



*Higher Education in Cities and Regions*  
 - For Stronger, Cleaner and Fairer Regions  
 10-11 February 2011, Seville, Spain

# Higher Education and Sustainable Development: A Malaysian Experience

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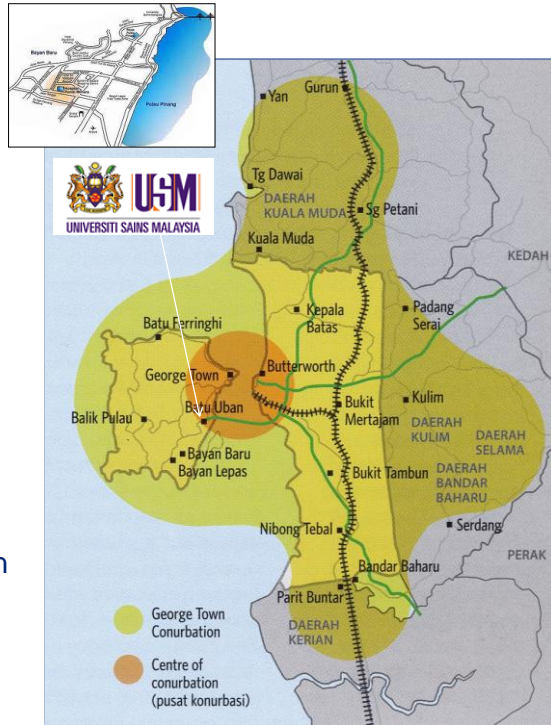
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## Penang Conurbation...

consist of the highly urbanised area of the Island, including George Town, Seberang Prai, Sungai Petani, Kulim and the surrounding areas on the mainland. With an estimated population of 2 million it is considered as the second largest metropolitan area in Malaysia, linked to the capital city.



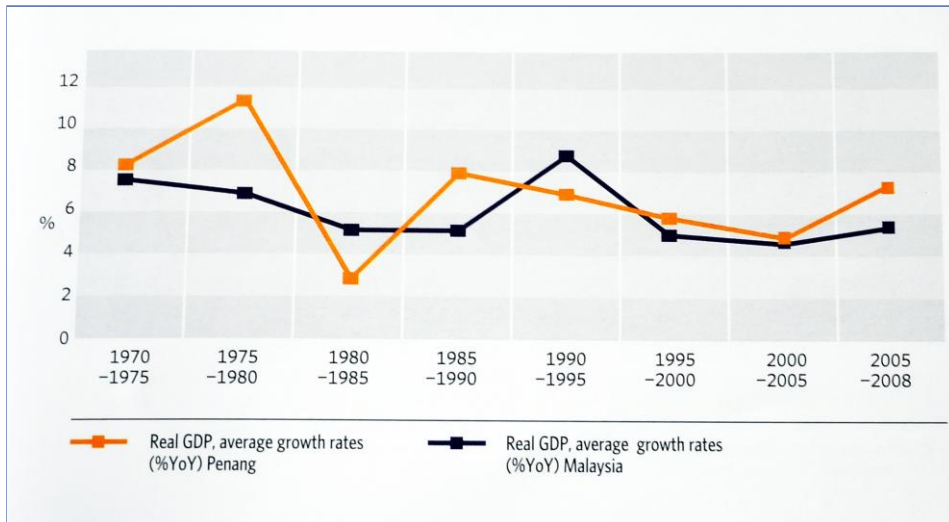
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**Welcome to Penang!**  
Pearl of the Orient

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### Real GDP Growth (%) in Penang vs Malaysia from 1970-2008



Source: Malaysia Plans, KRIS

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### Malaysia's link to electronics

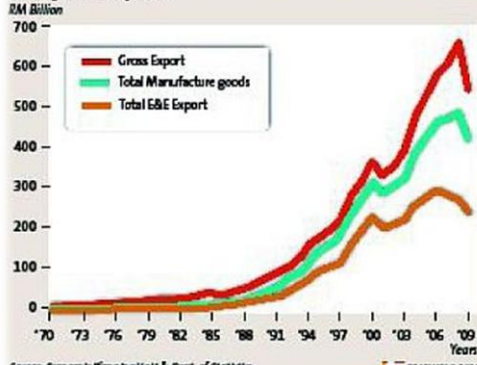
- 1970s** - Labour Intensive Policies
- 1980s** - Import Substitution to export oriented policies
- 1990s** - Personal computer & first generation hand phone booms
- 2000s** - Internet and new technologies boom: Smart Phone & iPads
- 2010 & beyond** - Table computer, Photovoltaic, Solid state lighting (LED), Medical Bio-Technologies



Source: Economic Planning Unit & Dept. of Statistics



### Malaysia's Exports



Source: Economic Planning Unit & Dept. of Statistics

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<http://thestar.com.my/news/story.asp?file=/2010/8/8/nation/6816093&sec=nation>

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### INTANGIBLE HERITAGE: Culture of the people – rituals, social practices, cuisine, costumes, crafts...

**RATTAN WEAVER**  
Lebuh Chulia

One of the few surviving rattan (cane) craftsmen at the job, binding, weaving and repairing cane furniture favoured by many in the state.

**COFFEE MAKER**

Usually home-brewed, the aromatic and rich-bodied local coffee is prepared over wood fire in a home factory setting. The final product can be found in most sundry shops in George Town, while the brew can be savoured at most local coffee shops within the historic city.

**"TOH PAH" SKIN**  
Wrapping Of Spring Roll

Meaning 'electric' and 'sugar', this 'sunny' wrap for spring rolls is an art in itself, mastered by just a few. One of the few who has kept the trade is Wang-generation, master of the craft.

**"TAU SA PAH"**

The taste buds of Penangites have a penchant not only for anything sweet, but in traditional confectioneries and pastries that truly melt the heart. Like called 'Lamban Biscuit', a fatty biscuit with a filling of bean fillings. It is available at most local outlets in Chowrasta Market and within George Town.

**SONGKOK MAKER**  
117, Jalan King (10am-5pm)

Set in an alcove next to the Nagore Shrine, the experienced master weaver the Malay Songkok for discerning customers with an eye for intricacy.

**WOODEN & BAMBOO BLIND MAKER**  
221 Lebuh Chulia

At the narrow alley behind this shop comes the colourful wooden/bamboo blinds, hand-painted by Mr. Chen of Ngai Sun that adorn the many outlets in George Town. These multi-coloured blinds not only serve as shelters from the scorching sun, but as advertising modules as well.

**"ROTI BENGKALI"**  
Traditional Bread

174, Jalan Thambiah (10am-6pm)

From the owners of 'Lamban Bakery' founded by Sook Market (mal) from Malacca in 1933, comes the fragrant and chewy bread that are well-loved with butter, sugar and hard-boiled egg.

**CHOWRASTA MARKET**  
Jalan Penang (opposite Police Headquarters)

Chowrasta Market has served the people of George Town for more than a century, providing its delectable groceries of various kinds since 1890 by South Indian Muslims. Meaning 'four cross roads' in the Urdu tongue, the present Chowrasta, with leaders selling dried jackies, namag and other exotic Penang specialties, was built in 1981, with the front facing Penang Road, built in 1920, serving as its facade.

**"YU CHAR KUIH"**  
18, Lebuh Creta, 20, Penang 101, Corner 17, Jalan Sultan

Whether made by Malay or Chinese, such as by Enck Baham at Jalan Sultan for the past 40 years, these chewy dough fritters have become the staple item in the breakfast staple for penangites, typically consumed together with peranakan kaya (a coconut based spread) served with coffee.

**TOMBSTONE ENGRAVER**  
11 Lebuh Ayer (10am-12am)

These stones, hewn by hand, are all the more precious, fit for the honour and tribute to the deceased.

**CLAN JETTIES - 'Pengkalai Weil'**

Clan jetties are unique Chinese settlements along Weld Quay, with homes built along wooden piers that extend to the Penang Channel. It has been in existence since the 19th century. The residents of each clan jetties are descendants of Chinese immigrants that reflect the distinct historical, geographical and lineage of its populace. Originally, there were eight clan jetties along Weld Quay (Cheu Jettie, Kway Jettie, Lee Jettie, Lim Jettie, Peng Aun Jettie, Tan Jettie, Yeok Jettie, Muiet Cuan Jettie).

**GOLD BAZAAR**  
100, Market Street (10am-6pm)

Encompasses the area within Jalan Kapitan Keling, Lebuh Kuching and Lebuh Campbell. The Bazaar has been built to the contemporary architectural style in Penang, which was built in the industrial sector in 1950s.

**ART GALLERIES**

Get a taste of the local art scene, whether the impressionist, abstract, the avant-garde, from the conventional, by visiting the various art galleries along Lebuh Amoy. The artist Lebuh Aceh writes the heritage codes.

**LITTLE INDIA** - Lebuh Pasar

LITTLE India, covering Lebuh Pasar, Lebuh Queen, Lebuh King and Lebuh Penang, is a microcosm, reflecting the diversity of the Indian way of life in its food, music, religious merchandise, fashion, trivials and the art.

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### Other related areas in the Penang Conurbation in the north...

\*Currently, the regulation of training (vocational skills) is fragmented with over 7 ministries having oversight. A new and coordinated Talent and Skills Council is important to provide for better academe--industry fit.

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## The Northern Economic Corridor...Economic Growth Catalyst

The diagram illustrates the collaborative roles of three entities in the Northern Economic Corridor. The Northern Corridor Implementation Agency (red box) is connected by double-headed arrows to Deloitte Consulting Malaysia (blue box) and Universiti Sains Malaysia (purple box). A blue arrow points from the map of the Northern Economic Corridor to the Deloitte Consulting Malaysia box.

**AGRICULTURE:**  
The Northern region is the agricultural centre of the country.

**MANUFACTURING:**  
The electrical and electronic (E&E) sector is one of the major contributors to the nation's economy.

**TOURISM:**  
Key Tourism areas in the North such as Langkawi and Pulau Pinang and services such as Medical Tourism are focus areas of growth.


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*Driving the Delivery of Outcomes for the Rakyat*


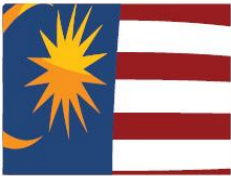



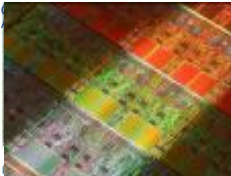

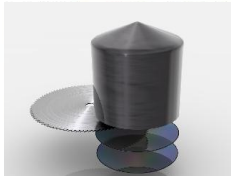
SULIT

## Revitalization of E&E NKEA Electronics and Electrical Lab



**PEMANDU**  
UNIT PENGUSULAN, PESTASI DAN PELAKSANAAN

**USM-NCIA-Deloitte Worksession at USM**  
20<sup>th</sup> October 2010

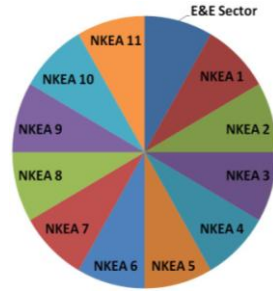
1Malaysia
People First
Performance Now

# EXECUTIVE SUMMARY: FOCUS AREA



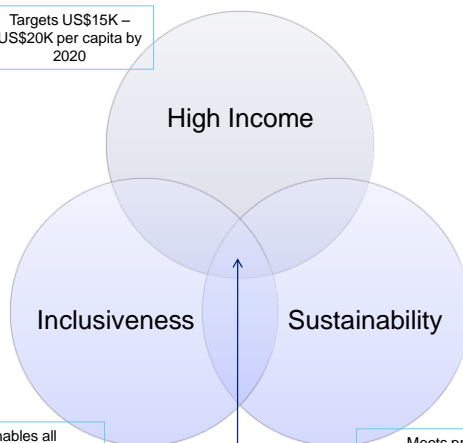
## Sector Focus

**Semi-conductor value-chain**  
incl. MNCs and local SMEs  
(which is only a portion of the  
entire E&E sector)



## The New Economic Model describes the 2020 goal

Targets US\$15K –  
US\$20K per capita by  
2020



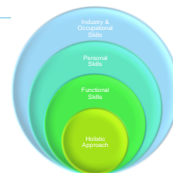
Enables all  
communities to fully  
benefit from the  
wealth of the country

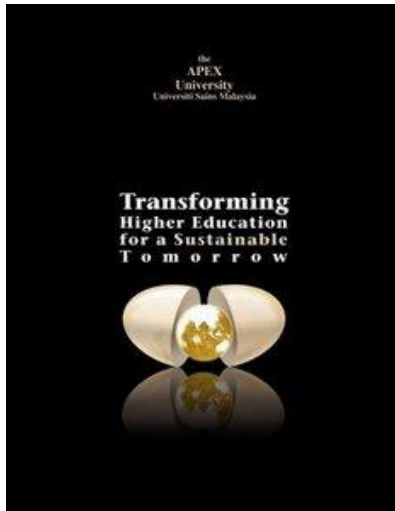
"People first"  
Quality of life

Meets present  
needs without  
compromising future  
generations

### Characteristics of Malaysia in 2020

- Market-Led
- Well-Governed
- Regionally Integrated
- Entrepreneurial
- Innovative





Thank you!