



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.

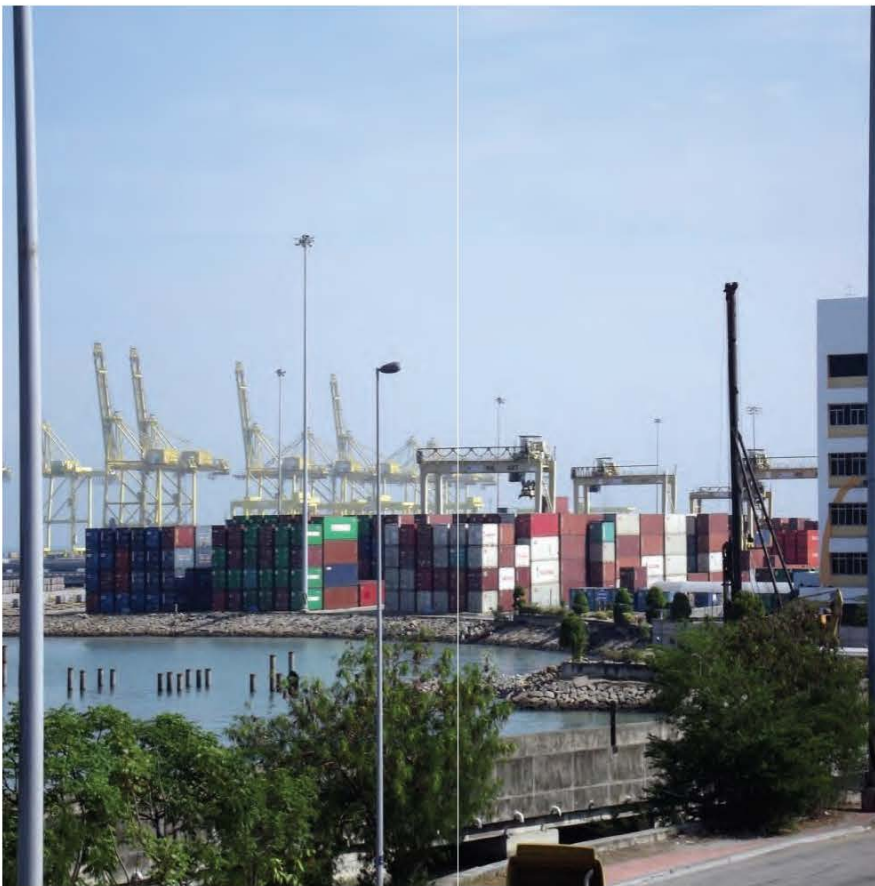


In Seberang Perai, the Batik industry is a thriving and promising cottage industry that generates employment opportunities, increases revenue and boosts tourism to locals and foreigners alike. In addition, traditional crafts from natural forest produce are an enduring cottage industry.



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.



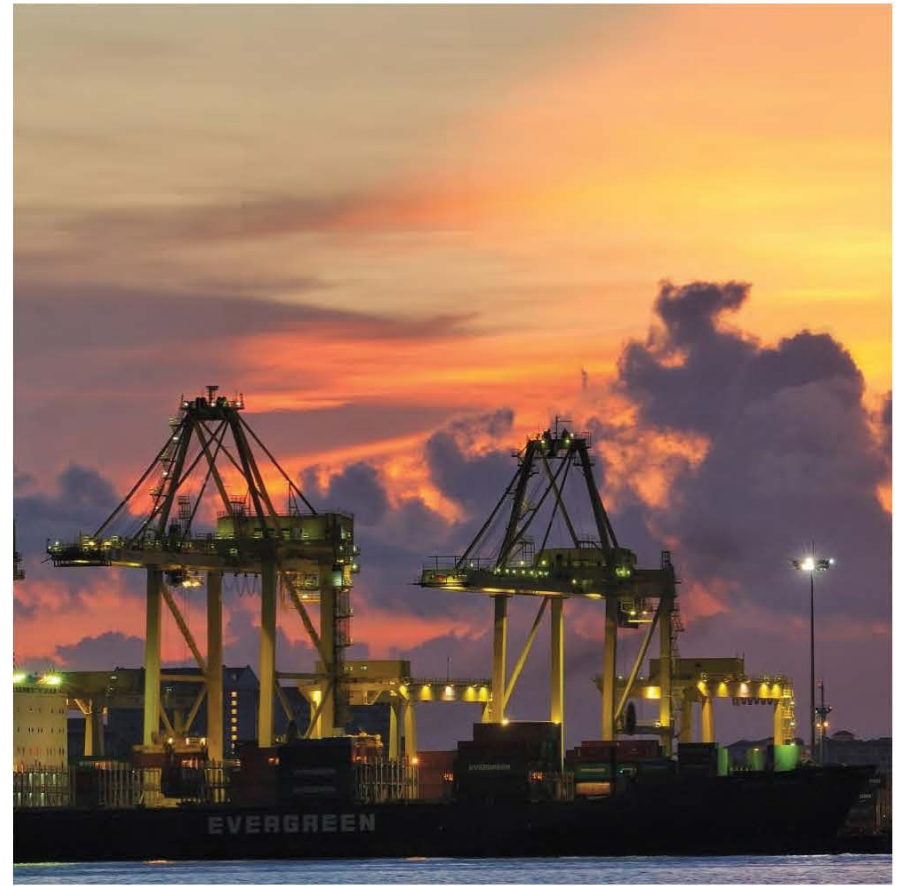
“Economy is the method by which we prepare today to afford the improvements of tomorrow.”

- 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.

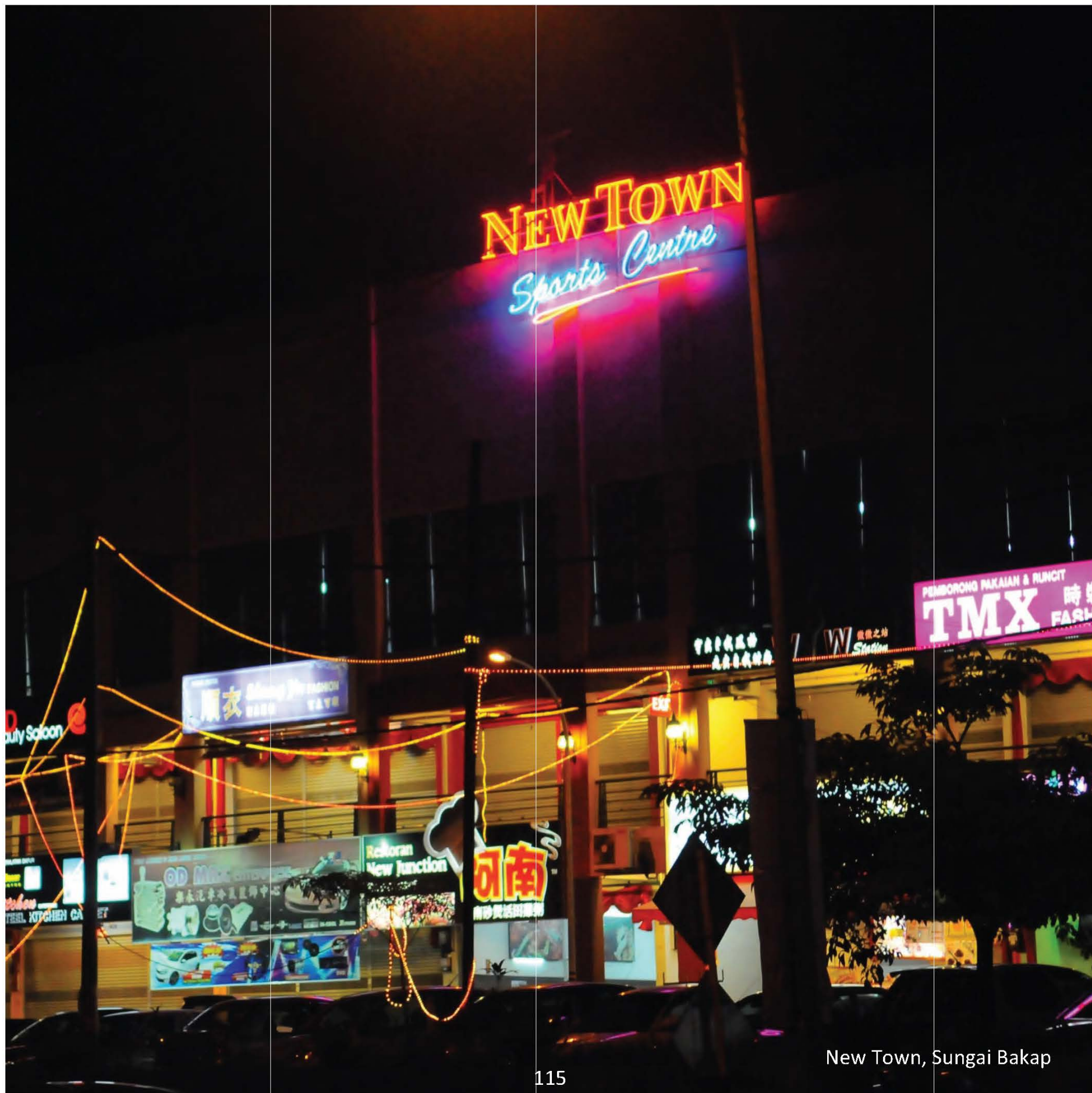


Commercial



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.





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.





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

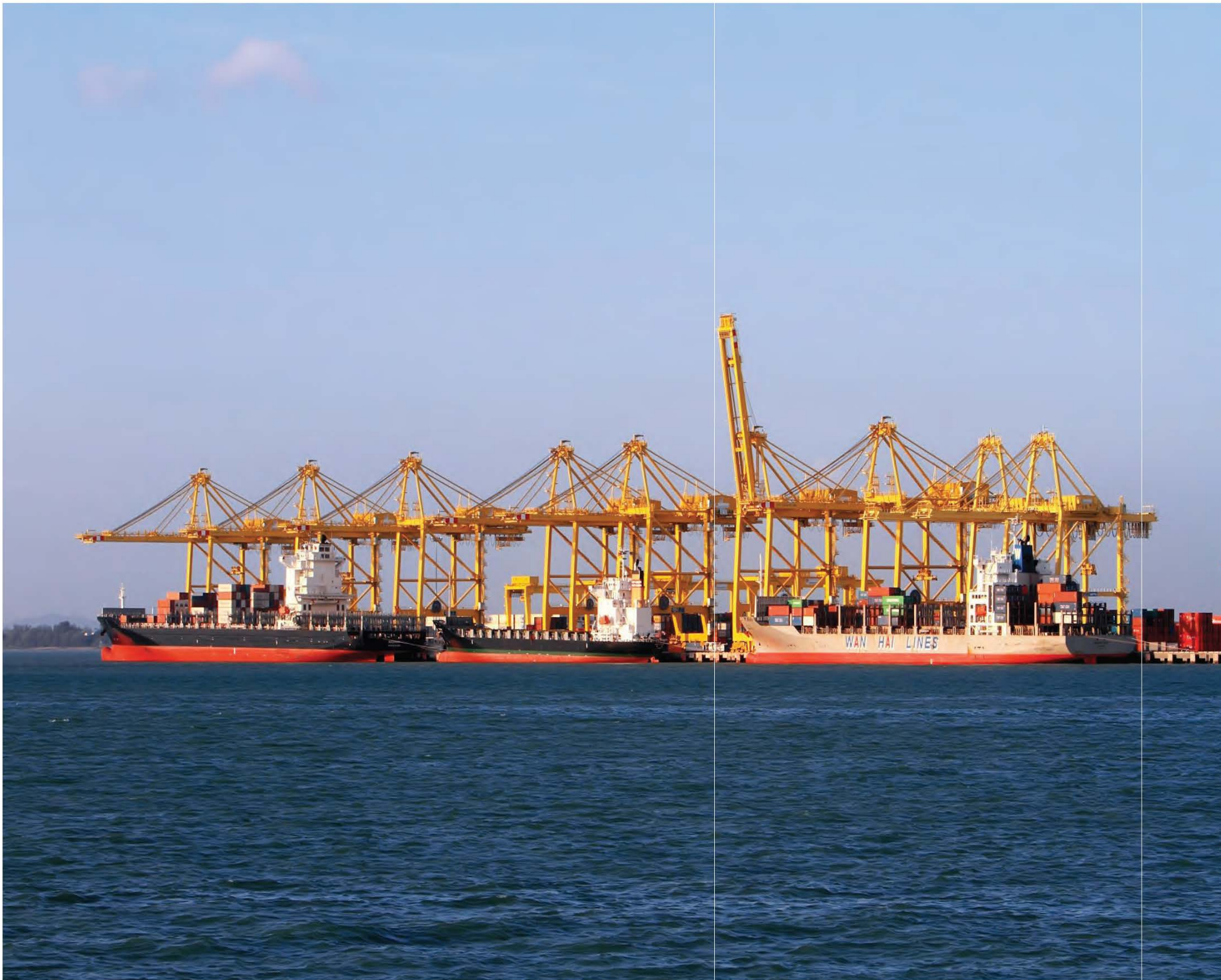


This world is clearly emerging before our eyes. The shifts ahead, the opportunities ahead are massive.

- 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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