatives by the state in order to assist businesses and enterprises adapt to digitalisation.

He is optimistic to see that people are capable not only to adapt, but to thrive on change, as only the ones that are bold enough to thrive on change will sustain. Halim would like to take this

opportunity to wish All Penangites a blessed Ramadan and Selamat Hari Raya Aidilfitri.

