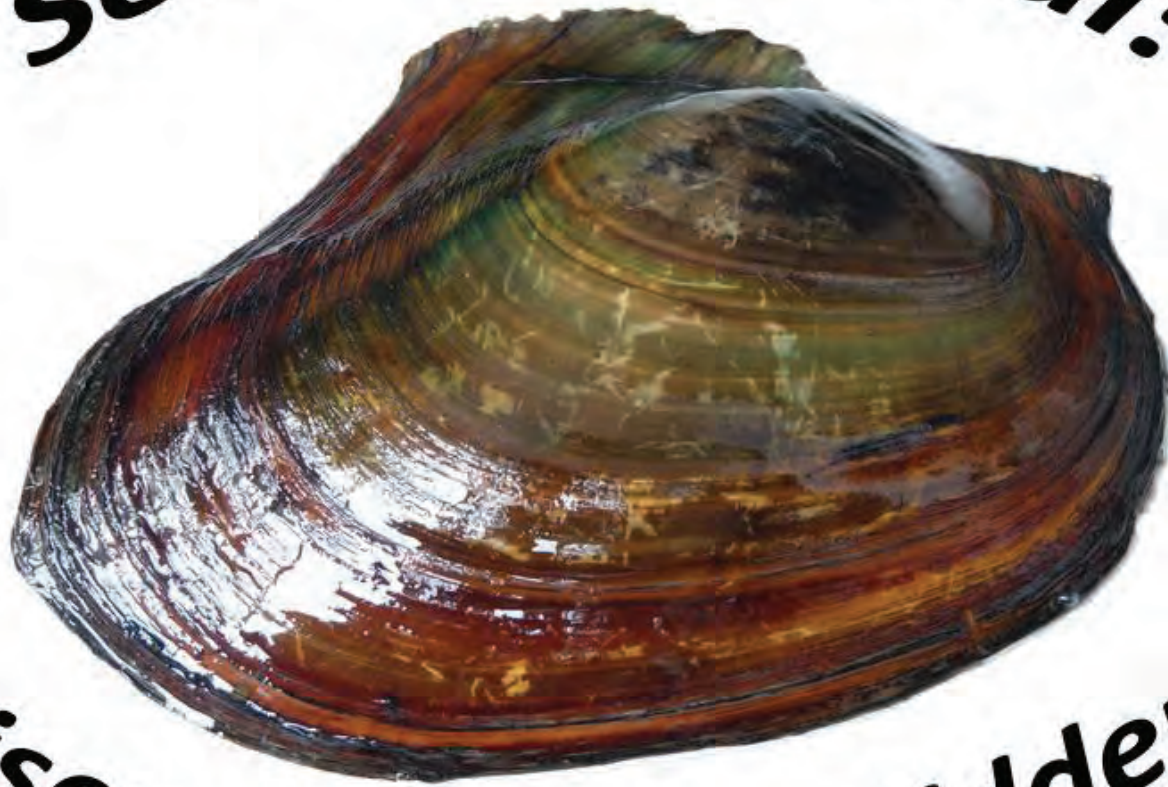




Bukit D.O. Recreational Park

Seberang Perai:



**Discovering the Hidden
Pearl of Penang**

VISION OF MPSP

Seberang Perai is envisioned to be a beautiful, comfortable and cleaner place to live, work and attract both investors and tourists.



MISSION OF MPSP

To provide safer, cleaner, greener and healthier urban management services that are responsive towards the needs of the community in Seberang Perai.



PERUTUSAN YANG DIPERTUA, MAJLIS PERBANDARAN SEBERANG PERAI

“Seberang Perai: Discovering The Hidden Pearl Of Penang” senaskah buku yang amat dinantikan oleh seluruh warga Seberang Perai. Saya sebagai Tuan Yang Dipertua Majlis Perbandaran Seberang Perai berasa amat bangga dan bersyukur kerana *Seberang Perai Coffee Table Book* ini berjaya dihasilkan dan dibukukan. Ia adalah hasil usaha bersama MPSP (Majlis Perbandaran Seberang Perai) dan pasukan ilmiah dari USM (Universiti Sains Malaysia), tahniah saya ucapkan.




Bermula Januari sehingga Disember 2013, pelaksanaan *Seberang Perai Coffee Table Book* ini berlangsung dengan jayanya dengan bantuan pelbagai pihak. Saya berharap dengan penghasilan buku ini, ia menjadi satu penanda aras bagi pihak MPSP untuk maju ke hadapan selaras dengan usaha MPSP untuk menjadikan Seberang Perai bersih, indah dan selesa didiami, bekerja serta tarikan pelaburan. Buku ini merupakan satu anugerah yang berharga kepada Seberang Perai di mana segala keunikan dan keistimewaan yang tersembunyi telah pun diterokai dan ianya perlu dikongsi bersama.

Adalah diharapkan buku ini dapat menjadi bahan bacaan pelbagai pihak bukan sahaja diperingkat jabatan kerajaan tetapi juga bermanfaat untuk rujukan orang awam, pelabur, pelancong serta menjadi rujukan ilmiah sama ada di dalam atau diluar negara. Penghasilan *Seberang Perai Coffee Table Book* ini melalui pelbagai fasa yang mencabar. Kejayaan menghasilkan *Coffee Table Book* ini melambangkan kegigihan dan komitmen MPSP untuk melonjak nama Seberang Perai ke mata dunia.

Akhir kata, saya sekali lagi ingin mengucapkan jutaan terima kasih kepada semua pihak yang terbabit atas dedikasi dan kesungguhan dalam menghasilkan *Seberang Perai Coffee Table Book* yang pertama ini.

Sekian, terima kasih.



PN. MAIMUNAH MOHD SHARIF
Yang Dipertua
Majlis Perbandaran Seberang Perai

MESSAGE FROM THE PRESIDENT OF SEBERANG PERAI MUNICIPAL COUNCIL

"Seberang Perai: Discovering The Hidden Pearl Of Penang" is probably one of the most anticipated books by the residents of Seberang Perai. This book, being the result of collaboration between the Seberang Perai Municipal Council (MPSP) and USM (University of Science Malaysia) is something I am very proud of and these efforts deserve my heartiest congratulations.

The production of this book throughout the year 2013 was managed very well with the help of many. It is hoped that it will be a benchmark in line with the Seberang Perai Municipal Council's effort of making Seberang Perai a clean, beautiful and comfortable living and working environment, as well as a hotspot for future investors. This book is an asset to the Seberang Perai because it showcases the uniqueness that lies in the Seberang Perai; hence there is the need to share it.

Not only will this book benefit the government sector, it will also bring advantages to investors, the private sector and the general public. The book functions as a valuable reference for anything related to Seberang Perai. Although the efforts in producing the Seberang Perai Coffee Table Book is no walk in the park, the perseverance and commitment put in by everyone involved is mirrored in the success of launching this book.

Once again, I would like to profess my sincere gratitude to all parties involved in producing this first coffee table book which will help boost the image of the Seberang Perai and help it gain the recognition it deserves.

Thank you.



PN. MAIMUNAH MOHD SHARIF
President
Seberang Perai Municipal Council

PERUTUSAN KETUA MENTERI PULAU PINANG Y.A.B. LIM GUAN ENG

Salam Sejahtera.

Pertama sekali saya ingin mengucapkan tahniah kepada Yang Dipertua MPSP dan juga semua Ahli Pasukan Kerja *Coffee Table Book* Seberang Perai kerana berjaya menghasilkan sebuah buku yang dapat merekodkan keindahan dan tarikan Seberang Perai.



Saya amat gembira dan berbangga dengan penerbitan buku ini yang juga merupakan *Coffee Table Book* yang pertama bagi Seberang Perai.

Penerbitan buku ini selain bertujuan merekodkan kawasan-kawasan yang terdapat di Seberang Perai, ia juga boleh dijadikan rujukan serta maklumat kepada para pelancong.

Kombinasi desa dan bandar membentuk Seberang Perai menjadi satu kawasan yang unik. Seberang Perai juga 'kaya' dengan rumah-rumah warisan seperti Rumah Tok Ayah, 99 Doors Mansion, Gereja St. Anne's dan banyak lagi akan dapat menggamit pelancong dari dalam dan luar negara ke Seberang Perai. Lebih-lebih lagi pembangunan infrastruktur yang rancak juga pasti dapat memangkin industri pembuatan dan pelancongan.

Besar harapan saya dan Kerajaan Negeri Pulau Pinang untuk menjadikan Seberang Perai sebuah kawasan pelancongan tambahan kepada yang telah sedia ada di Pulau Pinang. Produk dan kemudahan pelancongan harus bertaraf antarabangsa barulah dapat menarik minat pelancong. Justeru, diharapkan dengan penerbitan buku ini, lebih banyak lokasi yang menarik akan diperkenalkan dan meningkatkan lebih pengunjung ke negeri Pulau Pinang.

Sekian, terima kasih.

A handwritten signature in black ink, appearing to read 'Lim Guan Eng'.

(LIM GUAN ENG)
Ketua Menteri Pulau Pinang

MESSAGE FROM THE RIGHT HONOURABLE CHIEF MINISTER OF PENANG

First of all, I would like to congratulate the President of Seberang Perai Municipal Council and all the team members of the Seberang Perai Coffee Table Book in producing this book to record the beauty and attractions of Seberang Perai. I commend with pride the efforts put into the production of this book for it is the first of its kind for the Municipal. It serves as a valuable reference for tourists as well as a record for all the locations that can be found in Seberang Perai.

Seberang Perai is a place made unique by the blend of rural and urban areas as well as being home to rich heritage sites like Rumah Tok Ayah, the 99-Door Mansion, the Church of St. Anne's and many others. I am confident this will attract more local and foreign tourists to visit Seberang Perai. With major infrastructural development in place, this will certainly assist in catalyzing growth in the manufacturing and tourism sectors.

It is the Penang State Government's wish to make Seberang Perai an additional tourist attraction in Penang. However, the product and facilities must be of top quality as nothing less than a world-class site can attract tourists. I hope that with the publication of this book, more locations in Seberang Perai will be introduced to the visitors of Penang.

Thank you.

A handwritten signature in black ink, appearing to read 'Lim Guan Eng', with a stylized flourish at the end.

(LIM GUAN ENG)
Chief Minister of Penang



Air Hitam Dalam Educational Forest, Sungai Dua

Preface

Coffee Table Book - *Seberang Perai: Discovering the Hidden Pearl* conceptualizes the vision of Seberang Perai Municipal Council as mentioned by the President Madam Maimunah Mohd Sharif. The vision encapsulates the inter-relationship between the role and the function of the Local Government in promoting sustainability and its engagement with the public in achieving a clean, beautiful and comfortable place to stay, work and invest. This is in accordance with the mission of Seberang Perai to provide efficient and effective urban services which includes development and infrastructure planning as well as being responsive towards the needs of the communities. In achieving this vision, Seberang Perai is now transforming from a sleepy rural area into a vibrant economic region.

It is hoped that this publication will be able to showcase the progress and development of Seberang Perai. At the same instance, it is important to create the awareness that Seberang Perai, being part of Penang State, ought to be developed in tandem and aligned with the over-arching developmental goals of the State as a whole. This publication will also highlight and promote the significance of Seberang Perai's many hidden historical gems and bountiful nature treasures which can be marketed as tourism products.

Seberang Perai: Discovering the Hidden Pearl is a product of research undertaken by a group of voluntary researchers with the aim to reveal the captivating beauty and promote the significant roles of Seberang Perai in the development of Penang as a whole. The team comprised of academicians from Universiti Sains Malaysia and employees from the Seberang Perai Municipal Council. Whilst preparing this publication, the input and ideas derived from team members coming from diverse disciplines have provided insightful, rich and multi-perspective understanding with regards to Seberang Perai's development.

Last but not least, this Coffee Table book illuminates the essence of Seberang Perai captured and organized under the sub-headings of history, people, places, economy and the emerging pearl.



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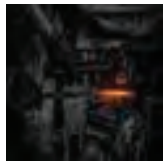
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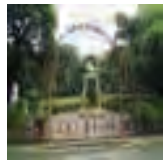
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INTRODUCTION

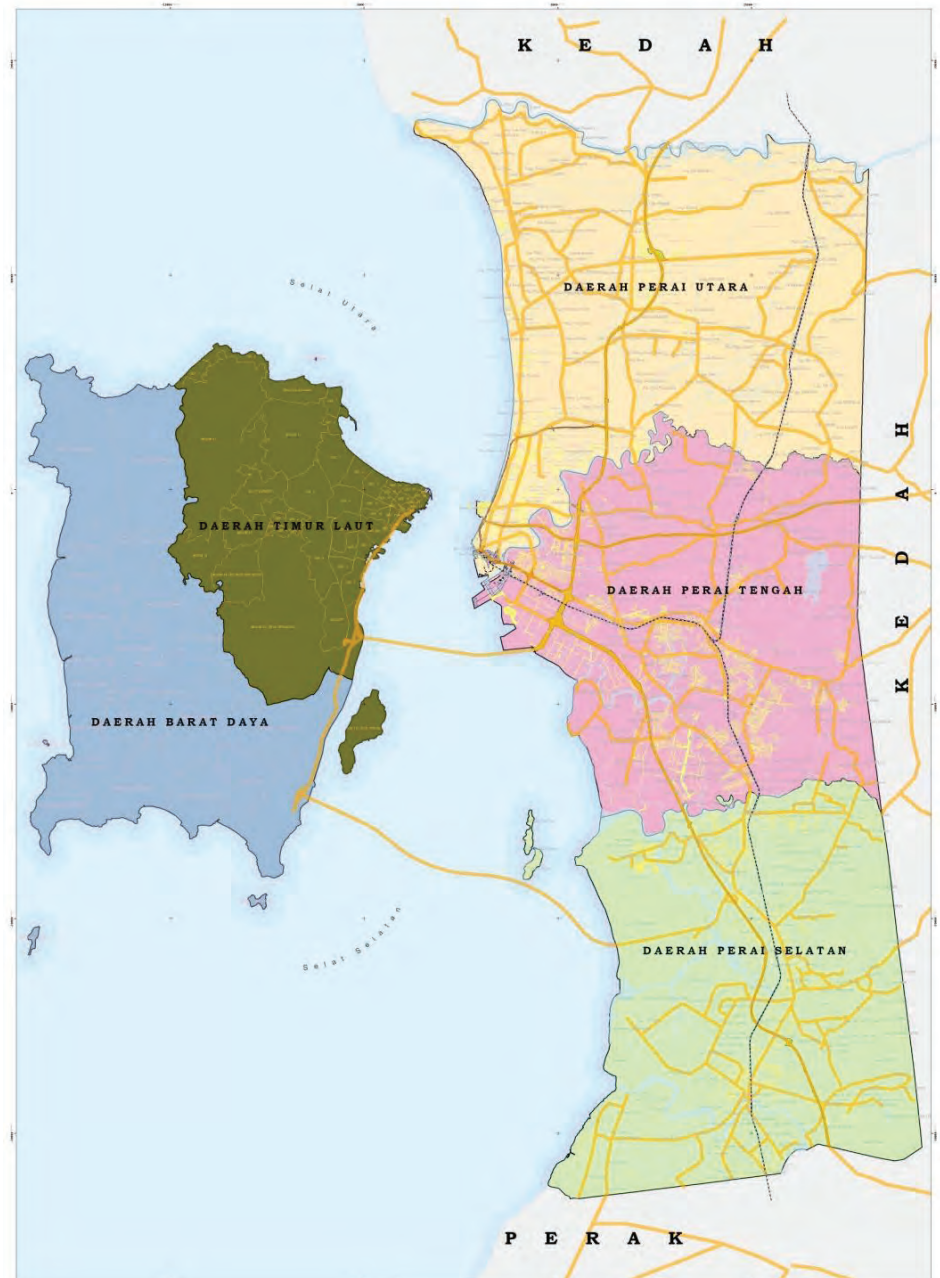


The chief function of the city is to convert power into form, energy into culture, dead matter into the living symbols of art, biological reproduction into social creativity.

- Lewis Mumford -



Seberang Perai, which was formerly known as Province Wellesley, is a narrow hinterland located opposite of Penang Island. There are currently three Administrative Districts in Seberang Perai and all fall under the jurisdiction of the Municipal Council of Seberang Perai. These three Administrative Districts are Seberang Perai Utara (SPU) located in the north, Seberang Perai Tengah (SPT) in the middle and Seberang Perai Selatan (SPS) towards the south. According to the 2010 National Census, Seberang Perai is the second most populous local government area in Malaysia with a population of 815,767. The whole of Seberang Perai covers an area of 738.41 sq. km. The community of Seberang Perai is varied with people from different faith and diverse ethnic backgrounds.





“A place is not a place until people have been born in it, have grown up in it, died in it. ... Some are born in their place, some find it, some realize after long searching that the place they left is the one they have been searching for.”

- *Wallace Stegner* -



“It is place, permanent position in both the social and topographical sense, that gives us our identity.”

- *J.B. Jackson* -





MPSP

MAJLIS PERBANDARAN SEBERANG PERAI

MPSP CORPORATE GOVERNANCE

As provided in Section 13 of the Local Government Act, 1976, (Act 171), MPSP is a corporate body bestowed with the power to devise policies aimed at facilitating administrative processes and to perform the primary functions provided under Section 101 (ff), of the same Act. Policies formulated by MPSP include administrative, planning, building, engineering, assessment, health, finance and legal matters. They also include the power of attorney invested in the President, Municipal Secretary and relevant senior officers.

The management team is headed by the President and the Municipal Secretary. MPSP has 16 Heads of Departments/Units. The duties of the Municipal Secretary are to execute rules, regulations and policies decided by the Council. Municipal Councillors are appointed by the State Government to fulfill the terms and conditions set by the Local Government Act 1976 (Act 171). The roles of Municipal Councillors are divided and delegated according to membership in several committees. Committee members are appointed by the President.

One major element of the corporate governance process concerns the role of auditors (internal and external). The auditor's main role is to examine the account books and other financial reports involving profit and loss. These reports are related to other particulars such as assets and liabilities as well as other miscellaneous items contained in MPSP's annual prospectus. The auditor must identify any failures or discrepancies among the implemented programs and highlight the resulting financial implications.

Although the various community groups are not involved in the daily management of MPSP, they are regularly updated with the latest information about the organization. MPSP allows for feedbacks and communication to be circulated through effective channels to ensure that the role of corporate governance is performed satisfactorily from the community's point of view. In this regard, the community may trace actions on the part of the management or Municipal Councillors that challenge the established rules. Such transparency permits the staff to fulfill their duties to the fullest of responsibility and to be conscious of the fact that they are being scrutinized for any deviation.



MPSP building by night





On 13 April 2000, MPSP set up the Municipal Court with the blessings of the Chief Judge of Malaya. The court was established on Lot 852, Section 4, Kampung Jawa, Butterworth, Seberang Perai. It was gazetted in January 2002 and started its operation on 4 March 2002.

This Municipal Court was the first of its kind to be set up in the Northern States of Peninsular Malaysia. With the establishment of this Municipal Court, MPSP as a local authority was able to act more efficiently in dealing with the public and at the same time it acts as an instrument to educate the public on the rules and regulations of the local government.



Communities



“When we're connected to others, we become better people.”
- Randy Pausch -





HISTORY & HERITAGE



If you want to understand today, you have to search yesterday.

- *Pearl Buck* -







Dewan Dato' Haji Ahmad Badawi is a community hall that belongs to Majlis Perbandaran Seberang Perai (Seberang Perai Municipal Council). It was named after the late father of the then Prime Minister of Malaysia, Dato' Seri Abdullah Ahmad Badawi. The hall was declared open by Dato' Seri Abdullah Ahmad Badawi at a ceremony on 31 July, 2007 and it is located along Jalan Bagan Luar.



After conquering Kedah in 1821, the Siamese erected stone markers such as the British-Siamese Boundary Stone. One of these stone markers is found at Ekor Kuching located between Kedah and Penang.





Old train depot



This Ammunition Depot was built in 1901. Besides storing ammunition and explosives, the depot also serves as a center to monitor plying vessels during the British rule.



Old British Fortress



The British troops once used this hexagonal-shaped fortress as a place to oversee security along the border of the Muda River.

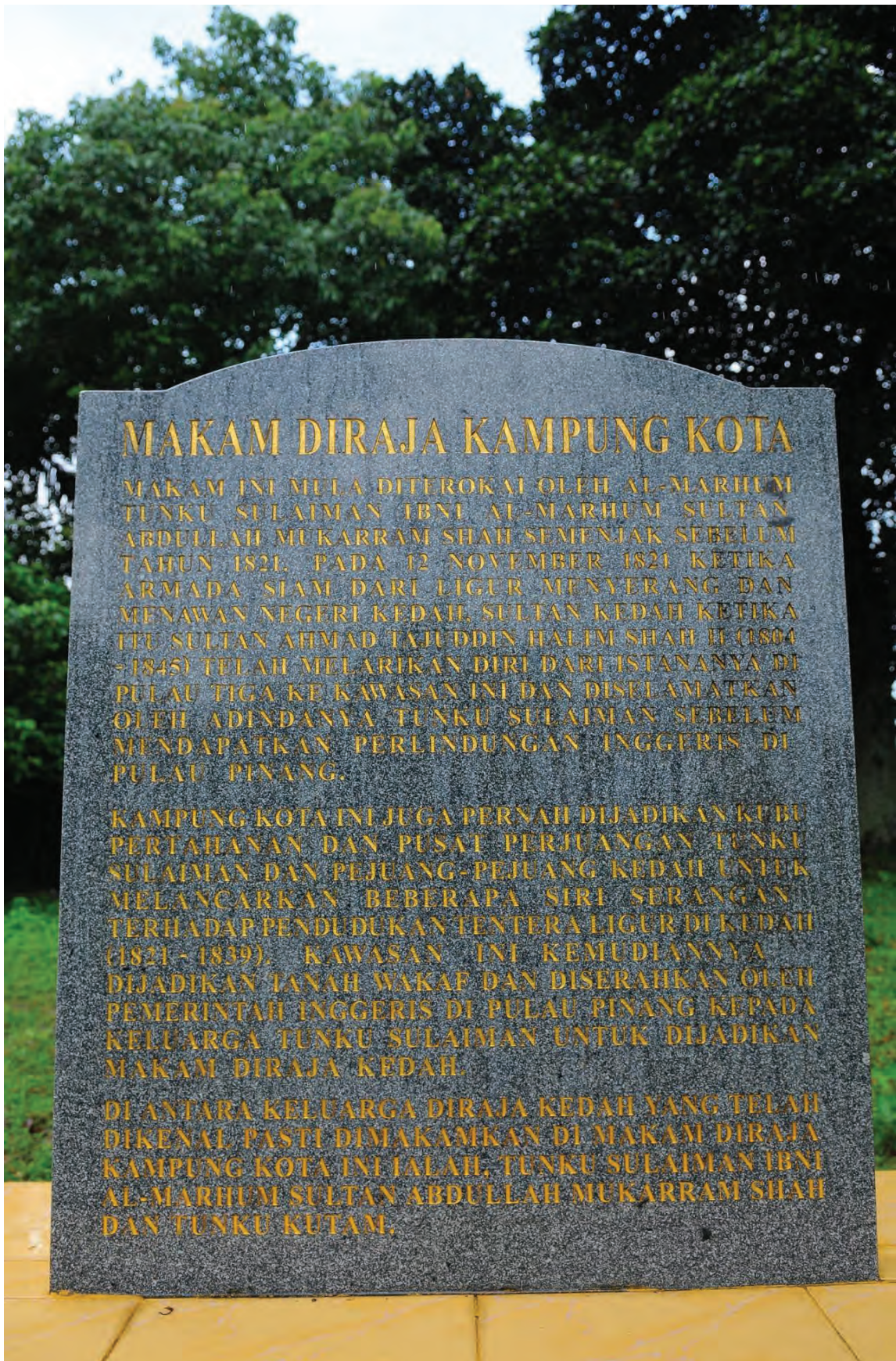


History of the Golden Well

Approximately in the year 1789, one of the villagers discovered the fountain that flows beside the well. Whilst the villager was digging, his hoe suddenly hit against a hard object which turned out to be a golden urn. He was shocked and afraid and went off to tell other villagers about his discovery. However, when the other villagers arrived at the place, the golden urn no longer existed. There was a golden stone instead.

Eventually, the British Government that ruled Penang learned about the discovery. They then engaged the villagers to excavate further in order to obtain the 'gold' based on the hearsay from the villagers. Some gold nuggets were discovered, extracted and sent back to Britain for analysis. Much to the disappointment of everyone, the nuggets that were perceived to be gold were only golden-hued pieces of worthless rocks!





Royal Tomb of Kampung Kota

This land was first discovered by Al-Marhum Tunku Sulaiman Ibin Al-Marhum Sultan Abdullah Mukarram Shah since before 1821. On November 12, 1821, when the warships of Siam from Ligur attacked and conquered Kedah, the Sultan of Kedah of that time, Sultan Ahmad Tajuddin Halim Shah II (1804-1845) escaped from his palace at Pulau Tiga to this area and was saved by his brother Tunku Sulaiman before seeking refuge with the British in Penang.

This village called Kampung Kota, used to be the fort and the operations center for Tunku Sulaiman and the defenders of Kedah to launch a series of attacks against the military occupation of Ligur in Kedah (1821-1839). Subsequently, this land was designated as *tanah wakaf* (endowment land) and was given to Tunku Sulaiman's family by the British government in Penang to be the Royal Tomb of Kedah.

Among the Kedah Royal family that have been identified buried in this royal tomb is Tunku Sulaiman Sultan Abdullah Al-Mukarram Shah and Tunku Kutam.

(Translated from the information board on the site.)



Built Heritage



Surau Kubang Semang, Kubang Semang, Penang

Surau means prayer hall in Malay and Surau Kubang Semang is a beautiful example of Malay architecture. It was built in the late 19th century and its architecture is similar to the traditional Malay house. The building is raised on concrete stilts. The skills of past craftsmen are very much evident in the intricate carvings found on the air vents, eaves and pediments of this surau.





At the end of July each year, the St. Anne's Novena and Feast is held at the St. Anne's Church, Bukit Mertajam. This annual event attracts more than 100,000 pilgrims from near and far.



Hindu Temple at Bandar Sunway

“Diversity creates dimension in the world.”

- Elizabeth Ann Lawless -





The Ruins of The Church of Sacred Heart of Jesus was once a grand church, styled after the Notre Dame Cathedral in Paris.

Built in 1882, this 131-year-old Catholic Church is now in ruins. The church was built by a French missionary together with the Hakka Catholic populace who were the early settlers of the area known as Pagar Teras, about three kilometers away from Sungai Lembu.

The church, which has 62 steps leading up to it from the roadside, sits on a hillock. It provides visitors with a breathtaking view of the nearby Bukit Mertajam hills.





This mansion with early traditional architecture style is owned by a family member of Mr. Kee Lai Huat, the founder of Sungai Bakap.

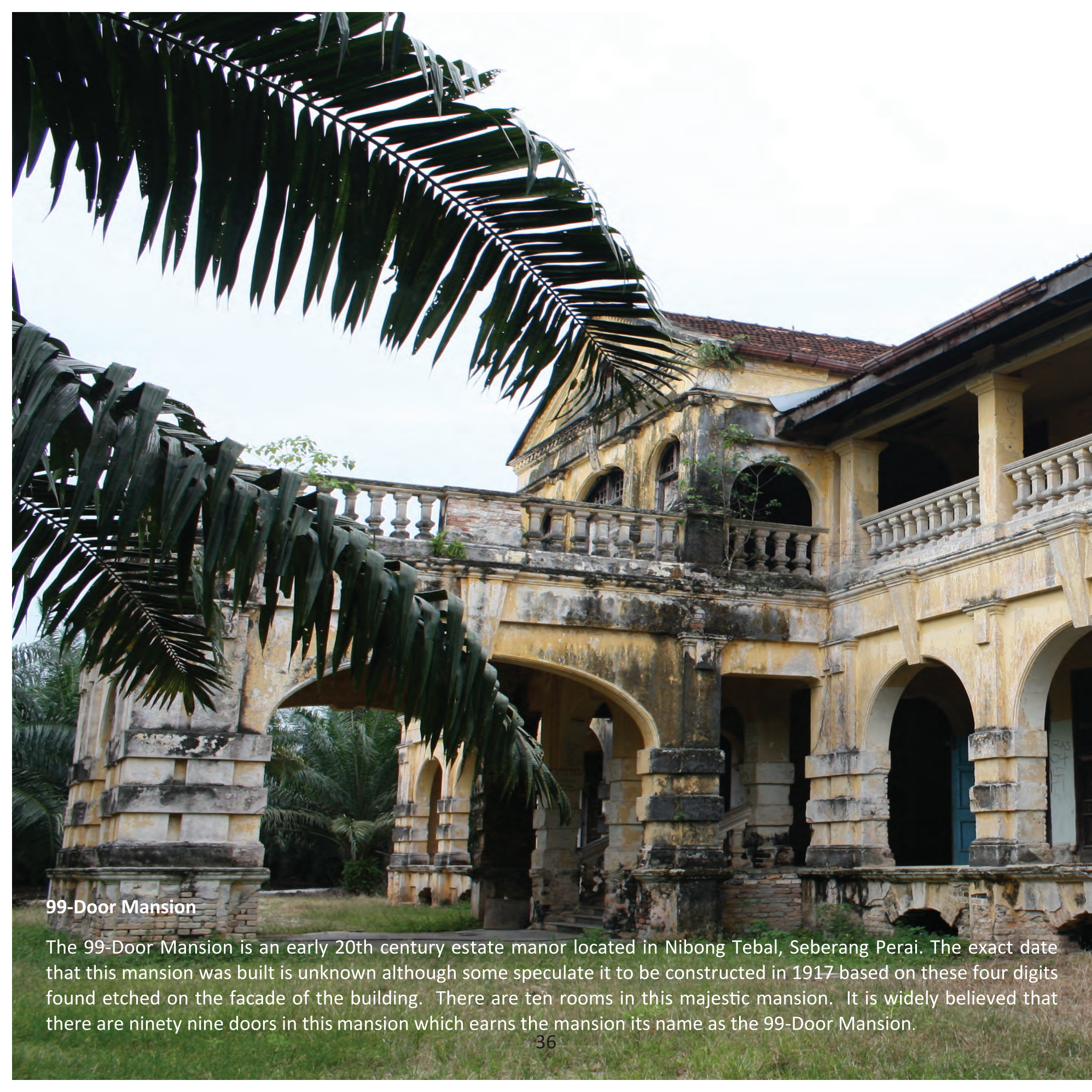




Kee Kongsì

Kee Poh Huat Kongsì is a famous and huge Chinese ancestral temple and residence in Sungai Bakap. This historic building was built in the late 19th century by the late Kee Lai Huat, founder of Sungai Bakap town. In 1853, Kee Lai Huat arrived in Penang at the tender age of 19 leaving behind his hometown of Teng Hai. Kee originated from a wealthy family in China and had travelled first class on the ship that brought him here. Upon reaching Malaya, he first set foot at Batu Kawan before making his way to Bukit Tambun.

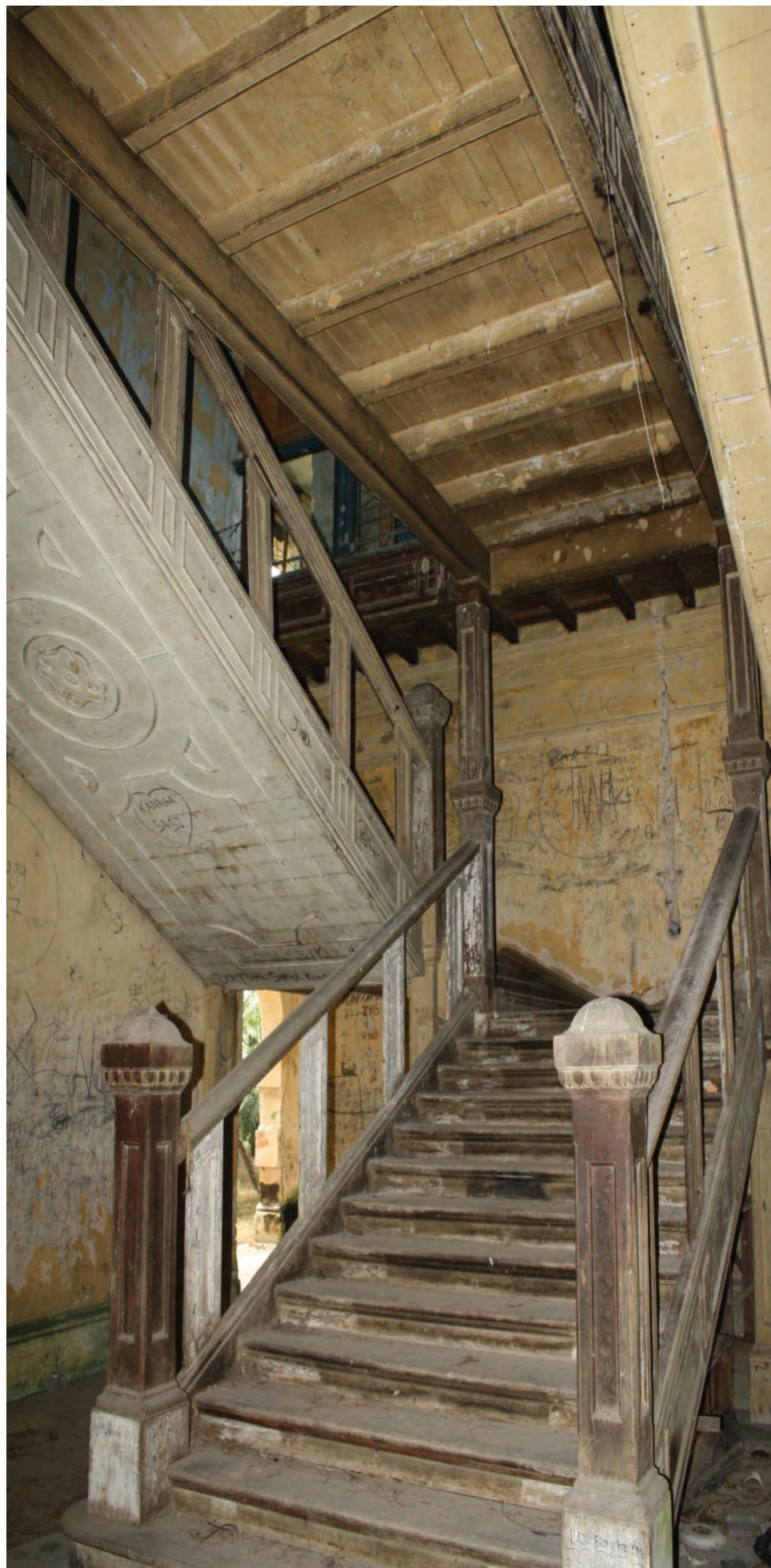




99-Door Mansion

The 99-Door Mansion is an early 20th century estate manor located in Nibong Tebal, Seberang Perai. The exact date that this mansion was built is unknown although some speculate it to be constructed in 1917 based on these four digits found etched on the facade of the building. There are ten rooms in this majestic mansion. It is widely believed that there are ninety nine doors in this mansion which earns the mansion its name as the 99-Door Mansion.





Bertam House







Bertam House was built more than 100 years ago. The house served as the residence to the Manager of Bertam Estate.



PEOPLE & CULTURE



Diversity may be the hardest thing for a society to live with, and perhaps the most dangerous thing for a society to be without.

- William Sloane Coffin Jr. -



People and Culture

Seberang Perai has a population of about 820,000 making it the second most populous local government area in this country. As such, it is only befitting that this chapter celebrates the people from all walks of life that make Seberang Perai such a vibrant and lively place. For many generations, the three main ethnic groups of Malay, Chinese and Indian have lived and worked together to make Seberang Perai a prosperous state. You can experience and see the communities of different ethnicities living side by side in peaceful harmony. Although each ethnic group has his own mother tongue but there is a unifying language which is Bahasa Melayu, also the national language of Malaysia. Each ethnic group has the freedom to practice their own faith while respecting the religious beliefs and practices of others. The communities in Seberang Perai embrace the unique differences of each ethnic group. This is evident during ethnic based festivals such as Hari Raya, Chinese New Year, Christmas and Deepavali where the whole community celebrates together.

Daily Activities







explore modernism.



Faith

The people of Seberang Perai are from diverse socio-cultural backgrounds, faiths and ethnic groups, namely, Malays, Chinese, Indians and some minority groups. The main religion is Muslim practiced by the Malays. Followers of the Muslim faith perform prayers five times a day and it is obligatory for all Muslim males to attend weekly Friday prayers at the mosque. In terms of festivities, the *Hari Raya Aidilfitri* has been celebrated annually by Muslims after fasting for 30 days in the holy month of *Ramadhan*. Hari Raya is a time where Muslims from far and near will return to their respective hometowns to be together with their families.

The Chinese in Seberang Perai are mainly Buddhist and Taoist though some have also embraced Christianity. The Chinese community celebrates Chinese New Year annually to mark the beginning of the Lunar year. For Taoists, they also celebrate special festivals and perform rituals that are associated with the gods and deities they worship such as the Nine Emperors' Festival. Amongst the Indian community, the main events celebrated every year are *Deepavali* and *Thaipusam*. To the Indians, *Deepavali* means the festival of lights where good prevails over evil. Christianity is also commonly practiced among the Chinese and Indians. The main denominations of Christianity practiced are Catholic and Protestant. Beside Christianity, there are also Sikh and Siamese who practice their own faith.



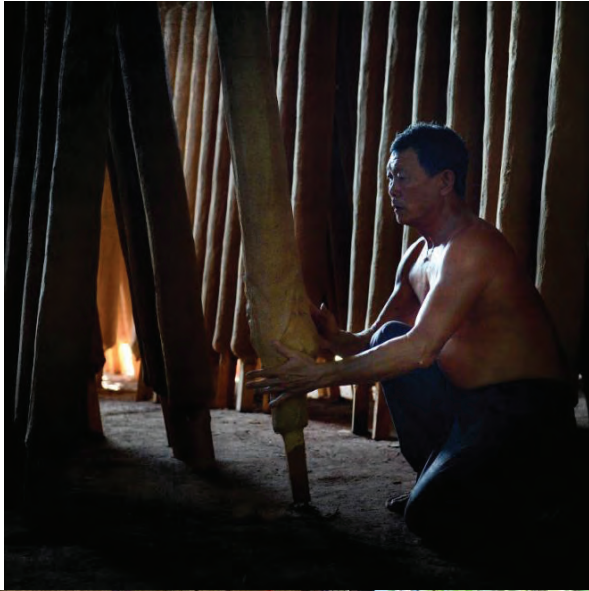
Difference in faith,



harmony in living.



Cultural Diversity



“In a culture of diversity, one group is likely not "just like everyone else." To deny that we have different needs, concerns, thought processes, worldview, is to refuse to look at the reason we are supposedly an identifiable community.”

- *Anthony D. Ravenscroft* -







Healthy Lifestyle



Healthy living is the main component in healthy communities. Healthy lifestyles are clearly emphasized in Seberang Perai with the introduction of bicycle track for the communities to take part in recreational cycling. Every weekend, the President of Seberang Perai Municipal Council will participate with the community in group aerobics exercise. This is a weekly activity in every district. Parks are also created to encourage recreation and outdoor activities.





Green Initiatives

The local community is often ready to swing into action when the local councils are prepared to provide the leadership in organising various green initiatives under Local Action 21 (LA21).

LA21 is an action plan towards global sustainable development in the next millennium (21 refers to the 21st century). It was adopted in 1992 by more than 178 governments at the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro.

Seberang Perai started their district's school-based Green School programme in 2010, with 30 schools. Now there are more than 50 schools participating in the programme. The objective of this programme is to implement green practices of 4Rs among the school children. This involves reduce, reuse, recycle and refuse food waste, detergent, used cooking oil and plastic bags. The project also promotes tree planting, saving energy, water conservation, school cleanliness and outdoor activities





PLACES



I would always reserve a special place in my heart for Seberang Perai.

- *LT Tiun* -

Countryside





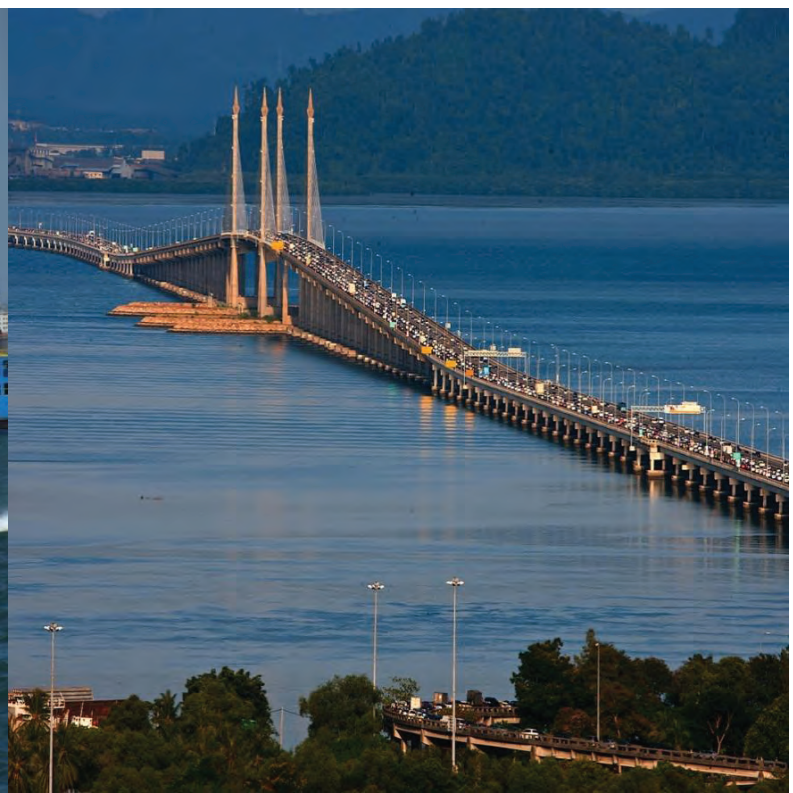
Seberang Perai is well-endowed with a lush, serene and tranquil countryside away from the hustle and bustle of city life. Besides providing a great avenue for enjoyment and relaxation, the time spent in the countryside captures the beauty of human beings and wildlife co-existing together in Seberang Perai's natural ecosphere.



Water Bodies

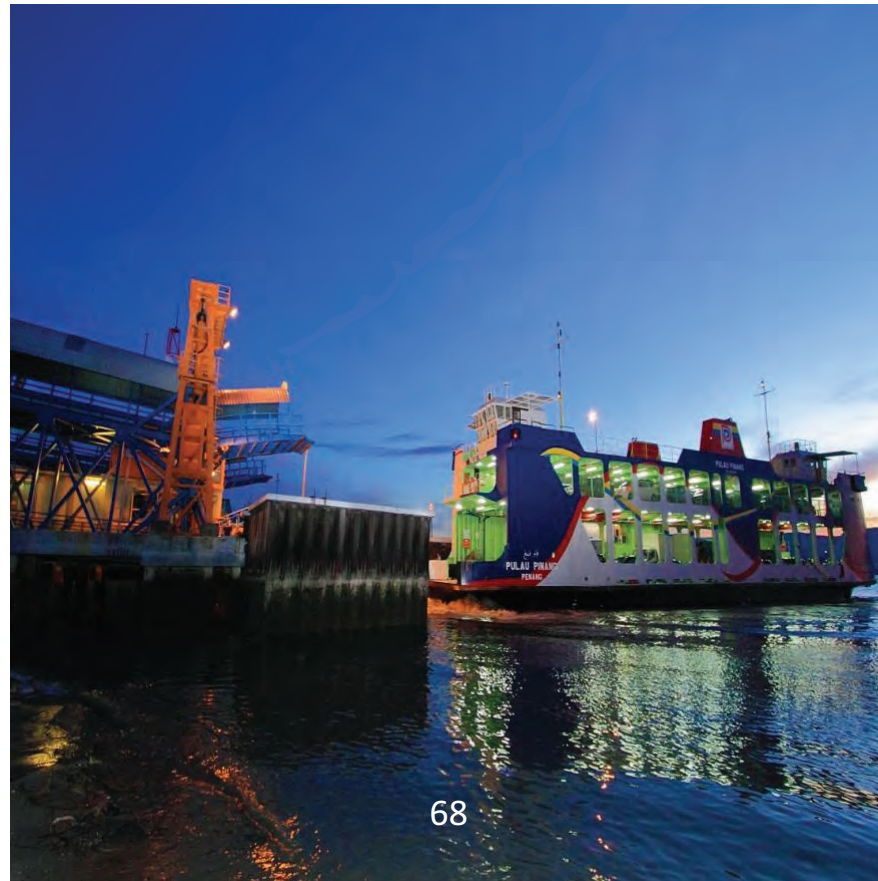


Mengkuang Dam



“What is more beautiful than a sea of water with a number of white-winged boats skirting its surface? Poetry and beauty contesting with the wind and the waves!”

- George Matthew Adams -





Urbanscape



“Everyone's looking to the urban scene for inspiration now.”

- Robin Gibb -

“Ultimately we need to recognize that while humans continue to build urban landscapes, we share these spaces with other species.”

- *David Suzuki* -





The best of both worlds where Seberang Perai maintains some of its countryside charms amidst integrating in the rapid process of urbanisation and modernisation.



Iconic bridges in Seberang Perai serve as main transportation networks and conduits to adjacent towns and the hinterland. Such good connectivity makes Seberang Perai easily accessible to all and sundry for work, investment, living and leisure.





Flora & Fauna





The sight and smell of native flowers and fruits found here are pleasing to the eyes and soothing to the soul.





Dolphins found swimming off the South Channel of Penang.



Biodiversity is our heritage.







Bird-watching is a novel activity and great pastime in Seberang Perai. Bird watchers are given an opportunity to immerse themselves in the natural surroundings whilst keeping a watchful eye on the birds they have come to see.

The rewarding experience of this fulfilling pastime has made Seberang Perai a popular bird watching destination for locals and tourists from near and afar.









Seberang Perai
is home to a rich
variety of fauna.





The Tamarind tree produces pod-like fruits which are edible.

FOOD



One should live to eat and not eat to live.
- Moliere -

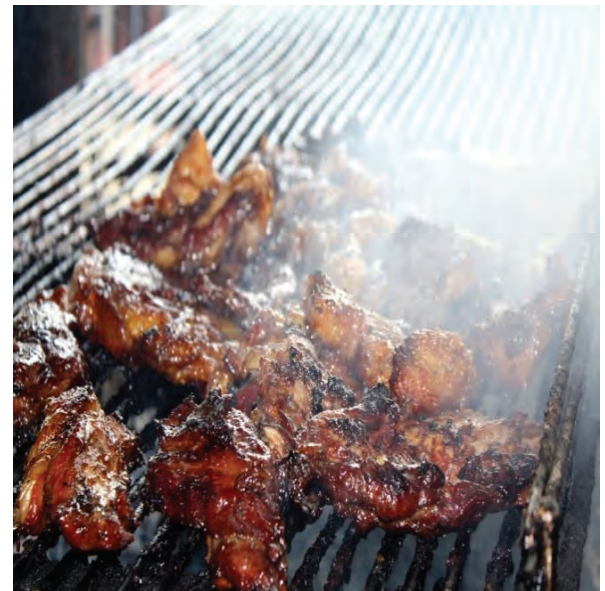


Barbeque Prawns



Food Haven

Seberang Perai is truly a food haven where you can find a wide variety of mouth watering food to suit your taste bud. From local snacks to traditional cuisine, you are spoilt for choice. Our local food can be found throughout Seberang Perai whether you are visiting our city or countryside. Naturally, you may find that a particular location may be famous for some popular dishes but if you missed it, you will still be able to find the delicious equivalent at some other locations in Seberang Perai. From breakfast to supper and even a midnight meal, you will have an endless choice of food to savour.



Barbeque Chicken

For a sumptuous lunch or dinner, a must try when you are in Seberang Perai is our barbeque seafood which you can find whenever you see a stall with an *ikan bakar* sign. *Ikan bakar* means barbeque fish but the menu is not only restricted to fish but includes big prawns, calamari, squid, various types of fish, stingray and even barbeque chicken to cater for those that love chicken. The seafood is cooked on the spot and served with a special sauce that gives the barbeque food its mouth watering 'oomph'. The local version of barbeque mackerel is done with a spicy *sambal* sauce inserted between the slits to give the fish an appetizing spicy flavour. While on the barbeque trail, the ever famous *satay* is not to be forgotten and it can be found in most hawker centres.



Barbeque seafood



All Time Favourite - Satay



The versatile noodle or 'mee' as known locally.



Noodle is a popular choice for breakfast. Seberang Perai offers a wide variety of noodles dishes to suit all taste buds. The repertoire includes soup noodles, fried noodles, thick gravy noodles, spicy, non-spicy, Malay style, Chinese style and Indian style. Other than the popular yellow noodles or locally known as mee, you can also choose or mix the different types of noodles such as vermicelli (*meehoon*), flat rice strips (*koayteow*), bean thread noodles (*tanghoon*) and rice noodles (*meesuah*).

While trying the various noodles dishes, the must eat is our famous Mee Udang, Char Koay Teow and Mee Rebus. Mee Udang or prawn noodles is yellow noodles served in mouth watering gravy with very large prawns. Char Koay Teow is the delectable and aromatic stir fried flat rice strips with eggs, prawns, cockles and chives while Mee Rebus is an Indian noodle dish served in thick gravy with an assortment of hard boiled egg, fried tofu, boiled potato, prawn fritters and a squeeze of fresh lime.



Rice lovers will find themselves in rice paradise with the perennial favourite *Nasi Kandar* which is available 24 hours daily. Although this cuisine is of Indian origin, it has assimilated with the local flavours and you will find people of all races enjoying the food at *Nasi Kandar* restaurant at all hours of the day. The best way to eat it is to mix the curried gravy together with the rice and top it with your favourite fried chicken or any of the delicious curry dishes and some vegetables on the side.

For those looking for something different, claypot crab rice is a delicious dish found in seafood restaurants. The sweet goodness of crab is infused into the rice during the cooking process in the claypot which produces a scrumptious rice dish that can be eaten on its own.



“One cannot think well, love well, sleeps well, if one has not dined well.”

- Virginia Woolf-



Not to be outdone is another favourite - the Banana Leaf Rice. This particular dish can still be found served on a banana leaf which enhances the aroma and tastes of the rice and dishes. The rice is served with various side dishes of vegetables, pickles and papadom (Indian cracker).

“So long as you have food in your mouth, you have solved all questions for the time being.”

- Franz Kafka -





Traditional Malay food





Besides tasty main dishes, Seberang Perai also offers a variety of sweet and savoury traditional snacks and kuih-muih. One of the popular snacks is the Rojak Pasembur which is a salad of crackers, shredded turnips and cucumber, jellyfish, fried fritters and tofu topped up with a sweet and spicy sauce.

Treats for tea time includes an endless variety of deep fried, steamed, baked, Malay, Nyonya and Indian traditional sweet and savoury cakes. On a hot day, nothing is more satisfying than having the delicious Cendol or Ais Kacang. Cendol is a traditional dessert made from coconut milk, palm sugar syrup and green bean jelly while Ais Kacang is shaved ice topped up with sweet kidney beans, red beans, jelly, sweet corn and syrup.

ECONOMY



Economy is the basis of society. When the economy is stable, society develops. The ideal economy combines the spiritual and the material, and the best commodities to trade in are sincerity and love.

- Morihei Ueshiba -

Aquaculture & Agriculture





Visiting the Kuala Muda Whispering Fish Auction Market is a unique experience altogether. The market is a hive of activities when fishermen bring back their daily catch of the day to be auctioned off to local fish-mongers. Unlike conventional auctions where the bids are shouted out aloud, a different and unique situation unfolds in this particular market where bidders whisper in low voices and signal to each other in sign languages to express their interest for the bounty of their choice.







“Innovations that are guided by smallholder farmers, adapted to local circumstances, and sustainable for the economy and environment will be necessary to ensure food security in the future.”

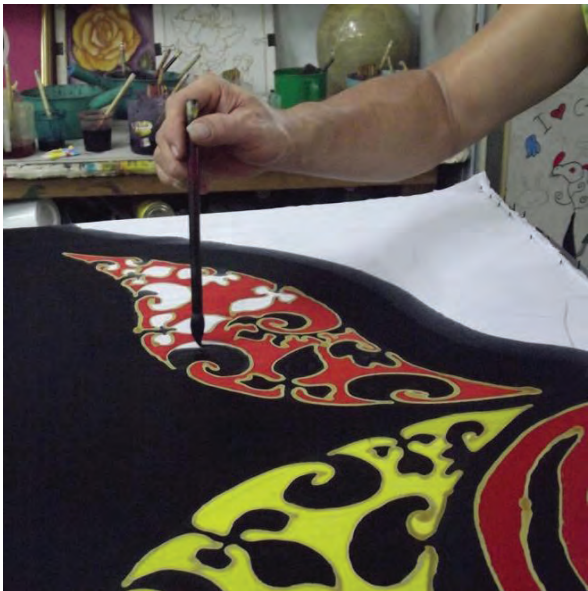
- *Bill Gates* -



Cottage Industry



The economic structure of Seberang Perai is unique and diverse. Small, cottage industries are still in existence. Traditional cottage industries are still vibrant to this day despite the emergence and increasingly dominant modern industries and businesses mushrooming all around Seberang Perai.



In Seberang Perai, the Batik industry is a thriving and promising cottage industry that generates employment opportunities, increases revenue and boosts tourism to locals and foreigners alike. In addition, traditional crafts from natural forest produce are an enduring cottage industry.



Port

The North Butterworth Container Terminal and Butterworth Deepwater Wharfs are among the busiest ports in Malaysia. They play a pivotal role by serving as the catalyst to spur the nation's economic growth and development.



“Economy is the method by which we prepare today to afford the improvements of tomorrow.”

- Calvin Coolidge -

Industrial

In line with Penang's over-arching vision to be a prominent industrial hub in the Northern Region, vast areas of land in Seberang Perai have been earmarked for industrial activities. Industrial Parks, light industries, housing, local enterprises and foreign multi-nationals are found in Juru, Bukit Tengah, Bukit Minyak, Perai and Mak Mandin. In addition, Seberang Perai is also strategically located and positioned close to neighbouring industrial estates such as the Bayan Lepas Free Industrial Zone and Kulim High-Tech Park.





“There can be economy only where there is efficiency.”

- Benjamin Disraeli -



Hospitality



The untouched and uninhibited forest reserve in Cheruk Tokun is being leveraged and promoted for hospitality and tourism endeavours. Chalets in Cheruk Tokun and Pulau Aman are ideal holiday destinations for locals and tourists to relax, unwind and enjoy the pristine natural surroundings. In turn, this boosts the hospitality sector as a viable business opportunity to provide employment and revenue to the local community and economy.

Visitors to Seberang Perai are spoilt for choice in terms of selecting for the right type of accommodation. Put simply, there is a diverse range of accommodation choices for all and sundry. When visiting the outskirts, visitors have an option to participate in the Homestay programmes where they get a chance to assimilate and acclimatize themselves to the local culture and way of life of country folks in Seberang Perai.

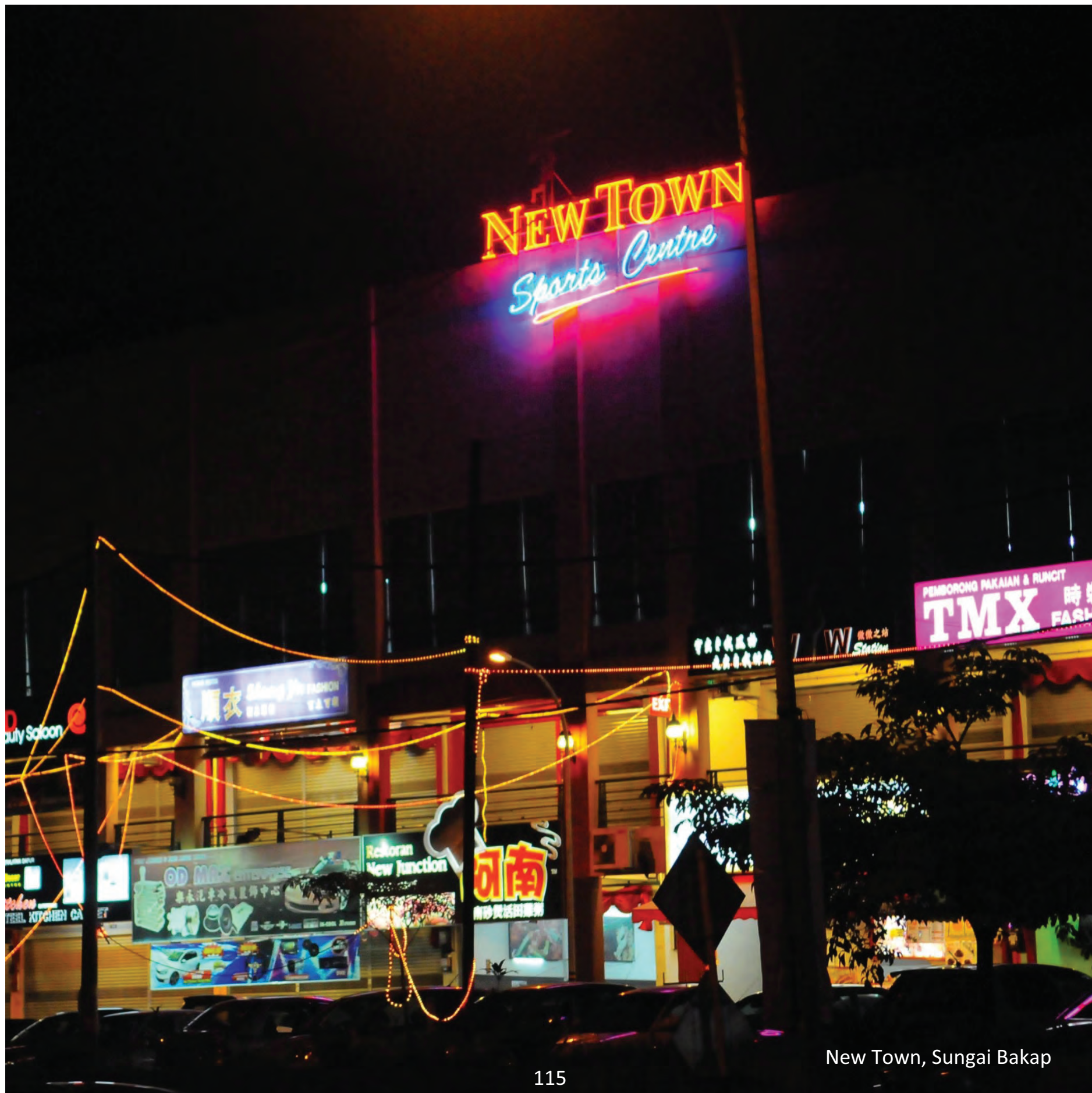


Commercial



Keeping abreast with globalisation, Seberang Perai is also home to modern retail outlets and international franchises. The Autocity is a vibrant commercial hub in Juru that functions as a prime focal point for Seberang Perai and the entire Northern Region.





New Town, Sungai Bakap

Urban Economy



Urban informal sector



The informal sector (i.e. petty traders, hawkers) is a quintessential characteristic that forms part and parcel of Seberang Perai's urban economy. As in most Asian cities, the informal sector is an important and affordable source of food and material items to the working class of the urban populace.





Flea market, Taman Selat

Shopping Center



The accelerated pace of urbanisation and modernisation on the mainland of Penang is evident from the presence of mega commercial malls and shopping complexes that are currently found in Seberang Perai.

EMERGING PEARL



This world is clearly emerging before our eyes. The shifts ahead, the opportunities ahead are massive.

- Carly Fiorina -







“The test of our progress is not whether we add more to the abundance of those who have much;
it is whether we provide enough for those who have little.”

- Franklin D. Roosevelt -











“The growth and development of people is the highest calling of leadership.”

- Holvey S. Firestone -

Innovating for your future
Penang Sentral





“Coming together is a beginning; keeping together is progress; working together is success.”
- Henry Ford -

MPSP Coffee Table Book

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