



REOPENING OF LANGKAWI

Langkawi Tourism Bubble

LANGKAWI COMMUNITY

- Sustaining the Locals Through *Bakul Prihatin* Contribution

LANGKAWI VACCINATION CENTRE

- Volunteers from LADA in Action at PPV Dewan As-Syifa

AGRICULTURE

- LADA Assists New Economic Project Agropreneurs





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HEADLINES

LADA Continues Supporting Community via CSR Contribution

Langkawi, 8th July - Langkawi Development Authority (LADA) continues its initiative of supporting Langkawi's tourism industry players whose sources of income are severely affected due to the COVID-19 pandemic.

The third leg of LADA CSR *Bakul Prihatin* (Basket of Care) Programme was resumed with the session of contribution delivery to tourist boat helmsmen operating at Kilim and Teluk Baru Jetties. LADA would like to thank Langkawi Tourism Association (LTA) and *Koperasi Komuniti Kampung Kilim* (Kilim Village Community Co-operative Society) for coordinating the delivery session. The programme was held with strict SOP compliance and permission by the local authority.

May this small contribution help lessen the burdens borne by these industry players, accordingly boosting their morale to stay patient and perseverant in facing the upcoming challenges.

"Somewhere along the way, we must learn that there is nothing greater than to do something for others."

- Martin Luther King Jr. -



LADA Supports LICC PPVI

Langkawi, 17th July - Langkawi Development Authority (LADA), LADA Sports and Welfare Club (KSKL), and its subsidiaries as well as associate companies have collaborated with *Kelab Rekreasi dan Iktisad Hospital Langkawi* (Langkawi Hospital Recreational and Economic Club) (KRIS) to deliver CSR contributions for the use of Integrated Vaccination Centre (PPVI) at Langkawi International Convention Centre (LICC).

The contributions were delivered by YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA. The delivery session was also attended by YBrs. Dr. Othman bin Warijo, Kedah Health Director, Tuan Haji Saiful Anwar bin Azmi, Langkawi District Officer, Dr. Mansor bin Ismail, Langkawi District Health Director, and Tuan Haji Mohd. Nasir bin Mat Ishak, Chairman of KRIS.

"We have prepared 26 wheelchairs to be utilised by Langkawi vaccine receivers. Although they might not help much, we certainly do hope that these contributions could support the entire operation of PPVI LICC so that it could proceed smoothly and efficiently in conjunction with its official opening today," said the CEO.

May these contributions help to expedite the vaccination process, in line with the targeted herd immunity achievement for the whole Langkawi residents. It is also hoped that this will accordingly support the planned and ongoing efforts to reopen Langkawi Island.



LADA Volunteers Support Frontliners at PPV Dewan As-Syifa

Langkawi, 18th July - LADA volunteers' aid mission in the process of vaccination for Langkawi community continues, this time involving Dewan As-Syifa Vaccination Centre (PPV) in Padang Matsirat. For five days between 7th to 13th July 2021, a few LADA staff were stationed at the PPV to help the Malaysian Ministry of Health (MOH) personnel.

Throughout the period, LADA volunteers had carried out a few crucial tasks, among these include making phone calls to vaccine receiver candidates. A total of 1520 phone calls were made to inform upcoming vaccination appointments, follow up on vaccine receivers who did not answer earlier calls and failed to attend the scheduled appointments, as well as to contact individuals in MOH's vaccination backup list.

Other than that, the volunteers also helped vaccine receivers to fill up the necessary forms. Logistic support was also provided through transport preparation as well as pick-up and drop-off service for several vaccine receivers. These were particularly provided for those facing difficulties to attend vaccination appointments, such as those without transport and individuals

to accompany and provide support during the vaccination process.

In total, 2785 Langkawi residents had successfully received COVID-19 vaccine inoculations in these five days. The vaccines given include first and second doses of Pfizer and Sinovac.

LADA therefore wishes that the support given by the volunteers would help to at least relieve a small part of obligations undertaken by the MOH frontliners in Langkawi during the entire course of National COVID-19 Immunisation Programme. May Langkawi get to achieve full herd immunity in the close future.

Virtual Signing Ceremony of MoU between LUGGp, SUGGp & TCUGGp

Langkawi, 6th August - In conjunction with the 27th Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) Ministerial Meeting on 6th August 2021 (Friday) chaired by YB Dato' Sri Mustapa bin Mohamed, Minister in the Prime Minister's Department (Economy), a Memorandum of Understanding (MoU) Signing Ceremony had been held online involving Langkawi UNESCO Global Geopark (LUGGp), Satun UNESCO Global Geopark (SUGGp), and Toba Caldera UNESCO Global Geopark (TCUGGp).

LUGGp was represented by YBrs. Tuan Rohaizad bin Rashid, Deputy Chief Executive Officer (Management) of LADA, whereas SUGGp and TCUGGp were respectively presented by Narongrit Thungprue (Director of SUGGp) and Ir. Mangindar Simbolon (General Manager of TCUGGp).

Some of the MoU's essential contents include a collaboration proposal between the three geoparks in educational and research activities, cultural and tourism development, as well as sustainable development promotion.

With the virtual signing of such agreement, LUGGp therefore hopes the collaboration between all three countries could be solidified. This, therefore, could strengthen the Southeast Asian geopark destinations promotional campaign through potential collaboration opportunities that will be implemented once the international borders are opened.



Langkawi Tourism Recovery Plan (Langkawi T-REC) Advisory Committee Meeting

Langkawi, 9th August - The Advisory Committee of Langkawi Tourism Recovery Plan (Langkawi T-REC) had convened for a virtual meeting on 9th August 2021 which was chaired by YAB Tuan Haji Muhammad Sanusi bin Md Nor, Kedah Chief Minister.

The online meeting was attended by the following members:

- i) YBhg. Dato' Asri bin Hamidon
Secretary General of Treasury, Ministry of Finance Malaysia (MOF)
- ii) YBrs. En. Mohd Zamri bin Mat Zain
Deputy Secretary General (Tourism), Ministry of Tourism, Arts and Culture Malaysia (MOTAC)
- iii) YBhg. Dato' Parang Abai @ Thomas
Deputy Secretary General (Planning and Cultivation of Science), Ministry of Science, Technology and Innovation (MOSTI)
- iv) YBhg. Datuk Khairul Shahril Idrus
Deputy Director General (Strategic Safety), National Security Council Malaysia (MKN)
- v) YB Encik Mohd Firdaus bin Ahmad
Kedah State Tourism EXCO
- vi) YBhg. Dato' Haji Norizan bin Khazali
Kedah State Deputy Government Secretary (Development)

The meeting was also joined by YBrs. Dr. Juliana Sharmini Paul a/p A-Paul, Deputy Secretary of Policy and International Relations Division (MOH), YBrs. Dr. Othman bin Warijo, Kedah

Health Director, YBrs. Dr. Mansor bin Ismail, Langkawi District Health Officer, and YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA.

The discussion focused on efforts to realise the reopening of Langkawi's tourism sector once the island reaches herd immunity and daily cases are reduced.

In the same platform, MOTAC had also informed that the SOPs for international tourists are being drafted and will be tabled in the National Security Committee Meeting.



LADA Continues Support Initiative for Tourism Industry Workers Under Langkawi Economic Diversity

Langkawi, 11th August - Langkawi Development Authority (LADA) in collaboration with Langsura Geopark Sdn. Bhd. (LGSB) continues its support programme for tourism industry workers whose sources of income have been gravely impacted by the COVID-19 pandemic, by providing them with squid-fishing equipment.

The main objective of this recovery project is to pave a path for the badly affected tour boat operators in discovering new economic fields as their alternative source of income. It is hoped to be able to help with their survival in the smallest way possible, therefore improving their standard of living.

The programme is also part of the efforts introduced under Langkawi Economy Roadmap Plan (HELANG) with participation of 10 tour boat operators who are also based at Jeti Teluk

Baru, Langkawi. The contribution was delivered by YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA at Resorts World Marina Jetty in Tanjung Malai, Langkawi. A total of RM30,000.00 was allocated for this small economic project. Each participant received RM3,000.00 support in the form of squid-fishing equipment.

LADA'S Board of Directors has approved a specific allocation of RM3 million for HELANG programme which has been implemented from the middle of last year. Until now, more than 500 participants have benefited from it, some of them include Langkawi's tourism industry players such as taxi drivers, tour guides, cultural artists, and small entrepreneurs.



LADA Contributes Deployment of Dewan Serbaguna KSL as Vaccination Centre (PPV)

Langkawi, 16th July - Langkawi Development Authority has contributed its Langkawi Sport Complex's (KSL) Dewan Serbaguna to be deployed as a vaccination centre (PPV) for residents of the island. This is done to support and realise the government's intention to reopen Langkawi as a safe tourism destination as soon as possible.

The National COVID-19 Immunisation Programme has been implemented here since early May 2021. Monitored by Langkawi District and Land Office as the Main Committee, the progress of this programme has been smooth with full support from a few other government agencies in Langkawi including District Health Office (PKD), District Police Headquarters (IPD), Fire and Rescue Department of Malaysia, Langkawi Municipal Council Tourism City (MPLBP), Public Works Department (JKR), Civil Defence Force (APM), RELA District Office, and Solid Waste and Public Cleansing Management Corporation (SWCorp).

Until 9th August 2021, the PPV was in optimum operation, starting as early as 8.30 a.m. and ending as late as 5.00 p.m. Apart from vaccine inoculation, other main works carried out by the frontliners on each operating day include venue preparation which covers cleaning of the hall

and its surrounding. The venue is sanitised by the firemen at the end of each operating day to ensure the PPV remains clean and safe from the spread of COVID-19.

Approximately 180 to 1002 daily vaccine doses have been administered from 4th May to 9th August 2021, covering the inoculation of first and second Pfizer as well as Sinovac vaccine doses. With more than 30,000 vaccine doses given throughout the period, Langkawi is now successfully ahead of other Kedah districts in terms of vaccination percentage.

Starting from 12th August 2021, PPV KSL operates mainly for eligible residents of Langkawi who have yet to receive or missed their second vaccination. This group is allowed to walk in on 12th and 19th August as well as 2nd, 9th, and 23rd September 2021 by presenting valid identification document along with proof of Langkawi residence.

It is therefore hoped that the deployment of this PPV would help accelerate the achievement of herd immunity in Langkawi, consequently allowing the reopening of tourism sector which is also the heart of this legendary island.

Sustaining the Locals Through 'Bakul Prihatin' Contribution

Langkawi, 22nd August - LADA via its CSR *Bakul Prihatin* (Basket of Care) Programme continues the initiative to support Langkawi's tourism industry players whose sources of income have been severely impacted due to the spread of COVID-19 pandemic.

The fourth leg of this programme is resumed with the delivery of contribution to 100 tourist boat helmsmen operating at Tanjung Rhu Jetty.

LADA would like to convey deepest gratitude and appreciation to Tanjung Rhu myKomuniti Perikanan (my fisheries community) (myKP) and Malaysia Civil Defence Force (APM) for coordinating the contribution delivery session.

The session was held drive-through in compliance with the SOPs enforced under the authority's permission.

May this contribution help all the tourism industry players concerned in their effort to remain patient and perseverant in facing today's challenges.



Langkawi Introduces COVID-19 SOP Compliance Certificate to Tourism Premises via MySAFE Langkawi Campaign

Langkawi, 23rd August - To ensure optimal compliance of COVID-19 SOPs by tourism products, Langkawi has introduced COVID-19 SOP Compliance Certification to be voluntarily participated by six (6) business segments of tourism industry which cover hotels and resorts, food and beverage (F&B), accommodations, retailing and groceries, tourism agencies, as well as tourism attractions.

This certification will be helmed by LADA in collaboration with LTA, MKN, PDRM, Langkawi District and Land Office, Malaysia Civil Defence Force (APM), KKM, MPLBP, MOTAC, and Tourism Malaysia. Some of the certification requirements include the complete two-dose vaccination of all staff for tourism products involved as well as participation of at least one staff in the Certificate in COVID-19 SOP Education & Risk Assessment (CERIA) Course conducted by LTA.

According to Chief Executive Officer of LADA, YBrs. Tuan Nasaruddin bin Abdul Muttalib, a total of 800 participants are estimated to join the course which will be held online in six (6) series. This certification is part of the steps taken

under Langkawi Tourism Recovery Plan 2021-2022 (T-REC 2021-2022) which was announced last July.

LADA is positive that this effort could raise the awareness and knowledge of tourism product owners on COVID-19 SOP compliance, therefore boosting tourists' confidence to revisit Langkawi soon.

LADA CSR 'Bakul Prihatin' Supports Tourism Industry Players In Stages

Langkawi, 3rd September - LADA continues the effort to support Langkawi's tourism industry players in stages to help them overcome the challenges of COVID-19 pandemic.

This time, 46 tourist boat helmsmen operating at Kuah Tourism Jetty had received LADA CSR *Bakul Prihatin* (Basket of Care) contribution.

The delivery session was coordinated by *Persatuan Pengusaha Bot Kuah* (Kuah Boat Operators Association) along with Malaysia Civil Defence Force (APM) and was conducted drive-through in compliance with the SOPs enforced.

LADA prays for everyone's including each tourism industry player's strength in facing the challenges caused by the spread of this pandemic.



LADA Delivers 'Infaq Rezeki' Box Contribution Trusted by Public

Langkawi, 7th September - A total of 50 tourist bus drivers and 50 tourist guides had received the *Infaq Rezeki* Box contribution. The support was delivered to two representatives of the associations involved in LADA Complex, which would later be distributed to those whose sources of income have been hugely affected. YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA presented the contribution to representatives of Langkawi Tour Coach Association (Persatuan Bas Persiaran Langkawi) and Langkawi Tourist Guide Association (LTGA).

The *Infaq Rezeki* (Donation of Sustenance) box contribution which comes in the form of basic pantry essentials is obtained through public's donation via Malaysian Muslim Consumers Association (PPIM), Federal Territories Islamic Religious Council (MAIWP), and Social Security Organization (SOCO/PERKESO).

LADA is taking this opportunity to collaborate with the parties involved to ensure the contribution could be delivered to those in need. Let us continue to face the challenges of COVID-19 spread with strong faith and perseverance.

LADA Wins 'Heritage Article' Category in PATA Gold Awards 2021

Langkawi, 9th September - Langkawi Development Authority has topped 'Heritage Article' category in the international Pacific Asia Travel Association (PATA) Gold Awards 2021.

This time, the prestigious award which has been organised for the past 26 years was held virtually on 8th September 2021 considering the worldwide spread of COVID-19 virus that has yet to subside.

Virtually present on behalf of LADA to receive the award was Encik Azmil Munif bin Mohd Bukhari, Manager of Tourism Division.

PATA Gold Awards 2021 sponsored by Macao Government Tourism Office (MGTO) was judged by international evaluation panel comprising 18 independent individuals from Thailand, Taiwan, Japan, Malaysia, Hong Kong, Singapore, United Kingdom, United States of America, and Australia. This year's awards attracted a total of 113 entries from 51 travel and tourism organisations and individuals.

In total, 20 award categories were contended in two principal categories related to tourism namely Marketing as well as Sustainability and Social Responsibility. 18 different 'Gold Awards' categories were presented to global winners including LADA. The main 'Grand Title Winners' category were respectively awarded to two 'Best of the Best' contenders in the two principal categories mentioned.

According to Maria Helena de Senna Fernandes, Director of MGTO, PATA Gold Awards is organised every year as a stage to honour and present some of the best practices in travel and tourism industry from every country. Such will provide the opportunity for society to learn the techniques and methods implemented by various public and private tourism stakeholders in moving forward towards creating a more responsible and sustainable industry.

LADA is honoured to receive such respected recognition by PATA in this occasion. May the presented award become one of the main sources of inspiration that will motivate LADA to ensure Langkawi's tourism sector is also moving towards prioritising sustainability and social responsibility, particularly in facing the challenges of COVID-19 pandemic era.



PATA GOLD AWARDS 2021



Ms. Liz Ortiguera
Chief Executive Officer
PATA Asia Travel Association (PATA)



Ms. Maria Helena de Senna Fernandes
Director
Heritage
LANGKAWI DEVELOPMENT AUTHORITY (LADA), MALAYSIA



Heritage
LANGKAWI DEVELOPMENT AUTHORITY (LADA), MALAYSIA

PATA GOLD AWARDS 2021



PATA GOLD AWARDS 2021

PATA
 Pacific Asia Travel Association
 GOLD AWARD WINNER
 2021

HERITAGE

THE DIVERSE HERITAGE OF KUBANG BADAQ BIOGEOTRAIL
 Langkawi Development Authority (LADA), Malaysia

As a nation blessed with the beauty of sea and coastlines, Malaysia has many breath-taking beaches and island destinations. Each island has its unique charm and intriguing stories. One of the most iconic islands, also one of Asia's Top 10 islands in one word 2016, has a rich and vibrant history told through generations - Langkawi Island, the mythical island in the northern part of Malaysia. Located on the Strait of Malacca, Langkawi is also famous for its beaches. Tanjung Rhu beach on Langkawi is one the top 50 beaches around the world according to CNN Travel where you can relax in serenity.



Public Cleaning Event in Conjunction with Grand Reopening of Langkawi (Cuci-cuci Langkawi)

Langkawi, 11th September - "Langkawi is all ready to welcome tourists once the island is reopened under tourism bubble programme effective this coming 16th September 2021," says YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA.

In line with YAB Prime Minister's announcement on 2nd September 2021 selecting Langkawi as Malaysia's pilot destination to be reopened to local tourists, LADA had organised a public cleaning event in conjunction with the island's reopening. Named as 'Cuci-cuci Langkawi', the programme involved areas around Pantai Chenang. It symbolically conveyed Langkawi's readiness to receive tourists again as announced by YAB Kedah Chief Minister on 31st August 2021.

Over the span of two weeks earlier, MPLBP had been actively cleaning public attractions whereas LADA alone had conducted a total of 36 public cleaning series that particularly focused on geosites. They were organised to cultivate the spirits of tolerance and teamwork, gradually also nurturing love of cleanliness and cooperative values among members of Langkawi's tourism community. Most importantly, this effort also helps ensure tourist attractions remain clean and uncontaminated.

Other agencies and departments involved in organising this programme include Langkawi District and Land Office, Langkawi Municipal Council Tourism City (MPLBP), Solid Waste and Public Cleansing Management Corporation (SWCorp), Langkawi District Department of

Information, Langkawi District Health Office, Royal Malaysia Police (PDRM), Naval Region 3 Headquarters (MAWILA), and local NGOs such as Malaysian Association of Hotels (MAH), Langkawi Business Association (LBA), and Trash Hero.

According to LADA's CEO too, a total of 120 volunteers were involved in the cleaning of three main zones. They were separated into three groups of 40 members who were assigned to respectively clean Zone A: Business Premise in Chenang, Zone B: Shore Area of Pantai Chenang, and Zone C: Jalan Pantai Chenang (from Laman Padi junction to Aseania Resort & Spa Langkawi). Such initiative will be continued to ensure the sustainability of Langkawi's development is well-preserved, compliant with the island's recognition as Langkawi UNESCO Global Geopark.

The 'Cuci-cuci Langkawi' event was implemented after consulting Langkawi District Health Office regarding necessary steps to be taken for preventing COVID-19 spread. The local authority was also directly involved to ensure the programme was executed with strict compliance to SOPs in force.



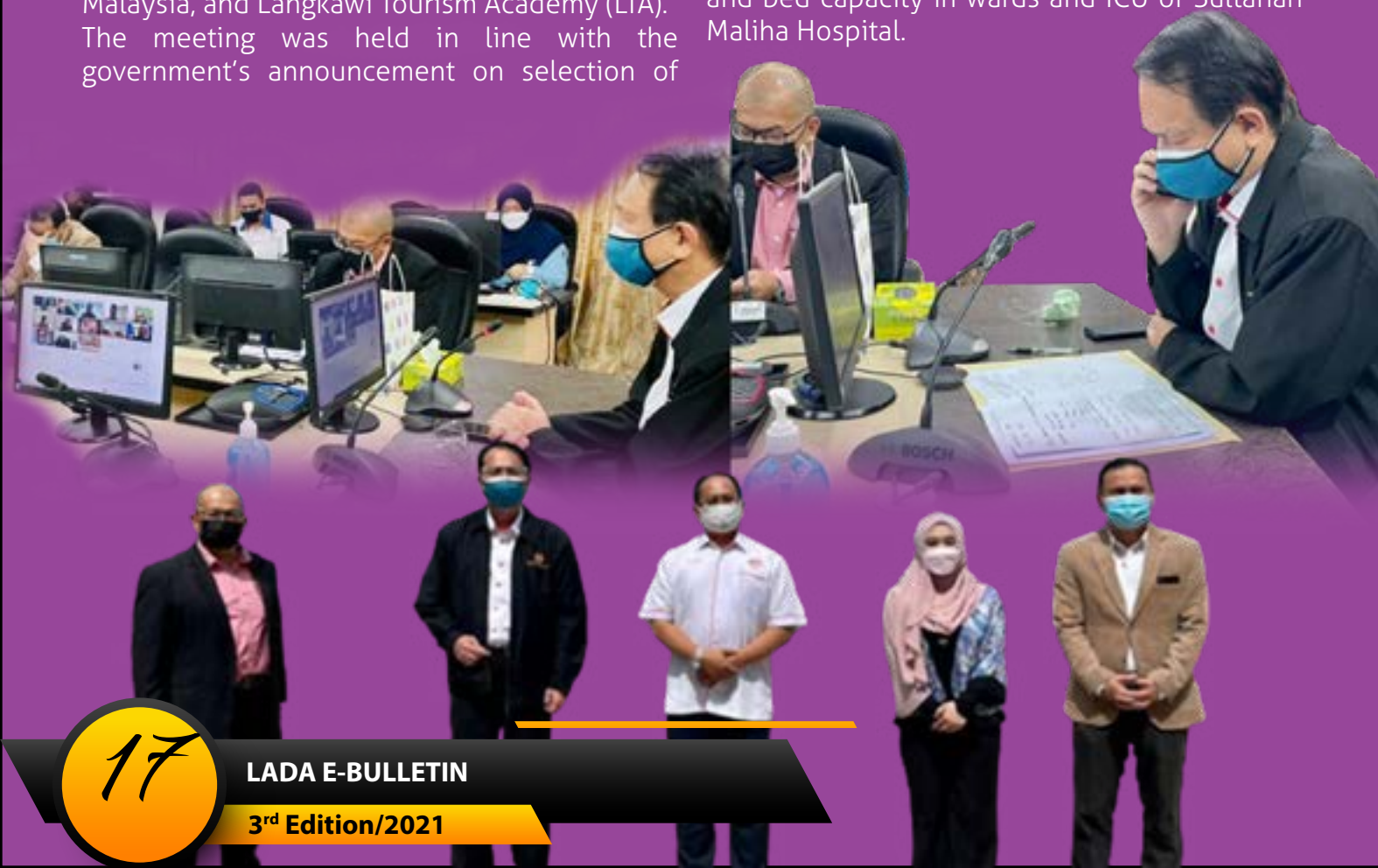
Langkawi Travel Bubble Coordination Meeting

Langkawi, 12th September - Langkawi Development Authority (LADA) had conducted Langkawi Travel Bubble Coordination Meeting with Health Director-General, YBhg. Tan Sri Dato' Seri Dr Noor Hisham bin Abdullah and related agencies in Langkawi. Virtually present in the meeting were agency representatives from Langkawi District and Land Office, Langkawi Municipal Council Tourism City (MPLBP), Malaysia Airports Holdings Berhad (MAHB), National Security Council (MKN) as well representatives from enforcement agencies which include Royal Malaysia Police (PDRM), Royal Malaysian Navy (TLDM), Malaysian Maritime Enforcement Agency (APMM), Marine Department of Malaysia (JLM), Ministry of Domestic Trade and Consumer Affairs (KPDNHEP), Malaysian Volunteer Corps Department (RELA), Royal Malaysian Customs Department (JKDM), and Immigration Department of Malaysia (JIM). Also present were representatives from Sultanah Maliha Hospital, Department of Information Malaysia (JAPEN), Langkawi District Religious Office, Tourism Malaysia, and Langkawi Tourism Academy (LTA). The meeting was held in line with the government's announcement on selection of

Langkawi as destination for Domestic Travel Bubble Pilot Project beginning 16th September 2021. Among the issues discussed were Langkawi Travel Bubble SOPs and inter-agency roles in enforcement of the relevant SOP compliance.

YBrs. Tuan Haji Saiful Anwar bin Azmi, AMK. BCK., Langkawi District Officer had agreed to chair Langkawi Task Force with aim to support the implementation of Langkawi Domestic Travel Bubble Pilot Project. Each agency on the island, be it government, private, statutory body, or association, is entitled to undertake its roles and responsibilities. All parties involved would also be required to report their activities to the Langkawi Task Force Committee.

A few performance indicators for health aspect were also proposed and would be refined at committee level. These include specific threshold values for new daily COVID-19 cases (including public health capacity adeptness), new clusters related to travel bubble activities, and bed capacity in wards and ICU of Sultanah Maliha Hospital.



Launching of Tourism Initiatives for Reopening of Langkawi as Domestic Tourism Pilot Destination

Langkawi, 15th September - Government agrees to reopen Langkawi's tourism sector under national travel bubble programme's pilot project effective this 16th September. For early preparation, LADA in collaboration with a few government agencies has launched three initiatives under Langkawi Tourism Recovery Plan (T-REC) 2021-2022 in line with Langkawi's reopening.

YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA was quoted as saying, "Tourism industry players in Langkawi are delighted with the announcement of this tourism sector reopening. As the pioneering agency in Langkawi's tourism development, LADA has been proactive in preparing the island before the arrival of domestic tourists. One early step taken is the introduction of a few initiatives for Langkawi's reopening such as MySAFE Langkawi Programme, Langkawi Reopening Hotline, and Market Place."

LADA had also introduced T-REC last July, acting as the foundation for reopening of Langkawi. These three initiatives announced today are relevant to ensure Langkawi could be reopened safely to tourists. The initiatives are:

1. MySAFE Langkawi

MySAFE Langkawi is a volunteering certification programme specially created for Langkawi's tourism industry. Through this programme, LADA in collaboration with MKN, Langkawi Tourism Academy (LTA), and a few government agencies as well as NGOs has created a set of Standard Operating Procedures (SOPs) to be utilised by all tourism industry players on the island, preparing their business premises to receive tourists and operate under new norms.

This endorsement is also a platform to certify that certain business premises have taken the necessary precautionary and safety measures as part of the efforts to curb the spread of COVID-19, therefore restoring domestic

tourists' confidence to revisit Langkawi. Until now, LADA has received 400 applications from tourism industry players. However, only 45 are eligible to be audited before receiving MySAFE Langkawi certification after passing the evaluation process.

2. Langkawi Reopening Hotline

The groundwork to welcome tourists is laid further via preparation of LADA Hotline. This hotline starts operating from 16th September 2021 as early as 8.00 a.m. to 8.00 p.m. for seven days a week. 25 LADA staff are stationed to facilitate customers by giving information and answering enquiries related to SOPs and Langkawi tourism. Tourists may contact LADA via the hotline at 04-9600 888 and 04-9600 889.

3. Market Place @ <http://greatsales.naturallylangkawi.my/>

The promotion for Langkawi's reopening is further intensified with a special platform to promote and sell tourism packages at attractive prices. All tourists are encouraged to book online to avoid overcrowding in Langkawi. The platform has been activated from 15th September 2021.

"I really hope that every tourist will be able to enjoy a comfortable holiday experience, immersing in Langkawi's natural beauty without putting aside the SOPs enforced. This is to ensure the travel bubble programme could be sustained, therefore helping to revive the island's economic dynamism," says YAB Tuan Haji Muhammad Sanusi Md Nor, Kedah Chief Minister.

May the introduced initiative help Langkawi to prepare travel bubble packages that could provide comfort and ease to all tourists and industry activists.



Langkawi is Ready to Receive Domestic Tourists from 16 September 2021

Langkawi, 16th September - Langkawi has made history as the first tourism destination to be opened to receive domestic tourists under national travel bubble programme. Malaysia Airlines' MH1432 (Boeing 737-800) with 159 passengers is among the first flights to bring in tourists from Kuala Lumpur into Langkawi.

"This is a huge relief for Langkawi's tourism industry players who are now mostly ready to welcome visitors into the island," says YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA.

On the first day of reopening, about 3200 tourists are expected to arrive in Langkawi via two main entrances, namely Langkawi International Airport and Kuah Passenger Jetty. Ticket sales for the two transportation modes receive an overwhelming response from local tourists. An estimated number of 2200 visitor arrivals would be recorded provided no flight cancellation was made, meanwhile not less than 700 visitors would arrive via Kuah Jetty if there are no changes in the fixed ferry schedule.

LADA is also expecting the possibility of addition in the number of actual flight and ferry arrivals scheduled. Despite such scenario, the arrivals are still under control and would be continuously monitored to prevent overcrowding in Langkawi.

"State government is receiving Langkawi's reopening as pilot destination for travel bubble with open arms. This firm collaboration between state government, MOTAC, and LADA would be maintained to ensure this reopening of Langkawi could be sustained with good practice of new norms. Authorities are urged to continuously monitor and carry out enforcement to safeguard the indisputable success of Langkawi's tourism bubble in the future," says YAB Tuan Haji Muhammad Sanusi bin Md Nor, Chief Minister of Kedah.

Reviewing tourist entry data on the first day of Langkawi's tourism sector reopening, LADA is optimistic the arrival of 400,000 holidaymakers as targeted in Langkawi Tourism Recovery Plan (T-REC) 2021-2022 could be achieved.



Reopening of Langkawi – Tourist Arrivals at Kuah Jetty

Langkawi, 16th September - 709 visitors are estimated to have arrived in Langkawi today via Kuah Passenger Jetty on three ferries. The first ferry arrived with 86 passengers, while the second ferry with 290 passengers received warm welcome by YAB Kedah Chief Minister, YB Minister of MOTAC, and YBrs. Chief Executive Officer of LADA. The last ferry today had brought in 333 passengers into Langkawi.



Signing Ceremony for Langkawi Premium Outlet Development Proposal Agreement Between BDB, BDBMBI & LADA

Kuala Lumpur, 21st September - A signing ceremony involving BDB, BDBMBI, and LADA for development proposal agreement of Langkawi Premium Outlet was held today in Dewan Hasil, Inland Revenue Board of Malaysia (LHDN), State Director's Office Federal Territory Kuala Lumpur. This ceremony was witnessed by Minister of Finance, YB Senator Tengku Datuk Seri Utama Zafrul bin Tengku Abdul Aziz and was also attended by President and Chief Executive Officer of BDB Group, Faris Najhan bin Hashim.

Also present were Secretary General of Treasury, Dato' Asri bin Hamidon; Undersecretary of Statutory Body Strategic Management Division (SBM), Dato' Mohd Zafrir bin Ibrahim; Deputy Secretary General (Management), Prime Minister's Department, Datuk Mohammad bin Ismail; Deputy Director of National Budget, National Budget Office, Dato' Suhara binti Salleh, and Chief Executive Officer of LADA, Tuan Nasaruddin bin Abdul Muttalib.

The development of first phase known as 'Malaysia Designer Outlet' is expected to begin in October 2021 and fully complete in July 2022. Focus is given towards efforts in promoting and preparing platforms for local fashion designers

and F&B outlets to expand their businesses and talents to domestic as well as international tourists. An approximate of 100 career opportunities is expected to be offered, thereby helping to further boost the locals' economy. The second phase which is also the heart of this project will see the start of 'Premium Outlet' development effective January 2022, which is expected to fully complete comes March 2024. This phase will offer customers with more international premium brands at competitive prices, hence enabling such development to emerge as Langkawi Island's latest tourism destination and attraction.

Meanwhile, Tuan Nasaruddin bin Abdul Muttalib was quoted as saying "The integrated commercial development of Langkawi Premium Outlet is proposed with the grand intention of establishing a new tourism product attraction with branded retail outlets, the island's first of its kind. We hope this development project will be an added value to the growth of Langkawi's tourism industry."

Source: Bina Darulaman Berhad (BDB)

Deputy Minister of Finance 1 Tour Programme Across Langkawi in Line with Budget 2022 Preparation

Langkawi, 24th September - YB Tuan Mohd Shahar bin Abdullah, Deputy Minister of Finance 1 went on-site to meet and retrieve feedbacks from Langkawi community for preparation of Budget 2022.

The budget is expected to be tabled to the parliament on 29th October 2021. Various engagement and tour programmes were planned to ensure all information retrieved is accurate. Some of the focus groups involved in this session were the locals, business operators, as well as ferry, motel, homestay and craft entrepreneurs.



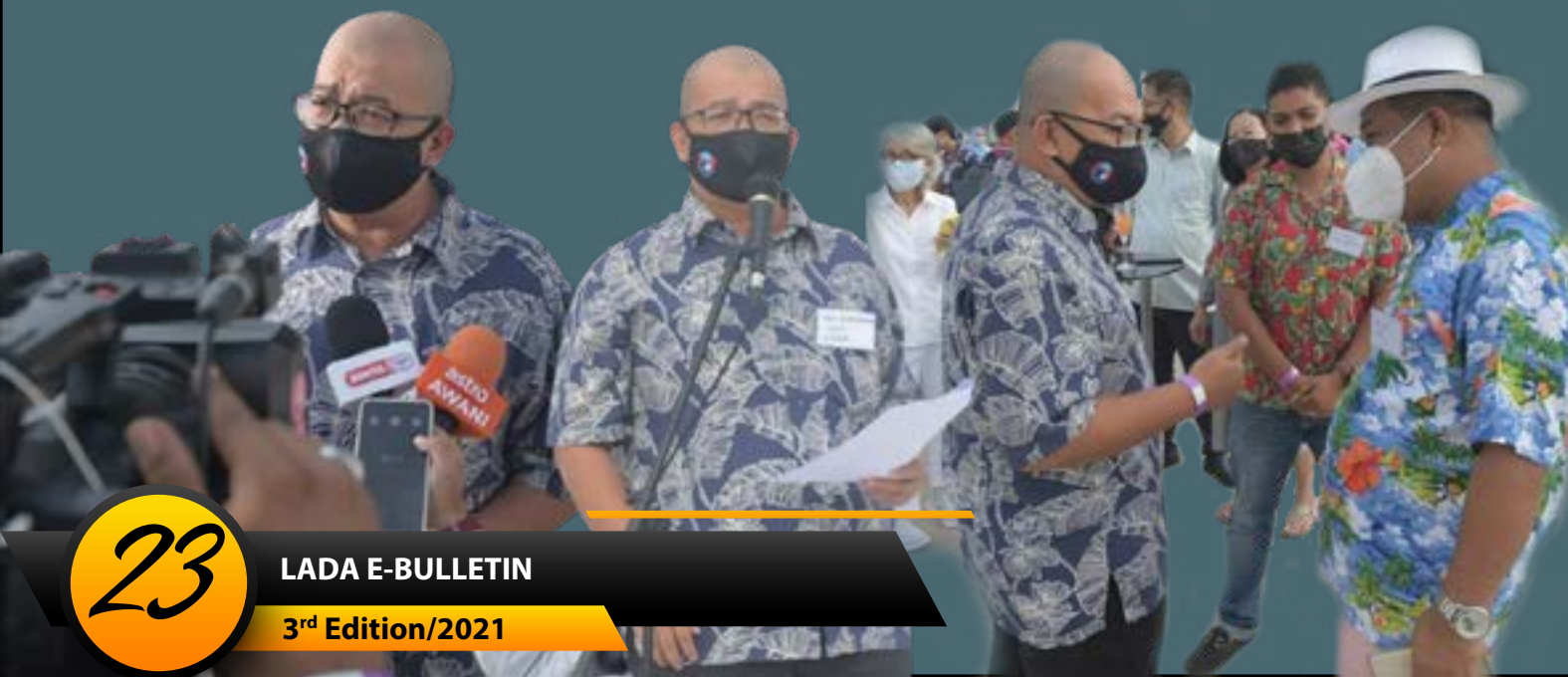
Gathering of Geoparkians Programme in Tandem with World Tourism Day 2021

Langkawi, 27th September - Langkawi Development Authority through Langkawi UNESCO Global Geopark (LUGGp) in another initiative to revive Langkawi's tourism sector had conducted Gathering of Geoparkians Programme in tandem with World Tourism Day 2021.

The programme organised at Dash Resort Langkawi involved almost 200 participants who are also geoparkians, partners, industry players, agency and business representatives, as well as individuals directly or indirectly involved with Langkawi UNESCO Global Geopark (LUGGp). Despite engaging a 'meet and mingle' session among its participants, the programme was held with regard of SOP compliance as enforced by the government, among which includes the organising of such event at an open beach area.

Its main objective is to enable networking to take place, which would not only benefit LUGGp but all parties involved in this session. The programme was also made livelier with the presence of YBr. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA.

"In line with the theme of World Tourism Day 2021 that is 'Tourism for Inclusive Growth', LADA hopes the collaboration network materialised between all industry players, strategic partners, and stakeholders could spur the resurgence of tourism line. We also hope that Langkawi's tourism industry would get back on its right track and for tourists to choose this island as their premium destination to unwind while enjoying the beauty of nature available here," said YBr. Tuan Nasaruddin.



LANGKAWI RISING AGAINST THE TIDE

LADA Assists New Economic Project Agropreneurs

Langkawi, 26th July- YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of Langkawi Development Authority (LADA) had conducted an on-site visit to monitor a sugar cane farming project by Encik Fairus bin Mohd Zuki in Kampung Nyior Chabang and a duck rearing project by Puan Naimah binti Ismail in Kampung Bohor Merah.

Both Langkawi agropreneurs (agricultural entrepreneurs) received the New Economic Project business start-up fund under Langkawi Economy Roadmap Plan (HELANG). It is thus hoped that the support given would further boost the success of the new economic sector joined by the two agropreneurs.



Retort Technology Application Course – A Participant's Success Story

Langkawi, 26th July - Retort Technology Application Course organised by LADA in April has enabled Puan Che Sam Ahmad to further expand her product marketing out of Langkawi's boundary. This course has also exposed her to the knowledge of marketing skill via social media and process required to help her soup paste product last longer.



Product Packaging, Labelling & Branding Course – A Participant's Success Story

Langkawi, 1st August - Having been taking orders from 2010, original *ketupat palas* (traditional Malay boiled glutinous rice dumplings wrapped in palm leaves) entrepreneur, Puan Wardina Che Halim, 39, has seen a significant increase in her orders especially during festive seasons. As one of the participants of Product Packaging, Labelling, and Branding Course organised by LADA, Puan Wardina agrees that this course has helped in enhancing the packaging of her *ketupat* product, providing a much-improved quality and better image to attract customers.



Success Story of TapawFood Delivery Services Entrepreneur – An Inspiration For Langkawi Youths

Langkawi, 4th August - The TapawFood Delivery Services application launched in March 2020 was developed by a Langkawi-born youth entrepreneur. This application is not just a food delivery platform for its customers, as it has also paved numerous business opportunities for Langkawi residents. Until now, TapawFood has collaborated with more than 400 restaurants and small business operators in providing a wide range of food and beverage selections to their customers.

According to the 27-year-old Encik Zabel Iqbal bin Zainon, Chief Executive Officer of the food delivery service application, the collaboration established with LADA in October 2020 under New Economic Project initiatives had benefited the company. Among contributions received were the organising of engagement session with individuals and small business operators which was fully funded by LADA, along with marketing support through free billboard advertisement over a span of five months.

LADA hopes that the company will continue to flourish and accordingly help the locals in sustaining their lives through new economic opportunities created by the application.



Account of an Artist-Turned-Entrepreneur

Langkawi, 9th August - Practice makes perfect. This saying perfectly describes the experience of Encik Amir Mohd Isa, a Langkawi artist who has now shifted into the field of freshwater lobster rearing as a new source to generate side income. With guidance and support by expert trainers, LADA hopes this new economic opportunity would positively develop and receive great interest as well as demands from consumers especially in Langkawi market.



Course on Exploration of New Marketing Through TikTok

Langkawi, 16th August - An online course namely Exploration of New Marketing Through TikTok was held on 16th and 17th August 2021. Organised by LADA in collaboration with National Entrepreneurship Institute (INSKEN), this course involved 50 participants who are also Langkawi's tourism industry players and entrepreneurs.

The course is part of LADA's efforts to support the participants in planning for better and more effective marketing campaign that could generate extra income via TikTok. This trending platform can be utilised for such purposes as it is easy to use, appealing, and holds a vast network of high-potential customers.



Langkawi Geoproduct Entrepreneurs Remain Steadfast Amidst COVID-19 Challenges

Langkawi, 17th August - Seven Geoproduct Entrepreneurs of Langkawi UNESCO Global Geopark (LUGGp) are among recipients of business start-up fund under New Economic Project (PEB) of LADA's Langkawi Economy Roadmap Plan (HELANG). The fund received has helped these entrepreneurs to expand their Langkawi product-based businesses during these challenging times.

The entrepreneurs involved are from Datai Valley Enterprise (virgin coconut oil), Faizy Crystal Glass Blowing Sdn. Bhd. (crystal-based souvenirs), Madu Kelulut Langkawi Resources (*kelulut* or stingless bee honey), Lazy Lizard Clothing (*batik* entrepreneur), Granite Marble Craft (marble-based souvenirs), MBA Badai Enterprise (wood carving craft), and Jafiq Couture (*batik* entrepreneur).



Entrepreneur Harvests Fruits of Good Deeds to the Land

Langkawi, 23rd August - In bracing for COVID-19 trials, a clothing business entrepreneur based at Langkawi's Pekan Rabu bazaar, Encik Mohd Fairus bin Mohd Zuki has now shifted his focus to agriculture. The man is now working on sugar cane, corn, and durian cultivation on a piece of land belonging to his family. His effort should be lauded since not many possess the same determination and perseverance to venture into agricultural sector. Encik Mohd Fairus has received business start-up fund under New Economic Project (PEB) of LADA's Langkawi Economy Roadmap Plan (HELANG) to upgrade the irrigation system at the site of his farming project. May this contribution help produce and increase his crop yield lucratively.



From Up in the Sky Down to the Earth

Langkawi, 30th August - A former flight attendant Encik Muhammad Firdaus bin Jamaludin has stood up against the challenges of COVID-19 pandemic ever since it started by venturing into an entirely new field to him – the project of rock melon cultivation through fertigation. Being inexperienced in agriculture is not an excuse for him to give up the newly discovered opportunity. In fact, he decided to rise back up and seize the chance by increasing his knowledge through participating in the Rock Melon Fertigation Cultivation Management Course.

Encik Muhammad Firdaus has received business start-up fund under New Economic Project (PEB) of LADA's Langkawi Economy Roadmap Plan (HELANG) and is working on increasing the number of his farming pots. Bearing in mind the determination he keeps to commercially reintroduce Golden Langkawi Melon, let us support his journey and pray for his success in this agronomic endeavour.



Stepping into the New World – From Tourism to Duck Farming

Langkawi, 8th September - Puan Naemah binti Ismail is among the island's tourism industry workers affected by the COVID-19 pandemic. Regardless, she has taken a brave step to venture into a new line to generate her family's income through duck farming project.

Currently, she is not only selling fresh duck eggs and meat, but also processing a big portion of the eggs into salty ones to be distributed to local groceries in Langkawi. May this duck farming project continue to prosper with encouraging demands until it can one day be expanded to external market.



Exploring New Economic Opportunities

Langkawi, 29th September - The 32-year-old Encik Megat Radhi bin Azizan is among Langkawi's tourism industry activists who is daring enough to explore new business opportunities. The travel agency operator is now looking into improving his livelihood by venturing into freshwater lobster breeding programme under HELANG Plan implemented by LADA.

"Earlier, I did not see myself getting involved with aquaculture field. Although this business started off in a small scale, it has now turned into a side source of income during COVID-19 pandemic that is still severely impacting the entire nation and globe. It helps me to thrive against the challenges and difficulties particularly during the shutting down of tourism sector. Until now, it remains beneficial to me as there are still plenty of income-generating opportunities available in this branch," tells him.

It is therefore hoped that this freshwater lobster breeding project could successfully develop and receive high demands in local markets.



MEDIA LENS

39

LADA E-BULLETIN

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40

LADA E-BULLETIN

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We would like to extend our heartfelt gratitude and appreciation to all media partners for news coverage on LADA and Langkawi.

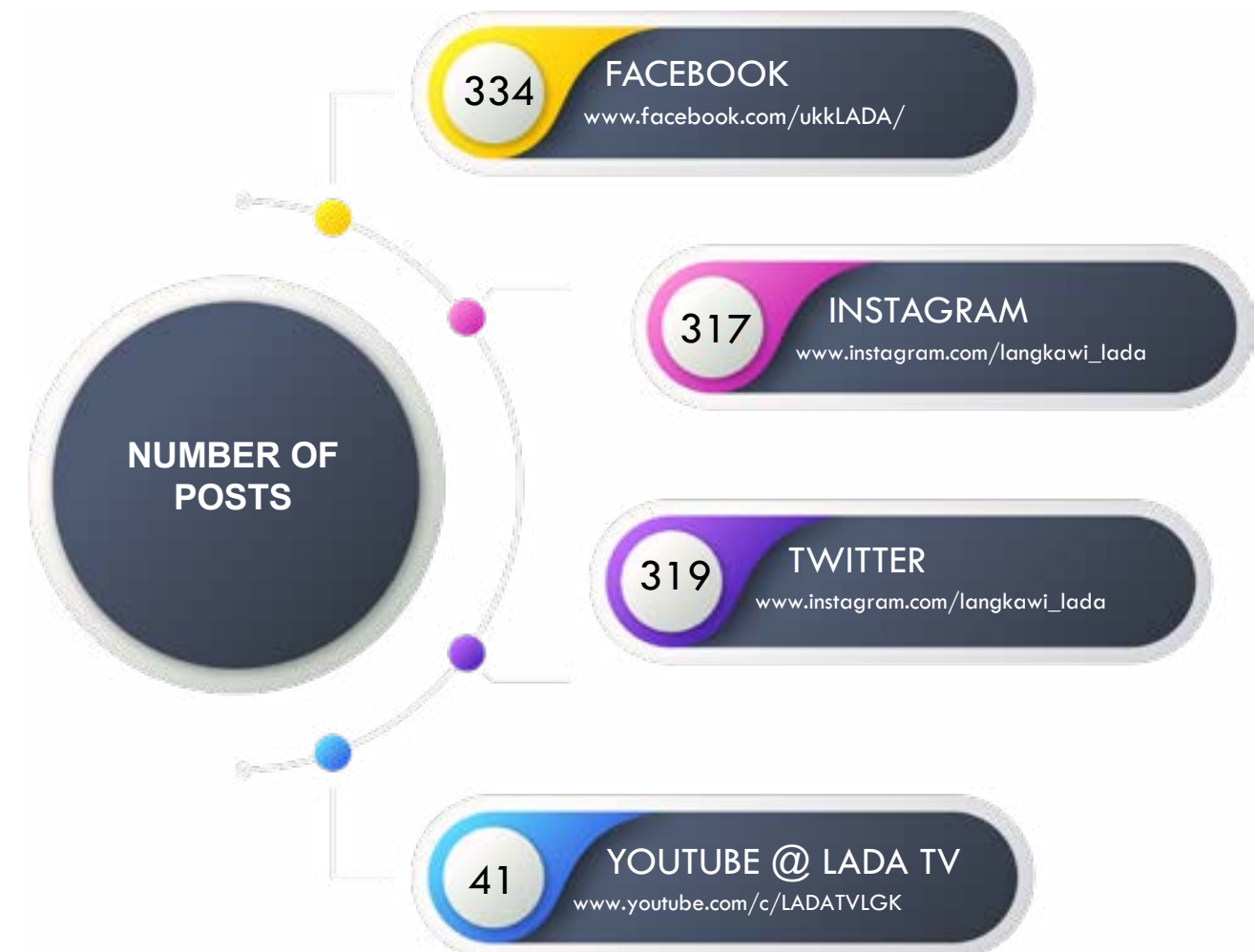
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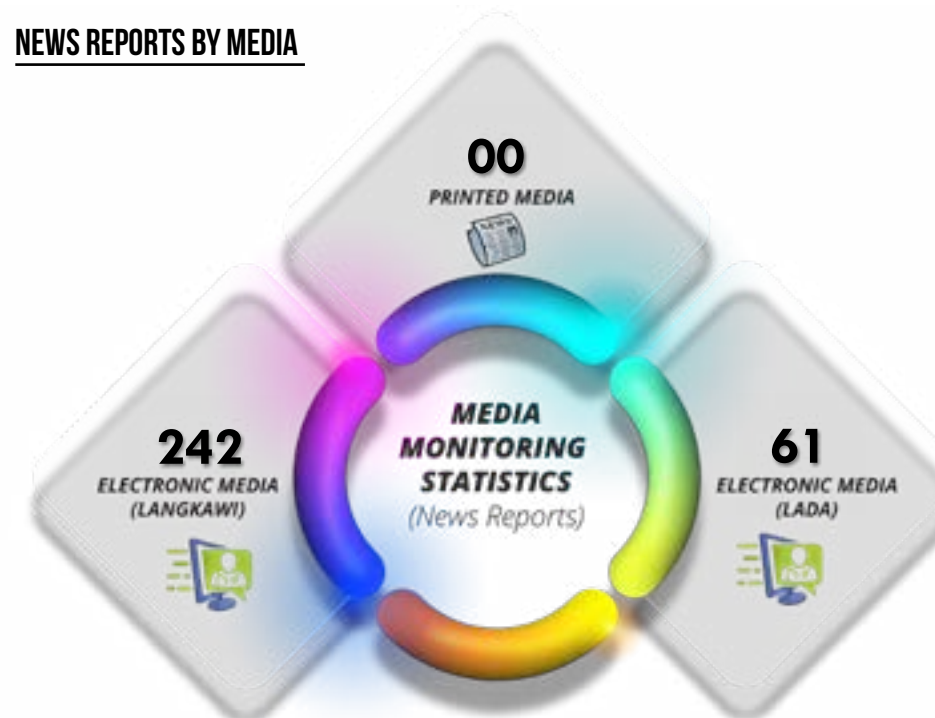
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Membuat apa-apa pernyataan awam tanpa kebenaran.



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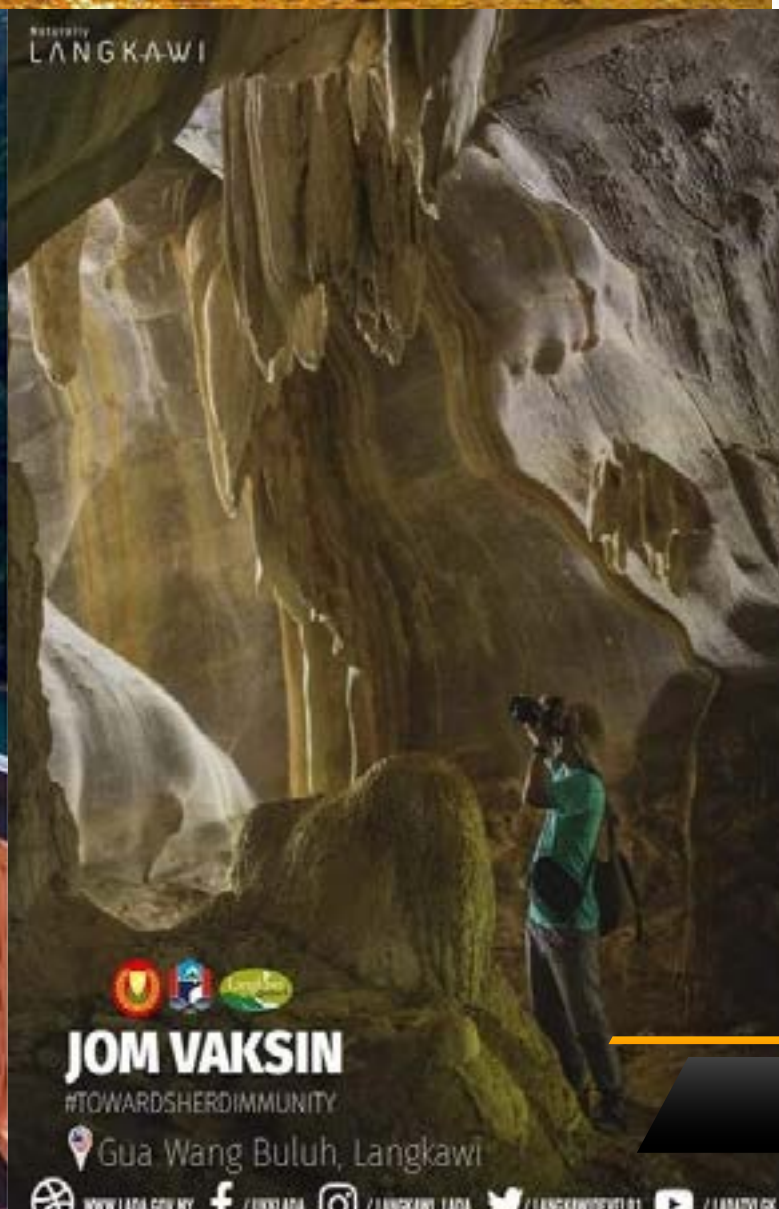
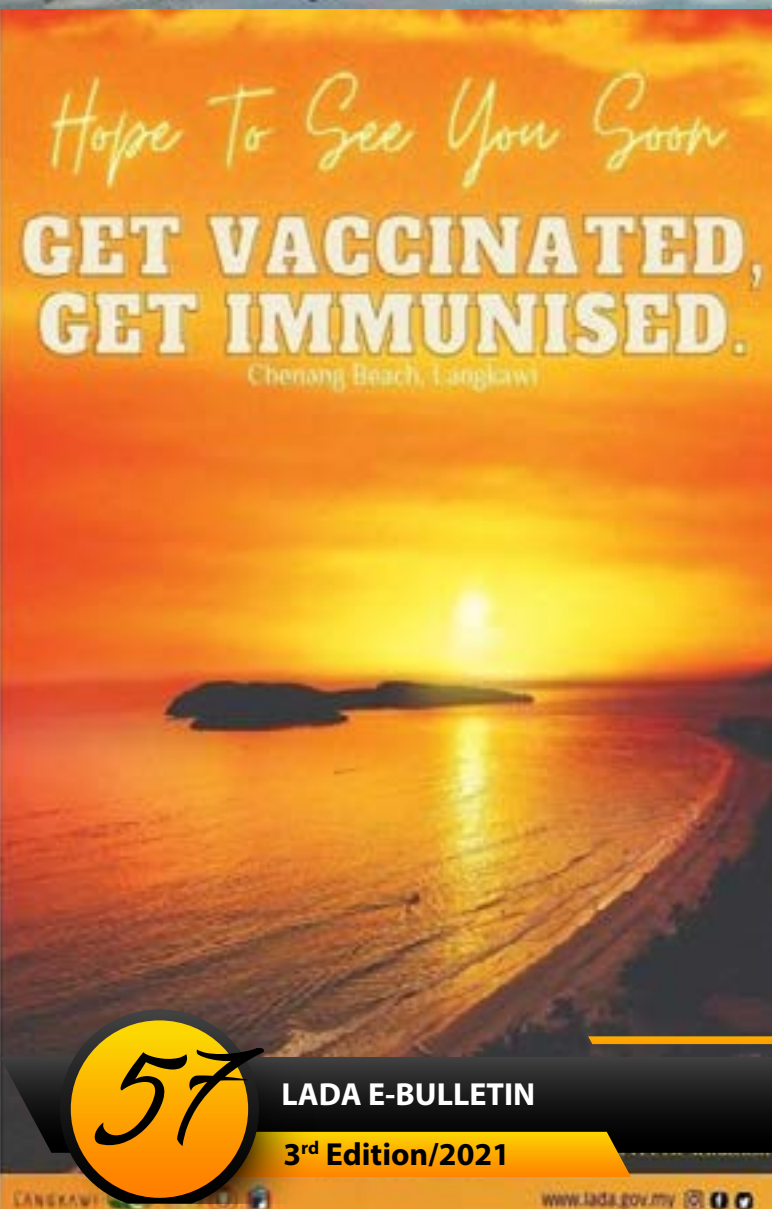
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JOM VAKSIN

POSTERS





Adakah vaksin COVID-19 boleh diberikan kepada individu yang pernah dijangkiti COVID-19?

YA! TIDAK!

Ya, vaksin COVID-19 boleh diberikan kepada individu yang telah sembuh daripada jangkitan COVID-19.

Lindung Diri, Lindung Semua.

www.lada.gov.my

Sumber: Jawatankuasa Khas Jaminan Akses Bekalan Vaksin COVID-19 (JKJAV)

Siapa yang layak menerima vaksin COVID-19?

Semua individu berusia 18 tahun dan ke atas yang memenuhi kriteria yang ditetapkan.

Fasa 1
Petugas barisan hadapan (frontliners).

Fasa 2

- Warga emas 60 tahun dan ke atas.
- Individu yang menghadapi penyakit kronik seperti darah tinggi, kencing manis, penyakit jantung, penyakit saluran pernafasan kronik dan obesiti.

Fasa 3
Individu berusia 18 tahun dan ke atas.

Lindung Diri, Lindung Semua.

www.lada.gov.my

Sumber Infografik: Kementerian Kesihatan Malaysia (KKM)

Fight COVID-19

Get a COVID-19 vaccination. It's the best way to protect yourself, your family, and your community.

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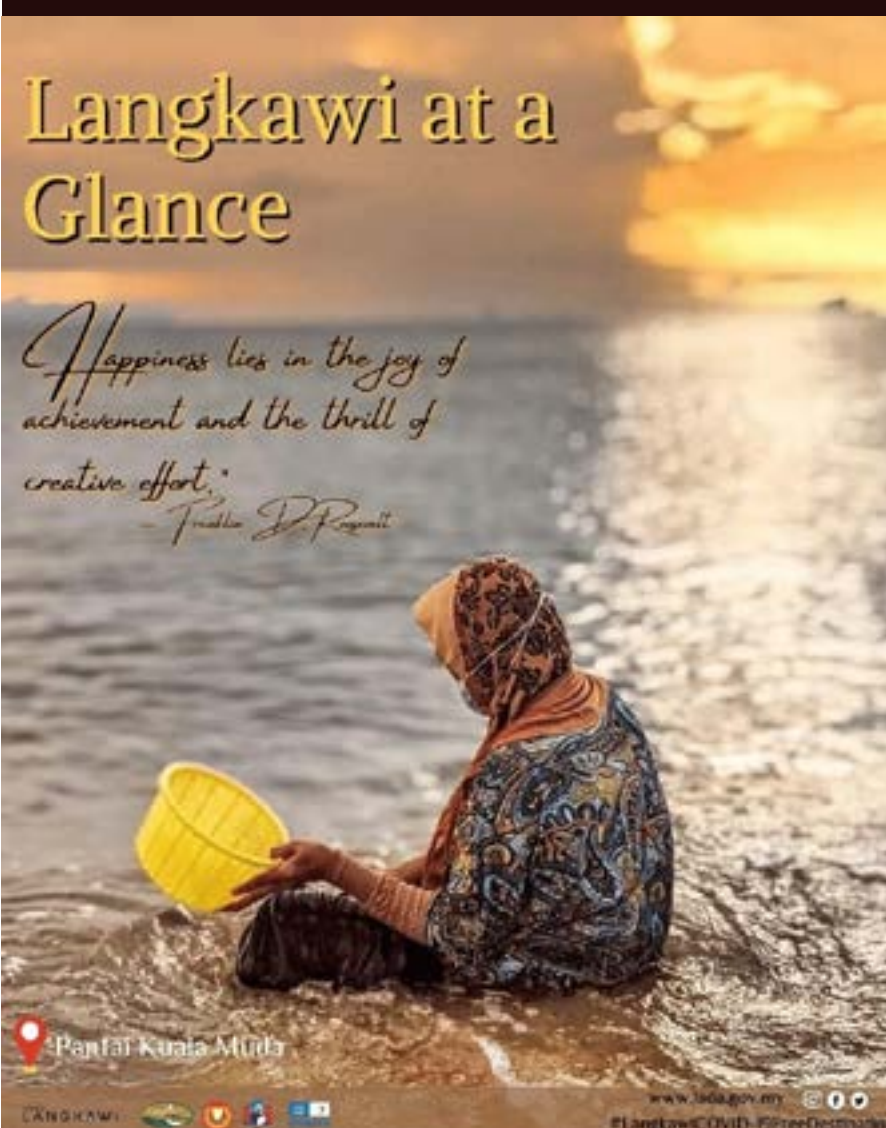
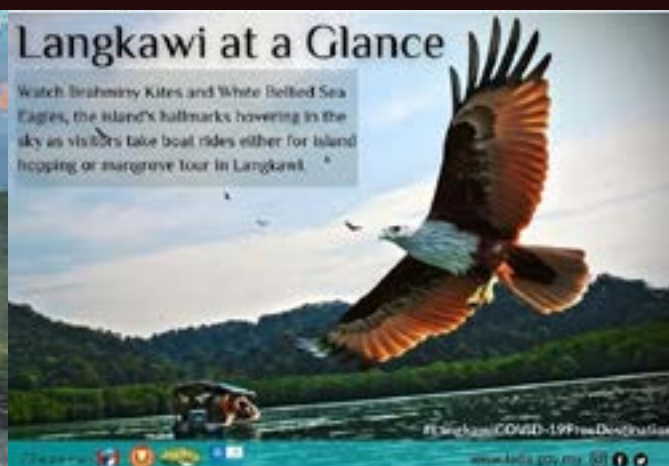
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**LANGKAWI AT
A GLANCE**

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ONLINE NEWS



Malindo Air supports Langkawi travel bubble with six daily flights from KL

By Marina Emmanuel - September 6, 2021 @ 2:46pm



NSTP file pic

Tourism Malaysia and Lada gained international recognition at PATA Gold Awards 2021

AUTHOR THEODORA KOSMELIS / DATE 16/09/2021 14:32



Langkawi sees huge tourist interest

By Theodora Kosmelis - September 13, 2021 @ 10:58am



A woman cycling in Petai Geming, with the shops closed due to the Movement Control Order, in Langkawi in June. FLTA file

KUALA LUMPUR: Tourism operators are seeing a surge in booking inquiries into Langkawi holiday packages ahead of the tourism bubble programme for vaccinated travellers, which starts on Sept 16.

Tour agencies and business operators in Langkawi have started making changes to their policies to make sure they are in accordance with the National Security Council's (NSC) standard operating procedures (SOP) and recommendations.

Tropical Charters' chief executive officer and Langkawi Business Association deputy president Derek Alexander Nassar said tour operators had been inundated with booking inquiries.

"We are excited to be back in action."

COMPARE TRAVEL FOR 'FERRY TALE' RIDE WITH LANGKAWI REOPENING

Company hopes for 'ferry tale' ride with Langkawi reopening

By NIKHIL MEHRA

Tuesday, 07 Sep 2021

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AVIATION 16 Sep 2021 Kuala-Kedah ferry service halted due to enhanced MCO

AVIATION 16 Sep 2021 Langkawi ferry services to resume by Sept 19



Monday morning at Pulau Tioman Ferry Port. Malaysia ferry glides to make its 20th trip photo.

GEORGE TOWN: With Langkawi ready to welcome holidaymakers next Thursday, Kuala Perlis ferry operators will jump up their boat trips to the island following the Kuala Perlis ferry terminal's closure due to the enhanced movement control order.

Konkurrent Ferry Eksektutif said it would have additional trips on the Kuala Perlis ferry terminal because the Kuala Perlis ferry terminal had been ordered to close for two weeks until Sept 19 due to a Covid-19 outbreak.

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Langkawi tourism players seek SOPs before reopening

Published: Sep 6, 2021 10:25 AM - Updated: 10:56 AM

With less than two weeks to the reopening of the travel and tourism sector, tourism industry players in Langkawi have urged the National Security Council (NSC) to make public its standard operating procedures (SOPs) that will

Langkawi all set to receive tourists from Sept 16 — LADA



KUALA LUMPUR (Sep 6) - Langkawi is generally ready to receive the arrival of tourists when the recent island reopened under the tourism bubble programme from Sept 16.

Langkawi Development Authority (LADA) chief executive officer Haseenuddin Abdul Manaf said nearly 40 tourism products in the island are expected to be open to tourists, subject to the standard operating procedures (SOP) set by the National Security Council (NSC).

He said the LADA, together with the Ministry of Tourism, Arts and Culture, had submitted a tourism SOP proposal for approval by the NSC to ensure the reopening would proceed smoothly.

Langkawi to serve as benchmark for opening more travel bubbles - Nancy Shukri

By Theodora Kosmelis - September 13, 2021 @ 10:58am



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Tourism, Arts and Culture Minister Datuk Seri Nancy Shukri speaking during a press conference after visiting a vaccination centre at the Royal Trade Centre in Kuala Lumpur on Sept 25 - Bernama photo

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Malaysia to re-open Langkawi Islands under travel bubble on 16 September



Malaysia's Langkawi Islands in the state of Kedah will re-open to tourists under a travel bubble, meaning Thailand's tourism reopening plan based on a pilot project in the popular resort island of Phuket. Other destinations will be allowed to open when the country's vaccination rate hits 80%.

MATTA urges govt to announce Langkawi travel bubble SOP

By Bernama - September 7, 2021 @ 6:45pm



The Malaysian Association of Tour & Travel Agents (MATTA) is hoping that the standard operating procedures (SOP) for the Langkawi pilot travel programme will be announced soon.

MATTA's Kuala Lumpur president Mohd Faiz Mohd Yusoff said tourism industry players are ready to welcome tourists after a long hiatus due to Covid-19 pandemic nationwide.

He believes the Tourism, Arts and Culture Ministry, together with the National Security Council (NSC) have drafted the relevant SOP to monitor the Covid-19 situation throughout the pilot programme.

"Of course, since this is a pilot programme, we anticipate the government to fine-tune the SOP along the way."

All agencies have to report their activities to Langkawi Task Force to ensure tourism bubble project success, says Health DG

By Bernama - September 13, 2021 @ 10:58am



Dr Anwar Ibrahim (right) speaking during a press conference at the Langkawi Development Authority (LADA) in Kuala Lumpur on Sept 12 - Bernama photo

KUALA LUMPUR (Sept 12) - All government and private sector agencies, statutory bodies and associations in Langkawi agree the role and responsibility of ensuring success of the premier tourism bubble project as the recent island re-open to report their activities to the Langkawi Task Force.

Langkawi travel bubble will jump-start regional tourism

By Bernama - September 13, 2021 @ 10:58am



Travel bubble to the island have been strong since the announcement of the reopening to fully vaccinated travellers. - Bernama photo

FEATURE ARTICLES



NCER & LADA Team Up to Support Langkawi Tourism Industry

Langkawi, 14 September - In anticipation of the Langkawi Domestic Tourism Travel Bubble pilot project set to be launched on 16th September 2021, the Northern Corridor Implementation Authority (NCIA) together with Langkawi Development Authority (LADA) organised the 'Majlis Gerak Kerja Penggiat Industri Pelancongan Langkawi Bersama NCIA dan LADA Sempena Pembukaan Gelembung Perjalanan Pelancongan Domestik' to rejuvenate domestic tourism industry in Langkawi.

Attended by LADA's Chief Executive Officer, Tuan Haji Nasaruddin bin Abdul Muttalib and NCIA's Chief Executive, Datuk Seri Jebasingam Issace John, the event saw tourism industry players in Langkawi given recognition and certificates of participation for NCER's integrated Human Capital Programmes (HCP) JomKerja@NCER, JomNiaga@NCER, and entrepreneurNCER.

These programmes are aligned with NCER's Strategic Development Plan 2021-2025 (SDP 2021-2025) – COVID-19 Impact and Mitigation Strategies, Projects, and Programmes approved by the government to spur economic growth and address regional imbalances in the region with a special focus on mitigating the impact of COVID-19.

"This strategic collaboration between LADA and NCIA is a testament to the government's efforts to assist companies and workers in the local tourism industry recover from the impact of the on-going pandemic through the various NCER human capital programmes implemented," said LADA's Chief Executive Officer, Tuan Haji Nasaruddin bin Abdul Muttalib.

"Tourism players in Langkawi are looking forward to the reopening of Langkawi after enduring over 20 months of stagnation," he added.

De Baron Holidays Sdn. Bhd. owner, Encik Muhammad Zulhaimi bin Romli applauded NCIA and LADA's efforts in helping business owners such as himself receive these much-needed loans from banks to stay in business. "It is hard for anyone to apply for a loan from banks during this pandemic, and the tourist industry is even more challenging with the Movement Control Order (MCO). The loan will indeed help me sustain my business to pay for operational expenses as tourists will now be coming back to Langkawi," he said.

After witnessing the virtual event attended by LADA and NCIA's officials, Datuk Seri Jebasingam Issace John was also quoted as saying "NCIA is committed to see Langkawi's tourism industry and economy recover from the current pandemic situation. We hope that our programmes will benefit the Rakyat in Langkawi holistically in providing income through more jobs, business opportunities and alleviating their current hardship due to the pandemic. We also have plans to offer our Human Capital Programmes to tourism players in other tourist destinations in the NCER when the time comes."

Source: The Northern Corridor Implementation Authority (NCIA)

Aviation Interview with Tuan Nasaruddin Abdul Muttalib

Chief Executive Officer of Langkawi Development Authority (LADA)



The career path of Tuan Nasaruddin Abdul Muttalib, who hails from Bagan Datuk, Perak, saw him serving in ministries such as the Ministry of Primary Industries (now known as the Ministry of Plantation Industries) and the Ministry of Finance (MoF). When he was with the National Population and Family Development Board (LPPKN), this came under the Ministry of Women, Family and Community Development's purview. The 54-year-old civil servant has also worked with the Selangor and Perlis state governments before his appointment with LADA on 20 May 2021. A Universiti Sains Malaysia graduate who majored in marketing management, Nasaruddin also holds a diploma in public administration from the National Institute of Public Administration and a Master of Business Administration from Waseda University in Tokyo.

Please share how your previous positions have equipped you for your current role?

My past 27 years of helming various positions in the government service have not only exposed me to many enriching challenges but also enabled me to meet people from all walks of life, thus creating a strong and vast network of contacts for me. Prior to joining LADA, I was Perlis Financial Officer for five years, managing the state's annual budget involving its development expenditure and cash flow management. The number crunching moulded the analytical and methodical thinking of my left brain.

A more intuitive and subjective thinking within me as a right-brained person was cast when I was LPPKN Deputy Director-General, focusing on family and social development matters as well as social entrepreneurship.

During my MoF posting at the National Strategic Unit dealing with National Blue Ocean Initiatives and engaging with diverse stakeholders, I learnt that collaborations and smart partnerships are powerful tools to get things done. Indeed, each posting throughout my work experience has shaped my leadership and management style besides influencing my views on certain issues and assisting me to find unconventional solutions in moving forward.

What are some highlights of the Strategic Plan 2022-2027 that LADA is developing for Langkawi?

This five-year Strategic Plan will set goals and directions, especially pertaining to Langkawi's post Covid-19 pandemic recovery and the revitalisation of its tourism industry, which is the heart of the island's development. Taking into consideration the fundamentals of its previous strategic plan,

we are focusing on seven key result areas, namely tourism, geopark, investment, asset management, development planning, community development and organisational development.

While tourism remains the main catalyst for Langkawi's development, LADA is also keen to attract more investors to develop the island. At the same time, we intend to provide better asset management for our existing facilities through public-private partnership (PPP). Ensuring that the locals benefit from Langkawi's economic and social developments, we aim to engage the community in programmes and projects implemented by us and our strategic partners through the opening of new employment and business opportunities.

Under organisational development, we view our 335-strong workforce as our main asset. Therefore, we plan to equip them with competency training programmes and the necessary skills to uphold the agency's mandate.

What is the latest progress on Langkawi's UNESCO Global Geopark status?

We are confident of getting the green card status for it again in 2023 after our third green card revalidation in 2019 as we have good sustainability projects on the island and receive full support from non-government organisations (such as Friends of Langkawi Geopark and Trash Hero), government agencies and private establishments. We are managing the carrying capacity with our geopark stakeholders.

Langkawi recently signed a memorandum of understanding with Lake Toba, Indonesia and Satun, Thailand under the Indonesia, Malaysia, Thailand-Growth Triangle

initiative to share geopark sustainability's best practices and broaden our horizon in promoting geological wonders. As the first UNESCO Global Geopark in Southeast Asia, Langkawi is fast becoming the reference centre in the region as we leverage on UNESCO's international branding among its 169 members in 44 countries.

Tourism, being Langkawi's most important economic activity, was badly hit by the Covid-19 pandemic. What is being done to help revive its hotel industry, travel agencies, tourist attractions and other related businesses?

LADA's two main plans related to Langkawi's recovery, particularly in tourism and community aspects, are its Tourism Recovery Plan (T-REC) and Economic Roadmap Plan (HELANG). Launched in July, T-REC comprises three phases, eight strategic intents and 24 actions to be executed over 18 months as we aim to reopen Langkawi as soon as possible.

The first phase is to get the island immunised by end-August and eventually make it a safe holiday destination. The Health Ministry and Covid-19 Immunisation Task Force are accelerating the vaccination process in Langkawi. The second phase focuses on concerted promotional efforts with industry players for Langkawi to be the top-of-the-mind destination, using conventional and digital platforms to implement tactical campaigns and subliminal promotions to encourage tourists to plan now and travel later. The third phase will be on the economic recovery among the islanders in balancing their livelihoods and restarting their businesses when the opportunities arise in September.

To reduce the community's dependency on tourism, LADA has initiated programmes and projects to diversify Langkawi's economy via HELANG by encouraging ventures into new sectors such as aquaculture and agriculture. The projects include freshwater lobster breeding, oyster mushroom and contract farming. We have also implemented skills development courses for small and medium entrepreneurs, benefitting over 500 participants such as taxi drivers, tour guides, cultural artists and small entrepreneurs or business operators.

Our collaboration with the Malaysian Communications and Multimedia Commission saw us organising an online digital platform workshop to provide them with exposure on how to use Lazada and Shopee to promote their businesses and market their products outside Langkawi.

With Langkawi being a red zone looking at the latest statistics, can we expect it to achieve green zone status and reopen in September? If not, how soon can domestic and international travel resume?

We hope to achieve herd immunity once 80% of its population have completed two vaccination doses by end-August and are targeting for Langkawi's reopening by early or mid-September depending on the number of Covid-19 cases we manage to reduce. With Langkawi identified by the Ministry of Tourism, Arts and Culture as one of the pilot destinations for the reopening of tourism in Malaysia, we are now discussing with entry point operators, including the Marine Department and Malaysia Airports, on appropriate standard operating procedures for travellers entering the island.

Meanwhile, keen interests have been expressed by charterers from Russia and China to spend their holiday in Langkawi for their 2021/22 winter getaway and Chinese New Year celebration in January 2022 respectively.

What is the latest update on LADA's wholly owned subsidiaries, LADA Eco-Tourism Sdn Bhd and Panorama Langkawi Sdn Bhd?

LADA Eco-Tourism was recently rebranded as Langsura Geopark Sdn Bhd to operate as a fully private tourist operator without influence from LADA management. Profits will be the main consideration for its decision-making with certain allocations put aside for community development as part of its corporate social responsibility programmes. Langsura Geopark's main businesses now are Kerisik Restaurant, Ayer Hangat Village and Tasik Dayang Bunting. Ayer Hangat Village, Malaysia's only saltwater hot spring and the only three available in the world, is managed by DXN AgroTech Sdn Bhd under the PPP programme

in terms of knowledge sharing, technology transfer, marketing and promotion.

Despite the pandemic, Panorama Langkawi, whose operations include the SkyCab service, generated good returns in 2020 but its revenue is in deficit this year. With its businesses in the Oriental Village not in operation, we expect Panorama Langkawi to experience loss in rental income and thus might consider giving rental incentives to its tenants to ensure their survival.

In LADA's participation in the Digital Travel Technology Association of Malaysia's Virtual Tourism Expo (DITAM VTE) 2021 from 27-29 August, what were some of the packages lined up to woo the pent-up tourists who will be travelling to Langkawi later?

DITAM VTE 2021's digital platform is timely before our grand reopening promotion of Langkawi in September. Some 11 travel agents, hotels and attraction operators took part with LADA subsidising their entrance fee to help them regain their operational momentum. The tour packages, sold at attractive prices to woo the pent-up demand especially of high net worth tourists, have a year's validity. Our targets are the honeymooners, millennials and the niche meetings, incentives, conventions and exhibitions from the government sector and multinational companies from the Klang Valley.

After a day's work, how do you unwind?

As an avid photographer, my recent relocation to Langkawi, reputed for its natural endowment, has been one of my best perks in life. Leveraging on the wide outreach of social media, I share my pictures of it via my personal account, promoting Langkawi as a preferred holiday destination. It brings me joy when the online viewers share my pictures, which hopefully will inspire them to come to this legendary island. I am also into cycling and own a Brompton bicycle, which I tuck effortlessly into my car's trunk. I would drive around the island and stop somewhere to cycle for about 10 to 20 km. Oftentimes, I would seize photo opportunities to capture the splendours of Langkawi.



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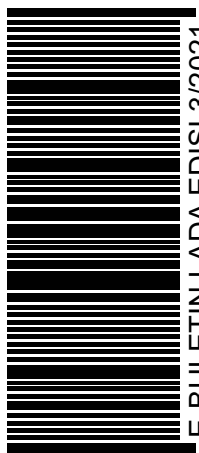
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