

LANGKAWI INTERNATIONAL FOLDING
BIKE FESTIVAL (LIFBF) 2022



e-Bulletin@LADA

LANGKAWI DEVELOPMENT AUTHORITY

1ST Edition/2022 (January)



LADA AT EXPO 2020 DUBAI

‘Energising Sustainability’

Handover of
**2021 SMALL
COMMUNITY PROJECTS**

AU REVOIR
YBRS. TUAN ROHAIZAD BIN RASHID

LADA Corporate
Slogan Making Contest

BSMKP - Towards Dynamic
Governance of Organisation

Langkawi Prihatin
OUTREACH MISSION

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MESSAGE FROM LADA CHIEF EXECUTIVE OFFICER

Assalamualaikum and Greetings

Alhamdulillah, the year 2022 is finally here. The previous year was painted with memories on the challenges that we had successfully braved through. Bearing that in mind, I would like to firstly thank and congratulate all LADA staff for your undivided commitment and dedication in helping the agency reach its vision and mission.

The biggest success achieved by not only LADA but also the entire Langkawi last year would be the reopening of tourism sector on this legendary island on 16th September 2021 via Langkawi travel bubble pilot project. Waves of tourist entries are still evident until today, which consequently contribute towards the comeback of the island's economic vivacity, an impact clearly felt by the residents. Our success tasted sweeter through various local and international recognitions awarded all over last year. I am also proud looking at how we had also comprehensively succeeded in conducting numerous development projects and programmes for the benefit of local community and entrepreneurs. Such balance in excellent performance clearly shows that LADA focuses and works equally in detail on both the developments of tourism industry and community in Langkawi through strategic planning and effective governance.

Which brings to light that this year is also indeed important as it marks the start of LADA 2022-2026 Strategic Plan implementation. It is my great hope that this plan would emerge as the mission statement of action, work operation, and commitment of each division and unit in LADA to fulfil the agency's aspiration for the profit of all stakeholders.

It is also imperative that all LADA staff and officers practise the core values introduced, i.e. teamwork, integrity, and professionalism (Berpasukan, Integriti, and Profesionalisme) or in short, BIP. Each division and unit must help each other with their respective expertise to ensure everyone's assigned tasks and responsibilities are duly and systematically executed.

Last but not least, I would like to wish all 'Keluarga LADA' a Happy New Year 2022. Let us all reset our intention to carry out our responsibilities with utmost honesty and sincerity, so that will we be blessed and guided by Him towards continuous excellence in the future.

Wabillahi taufik walhidayah,
Wassalamualaikum warahmatullahi wabarakatuh.

Nasaruddin Abdul Muttalib

*Chief Executive Officer
Langkawi Development Authority*



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EDITOR-IN-CHIEF'S NOTE

Assalamualaikum and Greetings

Peace be upon Ilahi for with his mercy and will, LADA E-Bulletin Edition 1/2022 is now successfully released. The making of LADA E-Bulletin has commenced since 2020 with aim to record all activities and information involving LADA throughout the year. Beginning 2022, its quarterly production will be carried out monthly to ensure the contents cover LADA's latest and current information.

In creating a more engaging and diverse set of contents for readers, some improvements have been planned and executed, particularly the addition of several new slots which encourage all LADA staff to get involved in the production of LADA E-Bulletin. These fixed new slots that are expected to draw readers' interests and provide focus on LADA staff are created, namely 'LADA Official Society', 'Zoom In LADA', 'Creative Works by LADA Staff', and 'Munificent'. With these new additions, we wish to portray the more energetic side of LADA and add another special value to its production by transforming the E-Bulletin into a main platform for LADA staff to express themselves critically and creatively. In conclusion, the Editorial Board therefore hopes that LADA E-Bulletin 2022 Edition could become a more enlightening and engaging source of information in a simple and precise format.

Thank you.

Nordiana Nordin

*Editor-In-Chief
LADA E-Bulletin*



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LADA AT EXPO 2020 DUBAI IN CONJUNCTION WITH ECOTOURISM WEEK HIGHLIGHTS | Tourism

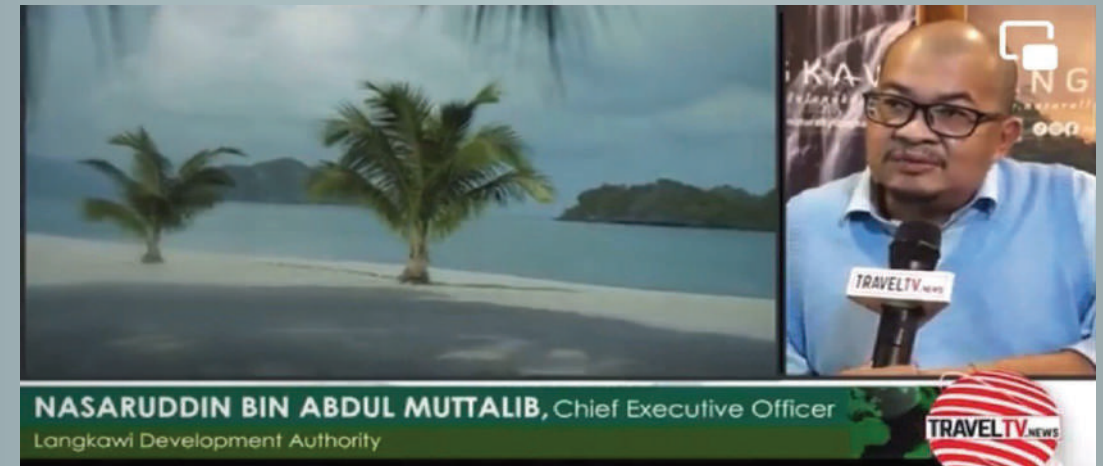
Langkawi had joined the Ecotourism Week @ Malaysia Pavilion in Expo 2020 Dubai alongside Tourism Malaysia from 26th to 31st December 2021. Langkawi Development Authority (LADA), Panorama Langkawi Sdn. Bhd. (PLSB), Langkawi naturalists and tourism agency Morahols Travel Sdn. Bhd. had worked hand in hand in promoting Langkawi at this world-renowned tourism expo.

Various activities were carried out throughout the week such as Langkawi batik demonstration and fashion show by Jafiq Couture Batik Langkawi, coconut leaves origami demonstration, fun photography, B2B (business-to-business) meetings with international tourism agencies, and Langkawi Day programme.



A few international media representatives from TV News Media, TravTalk Middle East, AWAAN, Asian News Trends, Global Trend Monitor, and Expo TV 1 had also interviewed LADA for broadcasts featuring Langkawi on their platforms.

TravTalk Middle East in particular had provided special coverage for LADA and Langkawi in the forms of exclusive interview video with YBrs. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of Langkawi Development Authority (LADA), magazine write-up, and tourism promotion advertisement via its leading travel, tourism and hospitality industry publication, TravTalk Middle East Magazine (December 2021 and February 2022 Edition).



In addition, Middle East's prime VOD channel, AWAAN had also exclusively covered not only LADA but also Langkawi and Malaysia via its talk show, AWAAN Studio Expo. The show focused on an extensive coverage on the Malaysia Pavilion during this Ecotourism Week at Expo 2020 Dubai through special interviews with YBrs. Tuan Nasaruddin as well as Tuan Hj. Syed Abd Rahman, DiveHeart Malaysia Ambassador and Tuan Shamsul Bahar Mohd Nor, Chief Executive Officer of Malaysian Green Technology and Climate Change Corporation (MGTCC). The interviews zoomed into snippets of Malaysia's National Tourism Policy 2020-2023, the green and sustainable aspects of Malaysia Pavilion structure in Expo 2020 Dubai, and the practice of sustainable and responsible tourism in the country that is also inclusive for everyone including the disabled.



LADA is also working in collaboration with Dubai Tourism along with international flight companies and tourism agencies to bring in tourists from the Middle East. Potentials to reactivate international flights were also discussed with various parties throughout the course of this Ecotourism Week.

Throughout the week too, the agency also acted as a reference centre in providing information regarding the management and methods of promoting Langkawi geopark for The Royal Commission for AlUla (RCU).

Exclusive TravTalk Middle East Magazine Interview With LADA CEO

(February 2022 Edition)

DESTINATION

DESTINATION

FEBRUARY 2022 TRAVTALK 17

Langkawi: An island of great escapes



One of the first areas to open in Malaysia for domestic visitors and then international travellers, Langkawi has repositioned itself as safe and adventurous destination with many offerings for the Middle East tourist. Nasaruddin Bin Abdul Mutalib, CEO Langkawi Development Authority shares with **TRAVTALK**.

Shehara Rizly

Do share with us about Langkawi Development Authority?

Langkawi Development Authority (LADA) is the leading agency on the island together with the stakeholders are committed in making sure the island unleash its true potential. LADA envisions to brand

ing tourists to explore the island's varied attractions, heritage and natural beauty logging the trip with the high spots of a visit the northern Malaysian island.

- **Langkawi Skycab:** The perfect photo spot set against the Machinchang Mountain, Langkawi Sky-Bridge brings you to the best viewing point on Langkawi. The spectacular

walk along a wooden platform through a mangrove swamp while admiring the natural beauty of the overhanging Bogak tree, tree crabs, macaques and unique limestone formations. The path leads you directly to a bat-filled cave! You can also explore the forest reserve via boat and learn all about its ecology and migratory birds.

- **Mangrove Tour at Kubang Badak Bio Geo Trail:** A perfect blend of a rich river estuary ecosystem, mangrove forests, high geological diversity and a history of early Thai community settlement pushes the path to develop a new geotour

ism around the village. The concept of biogeotrail expands based on the idea of conservation and sustainable management of natural resources.

- **Island hopping at Dayang Bunting Marble Geoforest Park:** Most tourists visit the Lake of the Pregnant Maiden as part of an island-hopping tour, unaware there is more to explore in Dayang Bunting's populated north. Those who sail around to the island's northern jetty can spend a day exploring marble rock and terra rosa (red clay) formations, caves filled with stalactites and stalagmites, local villages, and unique flora



Nasaruddin Bin Abdul Mutalib
CEO Langkawi Development Authority

and fauna, including hornbills, kingfishers, and macaque monkeys.

- **Paradise 101:** Tourists who want to spend the day

relaxing, enjoying some watersports activities or even spend the night at a private island party, this island caters to all. Located near Telaga Harbour at Pantai Kok in Langkawi, Paradise 101 can be accessed via boat shuttle which gets to the island in minutes.

- **Eagle Square:** This 12m tall eagle is the most iconic landmark of Langkawi, and of course, it is on the top of the list! The best time to take a picture with this majestic eagle is in the morning with the big blue sky as the background. Folklore has it that Lang-



kawi got its name from two Malay words: 'helang' – eagle and 'kawi' – reddish-brown. This eagle, specifically Brahminy Kite, can be seen around Langkawi.

- **Waterfalls:** This is the most picturesque waterfalls on the island consists of three main waterfalls which is Seven Wells, Temurun Waterfall and Durian Perangin Waterfall. While it requires some hiking, the view is all worth it once you witness the grandeur of the waterfall. Get your bathing suit ready and have a refreshing bath after the hike.

- **Jet ski ride island tour:** Doing a jetski tour is a completely different experience - you can get up close to the islands, and spend more time appreciating the environment.

- **Underwater world:** It's the amazing Underwater World! Walk beneath the underwater tunnel and take



Klim Karst Geoforest Park

free chocolate, swaying coconut trees, and beautiful sunsets.

- **Sunset Cruise:** Enjoy waterways of Langkawi Island for a memorable occasion. A leisurely cruise around the world-famous islands, and other iconic landmarks while enjoying fabulous food, entertainment, and spectacular views is the perfect

Upcoming Products

- **Maha Tower:** One of the best things in life is a stunning view, hence with this in mind, the Maha Tower was conceptualised. Visitors can rise up and take in the beauty of Langkawi Island within the same tower that adds a unique and impressive presence to the existing landscape.



Paya Island

a breathtaking shot with the sharks. Or you can opt for the cuter and chicky penguins! With three different climatic themes – Tropical Rainforest, Temperate and Sub-Antarctic, you get to see all about marine lives around the world.

- **Splash Out:** Designed with a classic coastal architecture at the forefront, Splash Out Langkawi, set amidst 12 acres, offers 12 slides and rides with a never-ending escapade of spills and thrills for everyone. Located in Kuah Town, 8 minutes from the Jetty Point Duty Free and 23 minutes from the Langkawi International Airport, Splash Out is the isle's latest attraction.

- **Beaches:** Langkawi is the perfect beach getaway destination in Malaysia. Made up of 99 islands on the northwestern coast of Malaysia, this sunny tropical paradise is filled with jungle-clad hills, sandy beaches, duty-

Envisioned as a new landmark public space with a performance stage to boot, the Dataran will serve as the hub of a neighbourhood masterplan containing world-class retail, residential zones, hotels, and entertainment facilities. The Maha Tower and Square will support the goals of the Langkawi Local Plan 2030, which is aimed at establishing the island as a modern tourism centre without compromising its traditional elements.

- **Eco Marine Park:** The Perdana Quay Eco Marine Park is Asia's First Interactive Seawater Theme Park located in Pantai Kok, Langkawi. Set to open in the first quarter of 2021, the Perdana Quay Eco Marine Park will be an exciting new addition to the island.

What are new tourism strategies to re-introduce Langkawi to the Middle East travelers?

- **My Safe Langkawi:** 'My Safe Langkawi Campaign, where we accredited premises and business owner of accommodation, F&B, travel agent, tourism attraction and shopping outlet that adhere to the SOP. Upon qualification, they will be awarded with the Certificate of Compliance COVID-19 SOP and Travel Quality Best Practices. These premises will be promoted by LADA, Tourism Malaysia and National Security Council.

- **Langkawi International Travel Bubble (LITB):** The Malaysian Government launched its first International Travel Bubble by reopening Langkawi Island to fully-vaccinated international tourists beginning November 15 last, with no quarantine requirements. LITB packages launched on December 30, 2021 include Langkawi International Travel Bubble Tour Packages sell to Middle East tourists.

- Other than that, LADA also offers MICE incentives to DMC / travel agents who brings the MICE group to Langkawi. The group will stay a minimum of 3 nights in Langkawi with maximum

“Those who want to spend the day relaxing, enjoying some watersports activities or even spend the night at a private island party, this island caters to all”

50 pax and above will entitled to get a welcome dinner / high tea, a cultural performance / welcome ceremony upon arrival and goodies bags.

How will you proactively promote this destination among agents?

We will regularly promote Langkawi both domestically and internationally. Promoting through Langkawi Travel Fair that organized by LADA with the joint promotion by the travel agents to promote Langkawi. We are also in line with Tourism Malaysia while promoting Langkawi to the international market together with travel agents. We also do the FAM tour to familiarize the agents about Langkawi's tourism products. Similar to reopening of Langkawi for domestic, LADA are working closely with MOTAC (Ministry of Tourism) in coming out with the complete SOP for International Market. The plan is

to first open up via Charter Flight Arrangement by this year. This is to allow a more sustainable and manageable environment, where the tourists are made compulsory to purchase their holiday packages prior travelling to Langkawi. Having said that, LADA has spoken to Langkawi Industry Players, and they look forward to offer a personalized itinerary to cater for the international tourist. Coming back to the Charter Flight Arrangement, there are a few interested parties that has reached to us thus far such as, Russia, China and Singapore. They are ready to fly to Langkawi once our borders are open for tourism purposes. We also look forward to welcome international tourist via scheduled flight early next year. Prior

to this, Langkawi enjoys the international connectivity to more than 160 destinations worldwide via Qatar Airways that fly directly from Doha.

Are there any new features to attract the Middle East visitors?

Mostly, the Middle East market love beaches, waterfalls and nature. They would love to come with family and friends to Langkawi. Majority of them come for honeymoon. They also like to spend to stay at the luxury accommodation while having the private nature tour in Langkawi.

FACTFILE

- LADA offers MICE incentives to DMC / travel agents who brings the MICE group to Langkawi
- Made up of 99 islands, Langkawi is the perfect beach getaway destination in Malaysia

HANDOVER OF COMPLETED SMALL COMMUNITY PROJECTS FOR YEAR 2021 HIGHLIGHTS | Community

Three more completed community small projects were handed over to the local community by Langkawi Development Authority (LADA) on last 20th January 2022.

This time, the handovers were conducted along with on-site visits to all three locations concerned by YBr. Tuan Nasaruddin bin Abdul Muttalib, Chief Executive Officer of LADA. The three projects involved Kampung Mata Ayer Community Hall, Surau Haji Din Kuala Melaka, as well as Kubang Badak Fishermen's and Tourism Jetty.

The handovers of these three projects therefore successfully concluded all 16 LADA community small projects executed via Corporate Services Unit for the year 2021. Various projects had been carried out in effort to improve the livelihood and ease the daily matters of all Langkawi residents.

May all these community small projects implemented by LADA benefit not just particularly the recipients but also the entire local residents of Langkawi.



Langkawi District Education Office (PPD)
- mini green screen studio equipment for selected schools in Langkawi



Surau Taman Seri Berlian
- Carpet and speaker system for surau (Islamic assembly building or prayer room)



Tabika KEMAS Kampung Kuah -
Repairing works of tabika (children's preschool) facilities



Kuah Al-Qadim Mosque - Repairing works of roof truss for mosque's janazah handling place



Surau Kampung Kuah - Surau's carpet



Surau Sekolah Kebangsaan Kelibang
- Contribution of surau carpets



At-Tasnim Mosque in Kampung Bayas
- Speaker systems



Maahad Tahfiz An-Nabawi Langkawi
- Digital azan clock



Nur Al-Naim Mosque Muslim Cemetery in Bukit Temin
- Construction of 180 metre-long chain-link fence



Surau Kampung Nyior Chabang - Repairing and upgrading works of surau roofs and area



Al-Huda Mosque Muslim Cemetery in Padang Matsirat
- Construction of 110 metre-long wall fence



Surau Haji Long Kampung Teluk Yu - installation of iron window grill, carpet replacement, and installation of signboard



Kampung Mata Ayer Community Hall
- Repairing works of hall roof



Surau Haji Din Kuala Melaka - Upgrading works of toilets as well as storage rooms for equipment, tools and dishes



Kubang Badak Fishermen's and Tourism Jetty
- Installation of HDPE pontoon

LANGKAWI PRIHATIN

OUTREACH MISSION

HIGHLIGHTS | Community

Langkawi Development Authority (LADA) in smart partnership with LADA Sports and Welfare Club (KSKL), PUSPANITA LADA, Panorama Langkawi Sdn. Bhd. (PLSB), Langsura Geopark Sdn. Bhd. (LGSB), Langkawi Port Sdn. Bhd. (LPSB), Telaga Harbour Sdn. Bhd., and Elegant Services Sdn. Bhd. had recently launched Langkawi Prihatin Disaster Fund.

A total of RM32,200 had been successfully collected through this disaster relief fund. On last 13th January 2022, proceeds from the fund were delivered to five respective selected schools and suraus (Islamic assembly building or prayer room) which were affected by the Klang flash floods. In a ceremony held in collaboration with Klang District Education Office as well as Klang District and Land Office, the fund was delivered by YBrs. Tuan Wan Kamarul Faisal bin Wan Kamardin, Deputy Chief Executive Officer (Planning & Development) of LADA on behalf of the Langkawi Prihatin team at the aforementioned district education office.





LANGKAWI INTERNATIONAL FOLDING BIKE FESTIVAL (LIFBF) 2022

HIGHLIGHTS | Tourism

Langkawi International Folding Bike Festival (LIFBF) 2022 was the first tourism event organised this year by Langkawi Tourism Association (LTA) in collaboration with Langkawi Development Authority (LADA). With support from various other agencies and departments in Langkawi, the event had successfully gathered participations from all over Malaysia as well as the neighbouring countries including Singapore, Indonesia, and Thailand.

The event was organised for two consecutive days on 15th and 16th January 2022 at Dataran Chenang, Langkawi. One of its key objectives was to encourage the public to participate in riding activities with their families. The highlight for this festival was the Fun Ride. Through this activity, participants got to ride along a 30-kilometre route which crosses over villages of Kedawang and Bohor Cantik, while enjoying the breathtaking views of peaceful countryside and lush green paddy field areas.



In addition, this festival was also held to promote Langkawi as a prime destination for organising cycling event or activity with the launching of Langkawi Cyclotourism Trail last year. LIFBF was also made livelier with bike accessories exhibition and sale event.

Through collaboration between LTA, Ministry of Youth and Sports (KBS) via Langkawi Youth and Sports Office, Royal Malaysia Police (PDRM), and Langkawi Malaysia Civil Defence Force (APM), the festival was held in compliance with the Standard Operating Procedures (SOPs) enforced by the government. Security control was also prioritised to ensure the smooth running of this event.





LADA SPORTS AND WELFARE CLUB (KSKL)

ACTIVATING THE NEW YEAR IN STYLE



Picture Credit :
Encik Saiful Rizam bin Superi
(Planning Division)
& KSKL Official Facebook Page



LADA MONTHLY ASSEMBLY

JANUARY 2022 EDITION

LADA Monthly Assembly had been successfully held last 26th January 2022 in LADA Auditorium and Main Hall. With the theme of new year, the ceremony organised by Human Resource and Management Services Division (BSMKP) was attended by all LADA staff.

SPECIAL ASSEMBLY HIGHLIGHTS

Introductory speech by BSMKP representative, Cik Rasanubari Asmah Rahmah binti Abd Hamid, announcing several initiatives and improvements that will be implemented in LADA human resource development.

Message by YBr. CEO for all LADA staff to practise BIP core values which translates into teamwork, integrity, and professionalism (Berpasukan, Integriti, and Profesionalisme).

Prize and certificate of appreciation awarding ceremony for winners and participants of LADA Corporate Slogan Making Contest.

Premiere of exclusive video clips on LADA 2022 New Year Celebration and LADA Bulletin (with special host KakCag).

Singing performance of 'Gemuruh' by LADA choir team.

'Sanjungan Budi, Sulaman Kasih' Farewell Ceremony for YBr. Tuan Rohaizad bin Rashid, SDK., AMK., BCK., (ex) Deputy Chief Executive Officer (Management) of LADA.

YBr. CEO's Message

"As LADA staff, we shall carry through our duties and responsibilities with great teamwork (Berpasukan) to create a harmonious work environment, work with integrity (Integriti) without taking advantage for our own benefit or importance, and practise professionalism (Profesionalisme) through continuous upgrading of our knowledge, skills, and service level. These are to be done competently, promptly, and efficiently. In short, BIP is the DNA of 'Keluarga LADA'."



Sanjungan Budi,
Sulaman Kasih

YBr. Tn. Rohaizad Bin Rashid,
(Deputy Chief Executive Officer (Management) of LADA)



Congratulations

TO ALL WINNERS AND PARTICIPANTS!

LADA Corporate Slogan Making Contest



Ikhwan bin Mohd Said
(Human Resource & Management Services Division)

Slogan: Dedication Invents Aspiration

Prize: RM500.00 Cash & Certificate of Appreciation



Khairulizuan bin Mohamad
(Asset Management Division)

Slogan: Holistic Development, Realistic Achievement

Prize: RM300.00 Cash & Certificate of Appreciation



Noorkatini binti Sirat
(Human Resource & Management Services Division)

Slogan: Driving Sustainable Tourism, Supporting The Community

Prize: RM150.00 Cash & Certificate of Appreciation



Certificate of Appreciation Recipients

■ Muhamad Yusuf bin Mohamad Ali
(Delivery Management Office)

■ Hilal Aminur Rashid bin Suhaimi
(Information Technology Division)

■ Suhaimi bin Baharun
(Tourism Division)

■ Mohamad Faizal bin Othman
(Tourism Division)

■ Siti Harishah binti Awang Omar
(Finance Division)

■ Noor Hayati binti Abdul Rahman
(Finance Division)

■ Nur Aina Alisa binti Mokhtar
(Panorama Langkawi Sdn. Bhd.)



BSMKP

TOWARDS DYNAMIC GOVERNANCE OF ORGANISATION

Human Resource and Management Services Division (BSMKP) plays the key role in managing service, administration, and asset governance affairs in LADA.

This division determines the direction of general administration through competent and effective planning, control, and management in line with the requirements of effective regulations and guidelines as well as LADA's mission and vision. This division also acts as the data hub to update LADA career and staff information.

A few initiatives and improvements of human resource development thrusts at federal level have been announced by Public Service Department Malaysia (JPA). Therefore, BSMKP is now doing knowledge transferring before the initiatives and improvements could be implemented in LADA.



Initiatives & Improvement by BSMKP

Implementation of performance management system that is based on the department's functions known as MyPerformance for officers from management and professional (P&P) as well as support groups effective from 1st January 2024. The MyPerformance function has been available but yet to be activated in the HRMIS system for all permanent officers, and will also be replacing Yearly Performance Evaluation Report (LNPT). Starting from 2022 until 2023, JPA had required all government agencies including LADA to implement familiarisation with this system.

Improvement of Human Resource Training Policy via the creation of Human Resource Development Policy (DPSM) by JPA (January 2022). The policy released in January 2022 aims to develop competency of public officers in fulfilling current needs, as well as being prepared in facing future challenges.

Therefore, BSMKP will be developing internal guidelines related to high-performance human resource development. Starting from this year too, each officer and staff is required to complete 40 hours of trainings and courses, compared to attending four days of courses in the previous years.

In LADA too, BSMKP is currently at the final stage of revising the agency's Prudent Spending, COVID-19 Control Guidelines, and Medical AKPEs. The revision takes into consideration of several matters as forwarded in LADA's Inter-Department Council (MBJ).

LADA's Top Management has also decided on the candidates for BSMKP's Manager and Deputy Manager who will be reporting for duty around March ahead. With this, BSMKP and Asset Management Division (BPA) will once again be merged under one management. This merging is therefore hoped to be able to further fortify high-performance human resource management and solidify the integrated organisational administration as well as asset management in LADA.

GET TO KNOW BSMKP

Human Resource Management Section



Services Unit



Organisation Development Unit

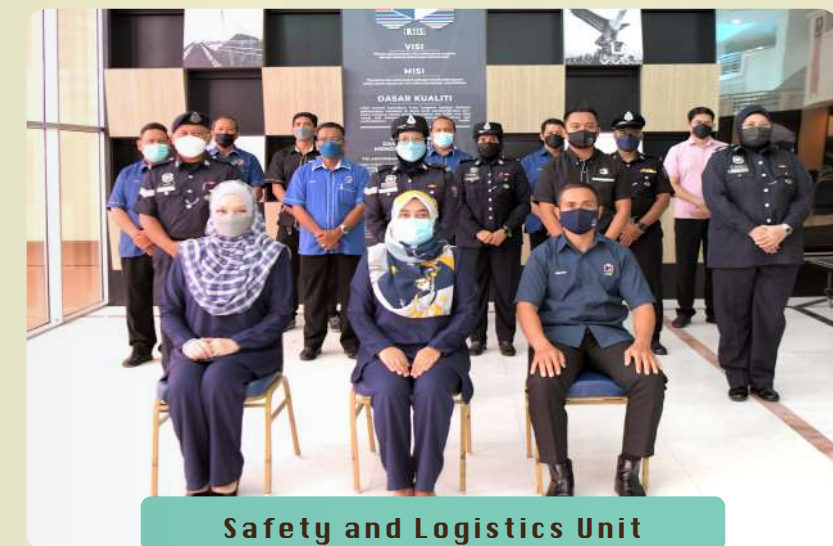


Training and Competency Unit

Management Services Section



General Administration Unit



Safety and Logistics Unit



Acquisition Unit

Thank You & All The Best

YBRS. TUAN ROHAIZAD BIN RASHID

Brief Introduction

- Hails from Kepala Batas, Pulau Pinang.
- Has been in public service for 30 years since 1991 all around Kedah.
- Held the title of Deputy Chief Executive Officer (Management) cum Chief Information Officer (CIO) of LADA.
- State Administrative Officer (Grade N54) seconded to LADA from 14th May 2020 until 2nd February 2022.
- Has started his service at Bandar Baharu District and Land Office, Serdang, Kedah.

Some Contributions Throughout Term of Service in LADA

- Helped ironing out the process of developing LADA's Public Complaints Management System (SISPAA) at its early stages by facilitating the communication between LADA and Public Complaints Bureau of Prime Minister's Department (BPA JPM), the pioneer on the creation of this system.
- Initiated the transformation of digital record management in LADA effective from 6th January 2021, making LADA among the first government agencies in Langkawi, in fact Kedah to begin utilising Digital Document Management System (DDMS) in management of department's records.
- Aided to the success of LADA in MS ISO 9001:2015 recertification on 5th September 2020 without any records of nonconformity in the agency's work process. This recertification is awarded until 4th September 2023.
- Appointed as the advisor to LADA's team which eventually won the HRMIS Video Creating Contest organised by Public Service Department (JPA) in conjunction with HRMIS Month Celebration 2020.
- Actively involved and frequently went on-site to meet Langkawi locals through community and tourism programmes as well as events.

- Contributed ideas in the preparation of Investment & Asset Management Strategic Policy (DSPPA) LADA.

- Became the head of delegation in preparation of LADA's Immovable Asset Management Roadmap Plan.

- Also acted as Chief Information Officer and Chief Occupational Safety and Health Officer of the agency.

- Chairman of the department's societies including LADA's Sports and Welfare Club (KSKL), PUSPANITA, and Surau Al-Amin.

- Board Member of LADA subsidiaries:
 - 1) Langkawi Port Sdn. Bhd. (1st August 2021 - 3rd February 2022)
 - 2) Langsura Geopark Sdn. Bhd. (1st October 2020 - 31st July 2021)

- Bestowed the Darjah Setia Diraja Kedah (SDK.) Medal from KDYMM Sultan of Kedah, an addition to the previously received conferment of Darjah Ahli Mahkota Kedah (AMK.) Medal and Bintang Perkhidmatan Cemerlang Kedah (BCK.).

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HOW TO KEEP YOUR FLOORS SHINY

A special sharing by:
mamakancil

Ingredients

1. Vinegar
2. Fabric softener - any brands as long as they are fragrant
3. Hot water

Instructions

Mix all three ingredients and transfer the solution into spray mop bottle to be spread all over your floors. Not only will your house smell great, but the floors will also turn shiny and stay clean from dust for a much longer period.

Good luck !



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SUNSET VIEW AT CENANG BEACH, LANGKAWI

Picture by: Puan Irliyani binti Isa
(Planning Division)

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A *MUNIFICENT* LANGKAWI

The archipelago of Langkawi located in the northwest of Malaysia has everything to offer to tourists from the world over. Being among Asia Pacific's most preferred holiday destinations, the island also becomes top-of-mind for many Europeans when choosing their next vacation spot. Langkawi has reaped full benefits of premier island destination in Malaysia because of the well-planned administration under Tun Dr Mahathir bin Mohamad's stewardship, Malaysia's former Prime Minister and the current Member of Parliament for Langkawi. As an all-year-round holiday haven, the island had once remarkably received 3.92 million tourists in 2019 alone.

As a must-visit destination in a lifetime, Langkawi has something for everyone to enjoy, ranging from the spectacular man-made attractions to the naturally wondrous geotrails never before seen in this world. The archipelago is adorned with natural setting of beguiling mountains, tropical rainforest, lakes, mangrove and limestone forests, beaches, islands, and caves. Conveniently fitted in-between are the exciting man-made attractions like Langkawi SkyCab (cable car), Underwater World, Crocodile Adventureland, and Wildlife Park, not to forget the latest one namely Splash Out Langkawi water theme park. Soon to be opened is the first eco-marine park in Asia that allows visitors to interact with a variety of marine animals.



TOURISM INNOVATION IN LANGKAWI

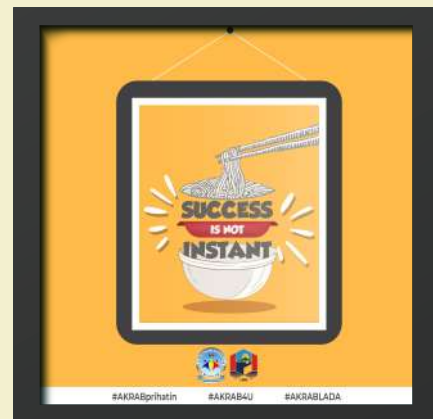
Admittedly, no other island destination in Malaysia like Langkawi has gone through a major process of revolution in becoming a premier holiday destination in Southeast Asia. It took one visionary man with forward thinking to bring the island from backwater to the world stage. The architect of Langkawi is none other than once the oldest Prime Minister in the world, Tun Dr Mahathir. A leader who implemented strategic innovation in administration during his first term as the Prime Minister, his progressive idea has placed Langkawi among top ten island destinations in the world.

In just a span of 10 years from 1987 to 1997, the island had gone through major development with airport, jetty, road map system, and other basic infrastructures built by the government to cater to international needs. At the same time, Tun Dr Mahathir also attracted big names of local 5-star hotels to invest in Langkawi on a special approval as he monitored the development progress on monthly basis. Eventually, he also accorded the island with free port status on 1st January 1987. Since then, many local entrepreneurs began to flock into Langkawi, looking for better and promising future. Fortune for locals continues pouring in until today, as there are many inspiring success stories shared day by day from within this legendary island.

Author:
Encik Azmil Munif bin Mohd Bukhari
Tourism Division



AKRAB IN PUBLIC SERVICE



■ A trained and certified support group which plays the role of mediator between workplace colleagues and psychology or human resource officers in a ministry or department.

■ Its main objective is to guide all staff who face problems and challenges in their work environment and help them in increasing their self-potentials to an optimum level.



LANGKAWI DEVELOPMENT AUTHORITY AKRAB ORGANISATIONAL CHART



Calendar of Events & Programmes

– February 2022

COMMUNITY DEVELOPMENT PROGRAMMES

- 9th & 10th – **Lonjak Langkawi Programme (Exam Answering Technique Workshop)**
- 6th, 9th & 14th – **Chinese Community Welfare Programme for Chinese New Year Celebration 2022**

INVESTMENT & BUSINESS FACILITATION PROGRAMMES

- 21st – **Bank Islam BangKIT Microfinance Programme**
- 22nd & 23rd – **Course for Digital Marketing & Business Marketing Opportunity on AgroBazaar Online Platform**
- 27th – **Langkawi Bangkit Engagement Session with Langkawi Entrepreneurs & Tourism Industry Players**

TOURISM EVENTS

- 9th & 13th – **LADA Langkawi International Regatta Perdana 2022**
- 21st – **World Wetlands Day: Mangrove Tree Planting Programme**



JANUARY 2022 RELEASED POSTERS

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Selamat Menyambut Hari THAIPUSAM

Ikhlas daripada :
SELURUH PENGURUSAN DAN WARGA KERJA
LEMBAGA PEMBANGUNAN LANGKAWI



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Nazrudin bin Abdul Muttalib
Chief Executive Officer
Langkawi Development Authority

Happy Chinese New Year 2022 "Gong Xi Fa Cai"

Wishing everyone great health, prosperity, and happiness in the coming year. Let us all unite through celebrating our differences and sharing our similarities for the love of Malaysia!

Best wishes :
LANGKAWI DEVELOPMENT AUTHORITY
MANAGEMENT AND STAFF

Serlahkan BAKAT KREATIF anda !

UNIT KHIDMAT KORPORAT (UKK)
AMAT MENGALU-ALUKAN SEBARANG SUMBANGAN KARYA KREATIF DARIPADA
SELURUH WARGA LADA UNTUK DIMUATKAN DALAM SETIAP TERBITAN BULANAN
E-BULETIN LADA BAGI TAHUN 2022

- PENULISAN :
SERPEN, PETIKAN RINGKAS, ULASAN,
RESIPI, TIPS, PETUA
- GUBAHAN PUISI :
PANTUN, GURINDAM, SAJAK,
SYAIR, SELOKA, SATIRA
- EKSPRESI SENI :
LUKISAN, LAKARAN,
KARYA FOTOGRAFI

*Kecil
tapak tangan,
nyiru kami tadahkan*

MALAH APA SAJA YANG DAPAT MENYERLAHKAN SISI KREATIF ANDA !

SALURKAN KARYA ANDA KEPADA :

- ADILAH BINTI ZABIR
- MOHAMAD FIRDAUS HELMI BIN FAZIL
- MUHAMAD HAZRIL HAIKAL BIN HAMZAH

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Welcome to LANGKAWI DEVELOPMENT AUTHORITY

Congratulations
TUAN HAJI AHMAD FUAD BIN CHE ANI @ ABD GHANI
on your appointment as
Deputy Chief Executive Officer (Management)
effective from
3rd February 2022



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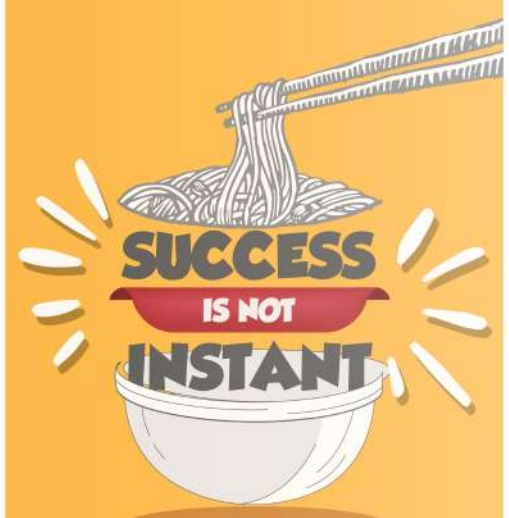
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ANDA DIUJI
KERANA ANDA

hebat.

TERUSKAN
BERUSAHA DAN
BERDOA, HIDUP
PASTI

berubah

SUCCESS IS NOT INSTANT

36

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KUBANG BADAK BIOGEOTRAIL



STATISTICS & REPORT ON SOCIAL MEDIA ACCOUNT UNTIL JANUARY 2022



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