

**DAULAT TUANKU** THE STAR, TUESDAY 14 JANUARY 2025

#### Warm wishes for a beloved Ruler

Yang di-Pertuan Besar of Negri Sembilan, Tuanku Muhriz Tuanku Munawir, celebrates his 77th birthday today. 2 Daulat Tuanku The Star, TueSday 14 January 2025

#### Stories by SARBAN SINGH and C.S. NATHAN

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FROM gracing state functions and community gatherings to attending cultural celebrations and charity events, Tuanku Muhriz Tuanku Munawir is a Ruler who consistently connects with the people and understands their issues firsthand.

Whether greeting congregants at Friday prayers in local mosques or inspiring graduates to reach for greater heights, the Yang di-Pertuan Besar of Negri Sembilan, who celebrates his 77th birthday today, always takes a keen interest in his subjects and encourages them to fulfil their potential.

As the chancellor of Universiti Kebangsaan Malaysia (UKM), Tuanku Muhriz often advises graduates to follow their moral compass and emulate good values.

During the university's 52nd convocation ceremony in November, the Ruler commended its many achievements, including its current position as the 138th best university in the QS World University Rankings.

Tuanku Muhriz also advised students and university personnel not to rest on their laurels, regardless of the accolades garnered, as the university plays an important role in promoting the national identity and the empowerment of the Rukun Negara.

"No matter how much the university achieves, I hope its founding principles will be continually appreciated and embedded in your hearts. The university's establishment and history are tied to the empowerment of the national language, the appreciation of patriotic values, and the development of higher education rooted in national culture," the Ruler said.

Tuanku Muhriz added that since his appointment as chancellor, he has witnessed the university's various initiatives to improve its policies, governance, and operations.

"I urge the university's administrators to continue carrying out such initiatives and to pay particular attention to maintaining financial and administrative efficiency and integrity.

"This would help improve the accountability and productivity of administrators and increase the rakyat's faith and confidence in public institutions," the Ruler added.

Tuanku Muhriz also expressed hope that UKM would continue to produce academically successful individuals with good values, such as integrity.

"This is because real success is not merely measured by an individual's academic achievements but also by their manners, morals, character, and ethics," the Ruler said in his address.

Tuanku Muhriz is known for his ready smile and kind words, but behind this gentle demeanour is a Ruler genuinely concerned about the rakyat's betterment and instituting positive change.

Speaking at the state-level Maulidur Rasul celebrations in September, the Ruler reminded people to work together to strengthen unity and foster brotherhood for the nation's continued peace and prosperity.

Tuanku Muhriz cited Prophet Muhammad's leadership which

# Advocating for quality education and healthcare



Tuanku Muhriz Tuanku Munawir inspecting the guard of honour during the state-level Merdeka Day celebration.

prioritised social justice, equality and moral integrity as an example.

"While Islam is the religion of the federation as enshrined in the Federal Constitution, equal respect must be accorded to the rights of non-Muslims too.

rights of non-Muslims too.
"Islam also emphasises ad-Din,
which places importance on
unity and good relations between
all human beings," he said.

Always one to speak his mind, the Ruler also expressed tremendous regret and sadness over reports of child exploitation and abuse by an organisation that hid behind the cover of an Islamic welfare body.

"This behaviour is contrary to the principles that Muslims should uphold. Muslims should exemplify true Islamic values in their daily lives such as sincerity, honesty, trustworthiness, justice, unity, brotherhood, simplicity and mutual respect," he

As an avid sportsman who plays squash and a music aficionado who enjoys attending recitals, the Ruler is just as passionate about nurturing budding talent in sports and the arts.

He is also equally dedicated to improving the lives of his subjects, particularly by ensuring equal access to quality healthcare for everyone.

Tuanku Muhriz's efforts in pushing for better access to quality healthcare for all members of society have earned him an Honorary Fellowship from the Royal College of Surgeons Edinburgh (RCSed).

The prestigious institution's highest award was conferred on the Ruler in recognition of his untiring efforts to improve healthcare in impoverished communities and the advancement of surgery.



Tuanku Muhriz and his consort Tuanku Aishah Rohani Tengku Besar Mahmud arriving at the state-level Merdeka Day celebration held at Padang MBS in Seremban.

A member of the Rotary Club of Kuala Lumpur DiRaja in his younger days, Tuanku Muhriz is no stranger to social work.

When invited to local Rotary Club events, he often highlights causes that require attention from youth issues to the environment.

At the installation of the Rotary Club of Senawang in August, the Ruler urged the club, whose signature project involved supplying more than 200 cataract lenses to the B40 community of Negri Sembilan, to include eye health check-ups as part of their efforts to combat vision impairment.

"This meaningful project has been successfully implemented for five years. However, a lot more can be done for vision impairment as surveys show 67% of the population do not have their eyes screened yearly.

"So, I would like to suggest that the club takes a further step by organising eye health check-ups. There is an urgent need to reduce serious eye illnesses.

"I'm pleased that through joint ventures of the club with local hospitals, spectacles are provided for the less fortunate members of society.

"Yet another health project undertaken by the club is the spina bifida programme which looks among

"The club organised a seminar which brought together doctors, nurses and parents to raise awareness of these issues," he said.

Tuanku Muhriz said this initiative by the club was timely as not many NGOs look into addressing this medical condition.

The Ruler also underscored the importance of aged care as Malaysia becomes an ageing society.

The United Nations predicts that in 2030, 15.3% of Malaysians will be aged 60 years and above.

"We need to prepare now for the plight of our elderly to make their lives more meaningful. I'm very glad that the club in cooperation with the Senior Citizens Club has been distributing wheelchairs to those in need.

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## Salutations and Heartiest Congratulations DULI YANG MAHA MULIA YANG DI-PERTUAN BESAR NEGERI SEMBILAN DARUL KHUSUS TUANKU MUHRIZ IBNI ALMARHUM TUANKU MUNAWIR

D.K., D.M.N., D.K. (PERAK), D.K. (PERLIS), D.K. (SELANGOR), D.K. (KEDAH), D.K. (KELANTAN), D.K. (JOHOR), D.K. (TERENGGANU), D.K.Y.R., P.P.T.

May Allah The Almighty Bless His Royal Highness's Reign On The Occasion Of His Royal Highness's 77th Birthday

on

14th January 2025 (14 Rejab 1446H)

*FROM* 



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Tuanku Muhriz, accompanied by Youth and Sports Minister Hannah Yeoh, posing with members of the Negri Sembilan wushu team after presenting them with certificates for their achievements.



Tuanku Muhriz, accompanied by his sons Tunku Ali Redhauddin and Tunku Zain Al'-Abidin (right) during a visit to Hospital Chancelor Tuanku Muhriz UKM shortly after the New Year. Tunku Zain thanked the hospital's doctors, nurses, and staff for their dedication during the holiday period. — Photo from Tunku Zain's Instagram

### An educated generation is the most valuable asset

#### > FROM PAGE 2

"As with your other programmes, this assistance is given to persons irrespective of their race and religion.

"The projects you have undertaken show your strong spirit of voluntary service. I applaud the club for its good work, and urge that you expand the scope of your initiatives for the benefit of society, in keeping with your motto of Service Above Self," the Ruler said.

Recognising the transformative power of a good education, the Ruler continues to champion various causes to ensure access to quality education for all students, with a special focus on those from underprivileged backgrounds.

In June, Tuanku Muhriz graced the graduation ceremony of Sekolah Menengah Sains Tuanku Munawir, a top-tier secondary school in Seremban, where he stressed the importance of quality education.

"Every child in this country has the right to access quality education regardless of their socio-economic background.

"Education enables people to improve their quality of life and that of their families, helping them overcome challenges in a competitive world.

"An educated generation is the most valuable asset in nation-building and enables the country to stay on par with other developed nations," he said.

Tuanku Muhriz also urged the young graduates to further their education and pursue studies that suit their talent and inclination.

He reminded those still in school to actively participate in co-curricular events because success is not only measured by examination results.

"Good character and manners can't be learnt from books but are shaped from experiences and skills in co-curricular activities.

"These attributes are essential when pursuing higher education," he said.

The Ruler inculcated many of these values and his sense of righteousness as a young law student at the University of Wales, Aberystwyth (now Aberystwyth University), where he graduated with an LLB (Hons) in 1970

When he was awarded an Honorary Doctorate of Laws by the UK's University of Glamorgan in 2013, Tuanku Muhriz recounted his university days with nostalgia and affection in a speech that offered insight into his strong sense of doing what's right.

"The time one spends as an undergraduate at a university is an important one in one's life. For me, this period between that of a schoolboy and growing up to be an independent and responsible person took place in Aberystwyth and Wales.

"Every good university education provides a training of the mind, the ability to reason and organise, giving one the tools to get started in life.

"In the course of studying law, one also learns an important aspect of how humanity has learned to govern itself and provide order to society.

"Even in this short period covered in one's course of study, the changes to the laws within that period reveal how society strives to improve and refine its rules of establishing order, to determine what is right or wrong, to achieve justice," he said in his acceptance speech.

Although the Ruler went on to carve a corporate career spanning banking, finance and advertising, he has always been guided by the principles of equality and justice – values that he has reiterated since ascending the throne in 2009.

The Ruler's unwavering commitment to duty, vision for a brighter future for all Malaysians irrespective of race or religion, and advocacy of fair play and justice endeared Tuanku Muhriz to the people. May his reign be blessed with continued success, good health and prosperity. Daulat Tuanku!



Mentri Besar Datuk Seri Aminuddin Harun welcoming Tuanku Muhriz at the state-level Merdeka Day celebration held at Padang MBS in Seremban.



Tuanku Muhriz officially opening the RM540mil state-of-the-art Dutch Lady Milk Industries facility at Bandar Enstek.





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OH

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**WITH UTMOST SINCERITY:** 

Executive Chairman,
Board of Directors, Management & Staff



**YTL Corporation Berhad** 

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Tuanku Muhriz at the Negri Sembilan Berselawat (prayers) ceremony held at the Seri Menanti public field on Jan 9. — Bernama



Tuanku Muhriz,
Tuanku Aishah Rohani
and their sons Tunku
Ali Redhauddin and
Tunku Zain Al'-Abidin
attending the Sixth
Tuanku Muhriz
Chancellor Lecture at
the Tun Abdul Razak
Chancellor Hall,
Universiti Kebangsaan
Malaysia (UKM) in
November. — Photo
from Tunku Zain's
Instagram

#### Warm and down-to-earth royal family

IT is impossible to miss the beaming smiles of the Negri Sembilan royal family whenever they attend events with the rakyat, proving their genuine warmth towards the people.

Whether chatting with guests at a state-level Deepavali open house, watching a squash game with other fans, or greeting congregants at local mosques during Friday prayers, Tuanku Muhriz Tuanku Munawir, his consort Tuanku Aishah Rohani Tengku Besar Mahmud, and their two princes always make time to engage with people and enquire about their well-being.

Aside from official and ceremonial duties, this simple and genuine approach is true of Tuanku Muhriz's unassuming manner.

Born in the royal town of Seri Menanti on Jan 14, 1948, the 11th Yang di-Pertuan Besar of Negri Sembilan wholeheartedly embraced public life after his ascension to the throne on Oct 26, 2009.

Tuanku Muhriz leads by example, imbuing everything he does with openness, honesty, integrity, objectivity, and accountability.

The grandson of the country's first Yang di-Pertuan Agong Tuanku Abdul Rahman Tuanku Muhammad, Tuanku Muhriz spent his primary and early secondary school years in Negri Sembilan where he attended the Tuanku Muhammad School in Kuala Pilah, Tunku Besar School in Tampin and King George V Secondary School in Seremban.

Tuanku Muhriz pursued his O- and A-Levels at England's Aldenham School, a prestigious institution focused on offering students an all-rounded education.

While at Aldenham, the teenage prince nurtured his love for music and picked up the guitar.

Tuanku Muhriz also fronted The Prince and the Paupers, a band he formed with his schoolmates.

After completing his A-Levels, the Ruler furthered his education at the University of Wales at Aberystwyth (now Aberystwyth University) where he studied law and graduated with an LLB (Hons) in 1970.

Tuanku Muhriz returned to Malaysia upon graduation and joined the corporate world, charting a successful career with stints in banking, finance, and advertising.

While he is vocal and firm about issues affecting the rakyat, the Ruler embodies the importance of service by example – a trait he shares with his family.



Tuanku Muhriz and Tuanku Aishah Rohani graced the Negri Sembilan state-level Deepavali 2024 Open House at the Dataran Tampin Arena Complex in November. — Bernama



The Negri Sembilan state flags gracefully flutter alongside bright yellow posters adorned with the regal portrait of Tuanku Muhriz Tuanku Munawir, marking the celebration of Tuanku's 77th birthday today. – Bernama





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### Supporting community initiatives

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The down-to-earth royal couple who celebrated their 50th wedding anniversary last year, is blessed with three princes – Tunku Ali Redhauddin born in 1977, Tunku Zain Al'-Abidin born in 1982, and the youngest, Tunku Alif Hussein Saifuddin Al-Amin born in 1984.

Sadly, Tunku Alif, who was born with special needs, breathed his last on Jan 15, 2016.

One of the first endeavours the royal family embarked upon after Tuanku Muhriz became the Yang di-Pertuan Besar was the establishment of Yayasan Munarah – a foundation in aid of less privileged members of society regardless of their race or religion.

Through their foundation, the royals have helped many bright but disadvantaged students fulfil their dreams and potential, with the cream of the crop even getting admitted into prestigious universities in the United Kingdom.

The family is close-knit and the princes always accompany their parents to official events, concerts, and even squash games.

The princes, who sit on the boards of various charities and corporations, lead very busy lives yet make time to accompany Tuanku Muhriz at events and lend their support to programmes for the rakyat.

Whether picking up trash during a clean-up campaign at the local wet market or comforting flood victims, the princes always do their part.

Just like the Ruler, Tuanku Aishah Rohani who serves as Chancellor of Universiti Islam Malaysia (USIM) shares a passion for education and self-improvement.

At USIM's convocation last month, the Tunku Ampuan Besar of Negri Sembilan expressed hope that the knowledge, skills and values the graduates gained at university would supply them with what they needed to become individuals who were mature in behaviour and thinking.

"Whether you are a head of an organisation, community or family, I hope that you will remain enthusiastic and stand firm in shouldering your responsibilities as a leader," Tuanku Aishah Rohani said.

In her address, Tuanku Aishah Rohani also urged USIM to always ensure learning methods and environment fulfilled the latest requirements, taking into account dynamic teaching and learning approaches through technology applications and artificial intelligence.

Tunku Ali, the older prince, read History and Political Science at Cambridge University and received his Master's degree in Public Administration from the Harvard Kennedy School in the United States.

Tunku Ali, the founding trustee of Teach for Malaysia, a non-profit organisation that aims to empower every child's potential through quality education, also serves as Pro-Chancellor of Universiti Kebangsaan Malaysia

When he is not addressing



Tuanku Muhriz visiting the art exhibition of renowned local architect Datuk Hajeedar Abdul Majid (right) at Rumah Tangsi in November. Tuanku Muhriz was accompanied by his consort Tuanku Aishah Rohani and their sons, Tunku Ali Redhauddin and Tunku Zain Al'-Abidin (second from right). The event was also attended by the president of the Malaysian Institute of Architects (PAM), Adjunct Prof Adrianta Aziz (left). — Bernama

graduates or officiating events, the sporty prince is a senior advisor to global equity firm TPG Capital. He is also an independent non-executive chairman of Malaysian satellite television and IPTV provider Astro and president of wildlife NGO WWF-Malaysia.

A big believer in educational equity, the prince ensures all students can achieve their potential regardless of their personal or socio-economic circumstances through his role as Chairman of Yayasan Munarah's Board of Trustees.

Tunku Zain, the younger of the two, holds an honours degree in Sociology and Government and an MSc in Comparative Politics from the London School of Economics and Political Science.

He is also the Pro-Chancellor of both Universiti Sains Islam Malaysia and UCSI University, a Royal Fellow of Universiti Kebangsaan Malaysia and the founding president of the Institute for Democracy and Economic Affairs (IDEAS), a think tank dedicated to promoting market-based solutions to public policy challenges.

At the think tank's 9th Liberalism Conference in September, the IDEAS founding president expressed hope that the conference would be an important platform for critical discourse on complex issues such as those related to refugees and stateless people.

"We talk about liberal ideas in terms of freedom of movement, the freedom to live a life free of violence, freedom to live a life free of fear, and upholding human dignity regardless of status, nationality, citizenship,



Royal patron of the Negri Sembilan Girl Guides Association, Tuanku Aishah Rohani (seated, centre), with members of the association at a high tea ceremony in Dewan Pekerti in November. The event was held in conjunction with the association's 100th anniversary. Also present were Datuk Seri Dr Wan Azizah Wan Ismail (seated, third from left), president of the Girl Guides Association of Malaysia, and Raja Datin Seri Salbiah Tengku Nujumuddin (seated, third from right), head of the Negri Sembilan Girl Guides Association of Malaysia. — Bernama

and origin.

"I believe these to be very much liberal ideas that we should all strive to uphold and are consistent with Malaysia's Federal Constitution as well," he said.

The prince sits on the board of various corporations and non-profits including IDEAS Autism Centre, which focuses on early intervention, care, and therapy for children with autism from low-income families.

An accomplished pianist

An accomplished pianist,
Tunku Zain is the patron of
Euroasia Association of
Performing Arts, which is dedicated to the education, development, and promotion of the performing arts in Malaysia, and the musical ensemble Hands
Percussion.

The prince who plays squash and tennis continues to contribute to developing the state's sporting talent and supporting next-generation champions through his duties as president of the Negri Sembilan Squash Association.

Tunku Zain is also a trustee of Yayasan Munarah, Yayasan Chow Kit and the Jeffrey Cheah Foundation. The articulate prince writes a regular column in this paper sharing his thoughts and insights on current issues and public policy.

# StarSpecial

THE STAR, FRIDAY 10 JANUARY 2025

**CHINESE NEW YEAR SPECIAL** 





Queensbay Mall's Central Atrium is transformed into a celestial garden to welcome the Lunar New Year. A stunning gazebo designed like a porcelain vase stands as the centrepiece, offering a picturesque backdrop for unforgettable photos.

# A blooming start to prosperity

Pink and red hues fill the Central Atrium, where elegant lanterns, cherry blossoms, retractable flowers, and giant butterflies create a delightful, immersive setting for capturing cherished memories.



WHEN the first flower of spring blooms, it marks the beginning of a celebration of happiness, abundance and prosperity.

This year, Queensbay Mall transforms its Central Atrium into a Blooming Bliss Garden, filled with beautiful cherry blossoms to welcome the Lunar New Year.

Pink and red set the stage for a vibrant ambiance. Red lanterns hang elegantly, while blooms of cherry blossoms make for a picture-perfect backdrop for photography enthusiasts.

Feast your eyes on the magical retractable flowers as they bloom, gracefully unfolding their pretty petals before your eyes.

The mesmerising centrepiece is a gazebo built in the shape of a porcelain vase, providing another great spot for photographs.

Porcelain – a timeless material with roots in ancient China, has long been synonymous with royalty throughout the dynas-

ties. You will also find a variety of intriguing porcelain wares in the main atrium.

For an immersive experience, look out for giant butterflies taking flight all over the Blooming Bliss Garden. These butterflies symbolise love and freedom. Appearing in pairs, they represent limitless love that weaves the world together in harmony.

There will also be a dedicated play area for children to enjoy themselves during the festivities, making it a wholesome experience for shoppers and their families.

Visitors to Queensbay Mall can look forward to a variety of exciting activities, including acrobatic lion dances, engaging workshops, booths offering delicious traditional snacks, and opportunities for shopping redemptions and rewards, among others.

■ For details, visit https://www. queensbaymallmalaysia.com/



THE STAR, TUESDAY 14 JANUARY 2025

Daulat Tuanku

Mentri Besar Datuk Seri Aminuddin Harun (centre) and state industrialisation and non-Muslim affairs committee chairman Teo Kok Seong (second from right) at the groundbreaking ceremony for the SPD Tech Valley.





Aminuddin with Matrix Concepts chairman Datuk Mohamad Haslah Mohamad Amin (third from left) at the groundbreaking ceremony of MVV City. — FAIHAN GHANI/ The Star

### New industrial areas to spur growth

NEGRI Sembilan, on track towards attaining developed-state status and progressively moving towards a digital-centric economy, has outlined plans to attract more investments to further boost revenue and achieve its vision to become a prosperous, inclusive and sustainable state by 2045.

Taking advantage of its strategic location and proximity to the country's main airports and seaports, the state administration plans to open more industrial areas especially the greentech and high technology industries to achieve this.

Negri Sembilan industrialisation and non-Muslim affairs committee chairman Teo Kok Seong said the state government has taken a proactive approach and hopes to open at least 10 new industrial areas in the state in stages in the coming years to meet this objective.

"As of now, we have more than 50 industrial areas in Negri Sembilan with proper infrastructure facilities.

"Of these, only the Techpark@Enstek phase 2 in Bandar Enstek and Springhill Industrial Park phase 1 and 2 in Port Dickson still have lots to be sold," he said, adding that at the other industrial areas, there were only ready-built factories or godowns that were available for sale or rent to interested investors.

Realising that the state was quickly running out of industrial areas to cater to all types of industries, it came up with a plan to aggressively open more areas in the next four years to meet rising demand.

He said two industrial areas should start operating this year.

"The 514-acre Hamilton City Industrial Area in Nilai by Sime Darby Properties, which is the first project under the Malaysia Vision Valley 2.0 should be ready this year.

"The 100-acre Kelisa Mewah Industrial Area in Sg Gadut by Azza Mewah Sdn Bhd earmarked for light industries will also be ready for occupancy in the first quarter of this year," he said.

this year," he said.

Teo said the 523-acre SPD Techvalley
Industrial Area in Senawang by Seri Pajam
Development, being developed under the
"greentech" concept in a guarded area,
would be ready by 2026.

"This industrial area will be built under the Smart Sustainable Managed Industrial Park concept and is the first in South-East Asia to be awarded the Leadership in Energy and Environment Design for cities and the industry community.

"This area will also strictly comply with ESG standards," he said.

Apart from SPD Techvalley, three more industrial areas will be opened in 2026.

The first is the 616.6-acre phase three of Techpark@Enstek at Bandar Enstek by Tabung Haji Properties.

"This particular area will focus on the halal industry hub, cleantech and high technology industries," he said.

The next project, Teo said, is a 760-acre Vision Business Park integrated development (Parcel B) in Labu by Sime Darby Properties.

He said a section of the industrial area will be reserved to support light- and medium-scale industries.

The third, he said, was the 179-acre Springhill Industrial Area (phase 3) in Port Dickson by West Synergy Sdn Bhd which will focus on high-tech light- and medium-scale industries.

Two industrial areas that would be opened in 2027 are the 837-acre NS Semiconductor Valley in Senawang by NS Corporation.

"This investment, which will be in collaboration with the private sector, will focus on high technology industries such as electric and electronics and semiconductor," he said.

Teo said 2027 will also see the opening of the 122-acre Sikamat Industrial Area in Sikamat by GD Holdings which will cater for the light- and medium-scale industries.

In 2028, the state will have two more industrial areas.

The first is the 2,382-acre MVV TechPark in Labu (Parcel B) by NS Corporation which will be built in collaboration with N9 Matrix Development.

"There will also be a NS Smart Park in Labu (Parcel B) by NS Corporation which is a joint venture with the private sector. The 1,281-acre area will house data centres, smart manufacturing facilities, aerospace, logistics and services industries," he said.

On Dec 18 last year, the state government signed yet another agreement to develop an industrial park in Bukit Pelandok, Port Dickson.

The understanding between NS Corp, on behalf of the state government and SD Guthrie Bhd and Eco World Development Group Bhd will see the development of a 1,166-acre industrial park with a gross development value of RM2.95bil.

The project, to be developed over an eight-year period, will target both local and foreign investors and help create high-value jobs to further drive the state's growth agenda.

The industrial park, will among others have industrial lots, ready-built factories and commercial properties that will cater to high-growth sectors such as aerospace, electrical and electronics, logistics and biotechnology.

Teo said the state government has also been attracting healthy investments in recent years which augurs well for its economic growth.

In 2018, the state received RM1.6bil in foreign direct investment (FDI) and another RM1.26bil in domestic direct investment (DDI). In 2019, the FDI increased to RM1.85bil while DDI saw a massive jump to RM5.1bil.

"The following year, the FDI increased further to RM3.8bil and the DDI was RM4.1bil. In 2021, we got RM3.35bil in DDI and RM2.4bil from foreign investments," he said.

Teo said the state continued to attract investors in 2022 with foreigners pumping in RM6.58bil with another RM2.3bil from domestic investors.

History was made in 2023 when the total investments received went beyond the RM10bil mark. That year, another RM6bil came from abroad while domestic investors put in another RM4bil into the state.

For the first half of 2024, the state had already received investments totalling some RM3bil.

A proposal for the development of a special industrial cluster in the central region and the construction of a smart container port in Port Dickson will also expedite growth in Negri Sembilan and further solidify the country's position as an investment hub

The federal government has in principle agreed to the proposal which will include the Federal Territory of Kuala Lumpur, Selangor, Negeri Sembilan and Melaka.

Through the initiative, they hope to attract more high-quality investments in

the manufacturing sector in the central region.

The Negri Sembilan Digital Economy Blueprint, a five-year strategic plan aimed at developing a foundation for a digital-centric economy, will also be realised by 2027.

The core of the blueprint rests on the establishment of a digital-powered government, a digital-driven industry, and a digital-ready society.

Within the government, priority will be placed on digitalising-related services and kick-starting the journey towards transforming key Negri Sembilan areas into smart cities.

This blueprint aims to complement the vision of the Negri Sembilan Development Plan 2021-2025 and the Negri Sembilan Structural Plan 2045 towards becoming a prosperous and sustainable state.



A breathtaking display of red lanterns, intricate decorations, and traditional elements creates a vibrant Chinese New Year ambiance in Aman Central's Central Atrium.



📞 604-619 8989 🏻 🜐 queensbaymallmalaysia.com 🧜 queensbaymall 💿 @queensbaymall 📠 Queensbay Mall皇后湾广场

# Usher in luck and joy this Lunar New Year

AMAN Central is kicking off the Chinese New Year festivities with a spectacular lineup of activities, promotions and cultural experiences designed to bring joy to shoppers and families alike.

Strategically located in the heart of Alor Setar, Aman Central boasts a built-up area of 1.25 million sq ft, with 800,000sq ft of net lettable area, offering a comprehensive shopping experience for all ages.

As the northern region's premier shopping destination, Aman Central unveils "Whimsical Spring Blossoms," a vibrant celebration to usher in the Year of the Snake.

Featuring traditional performances and exclusive deals, the festive line-up promises a truly breathtaking experience, filled with joy, prosperity, and good fortune in celebration of Chinese New Year.

#### Cultural events and entertainment

To ring in the Lunar New Year, Aman Central is hosting a variety of cultural performances and events throughout the festive season. Shoppers can look forward to:

> Lion dance performances: Be entertained by vibrant lion dance performances featuring dazzling costumes and mesmerising acrobatics from Jan 10 to Feb 12. Visit the mall's website for the performance schedule.

> Meet and Greet with the God of Prosperity: Children can take photos with the God of Prosperity and receive blessings for good luck and wealth during his special appearances at the mall from Jan 11 to Feb 12. Visit the mall's website for his walkabout schedule.

> **Festive drum**: Experience the awe-inspiring sounds of festive drum performances and welcome good fortune during your visit.

> Traditional Chinese New Year dance: Be captivated by live dance performances that beautifully depict Chinese culture through a specially tailored theme, designed to celebrate the auspicious Chinese New Year.

> **Traditional instrumental**: Enjoy the timeless instrumental pieces performed live in celebration of the Lunar New Year.

> Paper-cutting and snake lantern workshops: Shoppers can participate in hands-on workshops to learn the art of Chinese calligraphy or craft their own beautiful paper lanterns, perfect for the festive season.

> Contests and redemptions: Enjoy exclusive redemptions and exciting contests at Aman Central this Chinese New Year. Don't miss your chance to win attractive prizes.

The mall has undergone a stunning transformation to usher in the Lunar New Year. Visitors can look forward to grand decorations, including two majestic arches. One arch frames a vibrant display of peach blossom trees along the bridge leading to a charming mini pagoda, while the other guides visitors towards a captivating centre stage, adorned with whimsical red lanterns, cascading lanterns in the sky, and striking red fabric with festive embellishments encircling the Central Atrium. These festive decorations honour Chinese traditions, symbolising good luck, prosperity, wealth, and fortune for the Lunar New Year.

Capture unforgettable moments with family and friends amidst a tranquil Chinese landscape garden. This serene setting seamlessly blends traditional elements with contemporary appeal, featuring a dynamic interplay of vivid hues that elevate the decor to a new level of elegance.

As the snake symbolises positive energy, maturity, constancy, and tremendous opportunity, shoppers are invited to visit the booths of various tenants, including Goodnite Signature, Fashion Malaya, Jin Ye Ye, Oloiya, Gift Master, Sticky, Crocodile,

Beverly Hills Polo Club, and Akemi.

From now to Feb 16, visitors to Aman Central can immerse themselves in a festive atmosphere, enjoying the grand displays and participating in the celebrations.

To further enhance the festive atmosphere, Aman Central will also be featuring a variety of interactive experiences and events that celebrate the traditions of Chinese New Year:

> Whimsical TikTok contest (From now until Feb 16): Shoppers can follow and tag @amancentraltiktok on TikTok for a chance to win prizes worth up to RM3,000.

To enter, record a video featuring the

To enter, record a video featuring the Chinese New Year decorations and submit it with the hashtags #AmanCentral, #ACContest, and #ACCNY.

The first 28 entries will receive an exclusive Aman Central Hong Bao pack, available on a first-come, first-served basis, while stocks last. Additionally, the top 10 most whimsical TikTok entries will win exciting prizes. Terms and conditions apply.

> Auspicious Rewards Hong Bao packets (From now until Feb 16): Spend RM528 or more in a single receipt on the same day to receive an exclusively designed Aman Central Hong Bao pack, available while stocks last and on a first-come, first-served basis. Terms and conditions apply.

> Traditional costume contest: The contest is open to all individuals aged 15 and above. Online submissions will be accepted from now until Feb 2. Participants must be dressed in traditional costumes and accessories. Selected applicants will be notified of their eligibility to participate in the final contest at the Central Atrium on Feb 15 at 3pm. The grand prize winner will receive RM800, the first runner-up RM500, and the second runner-up RM300. Additionally, the fourth to 10th place winners will each receive RM200.

> Whimsical FB Online Contest (From now until Jan 19): Sixty-eight lucky winners will receive an exclusively designed Aman Central Hong Bao pack by liking, sharing, and tagging eight friends on Aman Central's official Facebook page.

> Blossom Rewards (Jan 10 onwards):

> Blossom Rewards (Jan 10 onwards) Spend RM3,888 or more in up to two combined receipts to redeem a set of dinnerware. Limited to one pack per shopper, while stocks last and on a firstcome, first-served basis.

> Paper-cutting workshop (Jan 25): Open to the first 30 participants aged 12 and above, with a minimum purchase of RM318 from two combined receipts to join the class. Limited seats available, on a first-come, first-served basis.

> AC Junior Club+ (ACJC) Loh Sang and snake lantern workshop (Jan 24): To book a seat, ACJC membership registration is required with a purchase of RM300 in a single receipt. Seats are limited and available on a first-come, first-served basis.

> CNY performances highlights (Jan 26 to Feb 24): Celebrate the Year of the Snake at Aman Central. Its Whimsical Blossoms festivities will be a blast, featuring traditional lion dances, a Chinese music ensemble, mesmerising drum performances and dazzling decorations. The event brings the spirit of the Lunar New Year to life.

Don't miss out on the excitement – there's still time to shop, dine, and celebrate at Aman Central.

Share your festive moments on social media by using the hashtag #ACCNY. The mall's team would love to see how you're celebrating the Lunar New Year.

■ Stay tuned for all the latest and exclusive updates on www.amancentral.com.my, www.facebook.com/AmanCentralAlorSetar and www.tiktok.com/@amancentraltiktok, @amancentral and by following #ACCNY #AmanCentral or call 04-735 2626.

10 Daulat Tuanku The star. Tuesday 14 January 2025



Visitors relaxing on the beach and enjoying a wide range of activities at Port Dickson. –



Tan visiting a padi field in Kampung Londah which was part of the state government's efforts to promote eco-tourism.

### **Bright prospects for Negri tourism**

EFFORTS to further promote Negri Sembilan as a favoured tourism destination will shift into high gear in the coming months as the state prepares for Visit Negri Sembilan Year 2026 (TMNS2026), says state tourism committee chairman Nicole Tan Lee Koon.

With an estimated 22 million tourists expected to visit attractions in the state known as "Negeri Beradat" for its unique Adat Perpatih and rich customs and traditions, Tan said more tourism events will be planned in the coming months to make TMNS2026, which is being held after more than 25 years, a roaring success.

Tan, who also holds the arts and culture portfolios, said promotions have already started at sales and exhibition missions both domestically and abroad such as the MATTA Fair, NS Travel Fair @ NS Fest, as well as trade fairs in the travel, tourism, and hospitality industry at the World Travel Market in London, the China Sales Mission in Shenyang, Changchun, Jilin and Harbin, Asean Festival, Thailand and ITB China in Shanghai.

"There have also been several business to business sessions with related tourism agencies as well as familiarisation trips to Negri Sembilan involving travel agents and key opinion leaders and influencers.

"There will also be promotions through mainstream media such as print media including newspapers and magazines and electronic media such as radio and television," she said.

Tan said the state government will also promote TMNS2026 on social media platforms such as Facebook, Instagram, X, and TikTok and collaborate with players in the tourism industry to promote its tourism destinations and products through other communication mediums.

"The state government has set the tourism segment to 60% beach tourism, 30% eco-tourism and 10% tourism based on customs, heritage, and culture.

"This designation was made because the state is indeed rich in tourist attractions, especially those based on nature such as beaches and eco forest parks, in addition to the uniqueness of customs and heritage in Negri Sembilan," she said, adding that

the last Visit Negri Sembilan Year was held in 1999.

She said since TMNS26 is being held simultaneously with Visit Malaysia Year 2026, the state government will focus on efforts to strengthen existing tourism products by upgrading infrastructure, facilities and tourism facilities.

The state government will also focus on developing new tourism products to enhance the tourism sector's ecosystem, add value to existing attractions, and provide visitors to Negri Sembilan with satisfying and memorable experiences.

Tan said some of the new products planned for the state to complement an already impressive list were a floating mosque in Port Dickson, the Silara Hutan Sky Walk in the Pasir Panjang Forest Eco Park, also in Port Dickson, a tapir sanctuary in Kenaboi in Jelebu and the Miniature Culture Village in Seremban which will be built starting this year.

There will also be the Melewar Fun Run to mark the 250th anniversary of the rule of the Negri Sembilan royal family. Others include the annual Pestabola Ngoca Sawah or "padi field football" which is expected to attract thousands of tourists to the state.

The event held at the Terachi Cultural Village in Kuala Pilah not only attracts teams from other parts of the country but also from abroad. Although football is the main attraction, other events usually held include greasy pole-climbing, duck-catching, pillow wrestling, catching fish with bare hands and other traditional games.

Tan said Negri Sembilan welcomed 15 million tourists in 2023 against 11.5 million the year before. The state had received 13.3 million tourists in 2019 but due to the Covid-19 pandemic, the numbers fell to 8 million in 2020 and 5.5 million in 2021.

While Port Dickson remains the crown jewel of tourism in the state, Tan stated that the state government will actively promote other destinations as well.

"Port Dickson as we all know, is synonymous with the beauty of its beaches and has earned the status as the country's National Beach Resort City (Pantai Peranginan Negara).

"It has always remained popular as

apart from its gorgeous beaches, it is also known as the Army City for having several army camps and training centres as well as an Army Museum," she said.

There are 11 popular beach stretches in Port Dickson. These are Pantai Tanjung Gemok, Pantai Batu 1, Pantai Bagan Pinang, Pantai Saujana, Pantai Cahaya Negeri, Pantai Batu 5, Pantai Telok Kemang, Pantai Purnama, Pantai Cermin, Pantai Tanjung Biru or Blue Lagoon and Pantai Dickson.

"In addition, eco-tourism has also become a focus for tourists both from within the country and abroad who enjoy nature-related activities, such as at the Kenaboi State Park in Jelebu, Batu Maloi Cave in Kuala Pilah, and PD Forest Sg. Menyala, among others.

"These locations attract groups of tourists seeking challenges and adventure activities comparable to elsewhere," she said, adding that there were more than 10 forest eco-parks in the state.

Tan said efforts to organise international-level events in the state has also helped boost tourism. Among the international events that attract tourists are the Port Dickson Triathlon, Power Boat International Championship F3000, Tampin MTB Jamboree, the Negri Sembilan 7even Wonders Challenge and Folklore Festival.

"The international festival will bring a lot of economic spillover to Negri Sembilan because they will come as a family or in a group. Apart from contributing revenue to the state, the local population will also benefit through services provided, such as food and beverage sales, handicraft products, transport services and accommodations like hotels and homestays," she said.

The Negri Sembilan 7Even Wonders Challenge involves participants scaling seven hills in the state which are Gunung Angsi (Kuala Pilah), Bukit Melati (Seremban), Gunung Tampin and Gunung Datuk (both in Tampin), Bukit Penarikan (Jempol), Bukit Batu Sawa (Jelebu) and PD Forest (Port Dickson).

Tan said there were also plans for cruise ships to dock at the Port Dickson passenger jetty to further bring in tourists to the state. However, the lack of facilities including insufficient sea depth levels which made it difficult for larger vessels to berth at the port has caused this proposal to be postponed.

Tan said the state's homestay industry was also doing well and was gaining traction among foreigners.

"On Dec 4 last year, we had more than 500 tourists from China visiting the D'Pelandok Best Homestay in Port Dickson. It was a different holiday experience for them as they had the opportunity to feel the atmosphere of a village and the experience of doing village activities with the kampung folk," she said.

She said at present, there were nine homestays in the state registered with the Tourism, Arts and Culture Ministry.

Based on statistics, the number of tourist arrivals to homestays in the state had jumped from 1,643 in 2021 to 7,473 in 2023. Tan said tourists who wish to visit other eco-tourism destinations in the state can also opt to experience staying at homestays, glamping and campsites.

She added that although some were of the opinion that tourists often bypassed the state and would rather spend their holidays in other states such as neighbouring Melaka which had more attractions, Negri Sembilan was unique in its own ways.

"We are unique as we are the closest to the Klang Valley, have the best beaches and our proximity to KLIA and KLIA2.

"Based on the statistics on tourist arrivals in 2023, it proves that Negri Sembilan is one of the focus of tourist visits," she said.

She said efforts were continuously taken to further improvise tourism products, the organising of high-impact events and more aggressive promotions to increase tourist arrivals to the state.

Citing the state's Adat Perpatih for example, Tan said the state government has set aside RM500,000 annually to further promote the customary laws and traditions during Perpatih Fest.

The Adat Perpatih, which originated from the Minangkabau Highlands in Sumatra, Indonesia, is unique for its matrilineal customs that hold women in high regard.



Tan promoting homestays in the state with a group of foreign tourists.



Tan, holding the Jalur Gemilang, flagging off the Port Dickson Triathlon, an event aimed at boosting tourist arrivals to the state.



Inspired by the iconic Marvel superhero, the limited-edition Gintell Iron Man Wellness Chair is now available at a special promotional price for this Chinese New Year.

### Give the gift of health and wellness

CHINESE New Year is all about sharing gifts that bring health, happiness and comfort. This Lunar New Year is the perfect time to show love and care for your family by gifting them Gintell's limited-edition Iron Man Wellness Chair.

Whether for family gatherings or personal relaxation, this thoughtful gift will bring joy and wellness to everyone in the Year of the Snake.

Inspired by the iconic Marvel superhero, this wellness chair combines advanced technology with a stylish design, making it a standout addition to any home.

The Gintell Iron Man Wellness Chair is built with second-generation 8-D twin rollers, where the massage rollers are segmented into two parts that allow users to simultaneously choose their preferred massage techniques, to massage the upper and lower back.

It provides an overall deeper, more precise and more intelligent massage on the shoulder, upper back, lower back and

The AI Fatigue Bio-Scan system is designed with your well-being in mind. Just place your finger on the biometric scanner for 30 seconds to measure and scan your heart rate, blood oxygen and fatigue index, enabling a personalised massage programme that is suitable for your current index.

The massage chair also features Malaysia's first 178° L-Flex Track, with the "L" representing lumbar support.

This unique dual massage track adjusts to fit body curves, targeting the upper and lower back at various angles for a precise, intense massage.

Unlike fixed-angle chairs, it reclines up to 178°, effectively relieving lower back tension and promoting proper posture for a refreshed feeling.

Your body needs daily stretching, like a massage. That's why the Gintell Iron Man's built-in 230° Thai Massage full body stretching programme is beneficial.

This programme is also intensified by the 178° L-Flex Track and second-generation 8-D twin rollers that recline to a 230°

angle, which helps stretch your body from neck to foot. Overall, it enhances your joint flexibility and mobility.

This programme is fully endorsed by Datuk Seri Master Chris Leong, a renowned tit-tar master (bone setting specialist).

Aside from the AI Voice Control or touch screen controller, users can now seamlessly connect and control the massage chair via their smartphones through Bluetooth connectivity via the Gintell Super App OS application, which can be downloaded from the Google Play Store and App Store. The 360° Heat Spa Therapy is a warm

compression of the airbags, specifically placed on the back, waist and feet. It also has a cross-body strap specifically designed for abdomen heating.

Heat spa therapy works wonders in relieving overall muscle tension and specifically targets the abdominal muscles, providing much-needed relief from muscle spasms or menstrual cramps.

To elevate the quality of your sleep, you may activate the three auto-programmes from the Brain Relief Therapy session in the massage chair.

The programmes – Total Relax, Mental Care and 230° Thai Massage – are guaranteed to gently calm and relax your nerves while soft and soothing background music is played throughout the session.

Overall, the Gintell Iron Man Wellness Chair offers 20 automatic programmes, 11 unique massage techniques, adjustable massage speeds and 4D intensity up to five levels, wireless charging ports with USB connectors, a VI Memory programme and relaxing Zen Light.

Gintell is currently offering a special promotion for the Iron Man Wellness Chair for Chinese New Year, with only 200 units available across South-East Asia.

Grab yours today while the promotion lasts, as the retail selling price is set at

■ For enquiries or to pre-order, contact +6016-750 0998, browse www.gintell.com or visit your nearest Gintell showroom.



Online submission will take place untill 2<sup>nd</sup> Feb 2025, to cs@amancentral.com.my. FB Online Contest 8th - 19th Jan 2025

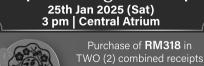
68 lucky winners will win AC Exclusive Designed Hong Bao pack

Paper Cutting Workshop

Blossom Rewards 10th Jan 2025 onwards

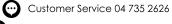


Spend **RM3,888** and (2) combined receipts.





Visit our official website & social media for more information. Top up, bill payment is not eligible to participate. Events & prizes above are subject to change without prior notice. | Terms & conditions apply All pictures shown are for illustration purpose only. Actual product may vary due to product enhancement.











### Salutations and Heartiest Congratulations DULI YANG MAHA MULIA YANG DI-PERTUAN BESAR NEGERI SEMBILAN DARUL KHUSUS TUANKU MUHRIZ IBNI ALMARHUM TUANKU MUNAWIR

D.K., D.M.N., D.K. (PERAK), D.K. (PERLIS), D.K. (SELANGOR), D.K. (KEDAH), D.K. (KELANTAN), D.K. (JOHOR), D.K. (TERENGGANU), D.K.Y.R., P.P.T.

May Allah The Almighty Bless His Royal Highness's Reign On The Occasion Of His Royal Highness's 77th Birthday

14th January 2025 (14 Rejab 1446H)

With utmost sincerity from



THE STATE GOVERNMENT AND THE PEOPLE OF NEGERI SEMBILAN DARUL KHUSUS















#### Salutations and Heartiest Congratulations **DULI YANG MAHA MULIA YANG DI-PERTUAN BESAR NEGERI SEMBILAN DARUL KHUSUS** TUANKU MUHRIZ IBNI ALMARHUM TUANKU MUNAWIR

D.K., D.M.N., D.K. (PERAK), D.K. (PERLIS), D.K. (SELANGOR), D.K. (KEDAH), D.K. (KELANTAN), D.K. (JOHOR), D.K. (TERENGGANU), D.K.Y.R., P.P.T.

May Allah The Almighty Bless His Royal Highness's Reign On The Occasion Of His Royal Highness's 77th Birthday

14th January 2025 (14 Rejab 1446H)

**FROM** 



Chairman Dato' Haji Mohamad Haslah Bin Mohamad Amin

Founder & Group Executive Deputy Chairman **Dato' Seri Lee Tian Hock** 

**Group Managing Director** 

**Ho Kong Soon** 

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