



**UPDATE BRIEFING: PENANG BAY INTERNATIONAL IDEAS COMPETITION—TRANSFORMING THE GEORGE TOWN AND BUTTERWORTH WATERFRONTS AS A NEW ECONOMIC ZONE.**

**TALKING POINTS: YB JAGDEEP SINGH DEO, EXCO—LOCAL GOVERNMENT, HOUSING & TOWN & COUNTRY PLANNING**

1. The Penang State Government is pleased to share an update on the Penang Bay International Ideas Competition. 36 top finalists have been selected for the final round of judging by a Technical Committee comprising representatives from CMI, Think City, MBPP, MBSP, PLANMalaysia, World Bank, Cendana, and Reimagining City. The diverse backgrounds and perspectives from the committee members have provided a fair and balanced collective assessment in the selection of finalists.
2. Open to innovative thinkers of all disciplines, the competition received a total of 79 entries submitted from 20 countries all over the globe. Half of the submissions came from international participants which clearly demonstrates global interest in Penang, from a wider audience and network. There were over 5,000 downloads of the competition brief by website visitors originating from 79 countries, and the competition was also featured in an international architectural magazine—again highlighting strong interest in Penang Bay’s vision and concept from built environment players.

A seven-member jury - comprising distinguished judges from the Penang State officials, the Aga Khan Trust for Culture, UN Habitat, Global Development Incubator and the Malaysian Institute of Planners, and an independent landscape architect—will now select the top three winners and five honourable mentions.

3. The ultimate vision for Penang Bay is to transform the George Town and Butterworth waterfronts into an SDG Cities Compliant Zone powered by the green, digital and creative industries. It is our aim to have Penang Bay listed as an SDG Cities Zone to unlock opportunities and scale up the initiative. It



would be the first in Malaysia and an opportunity to transform Penang’s urbanisation process in a more sustainable manner.

4. The concept stems from a recognition that the future of Penang rides on a new spatial economy, based on the rehabilitation of its natural core as opposed to rapid urban extension. Penang, like most of the world is also faced with the challenges of climate change and technological disruption, which have been complicated by Covid-19.
5. The downturn resulting from the pandemic gives us a chance to rethink Penang’s waterfront assets. New technologies, from building materials to factory configurations, provide opportunities to rethink how browned-out areas can help drive economic transformations that align with the Sustainable Development Goals.
6. The competition is an opportunity to build on these concepts and connect with local and international innovators and thinkers to crowdsource world-class ideas to future-proof cities.
7. The award for First Place will win 20,000 USD, followed by 8,000 and 4,000 USD for Second and Third Place respectively. Honourable mentions will receive 1,000 USD each.
8. A new “People’s Favourite” award has also been introduced to select the submission with the highest number of public votes. A virtual exhibition will be made available to the public, in order for them to view and vote for their favourite submissions on the competition website.
9. Further details are available at: [www.penangbaycompetition.com](http://www.penangbaycompetition.com).

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