

Penang Government Tourism

Penang Asian Food & Culture Festival
Press Conference

14th August 2019

Sin Chew Daily



Clipping:

5地點9月13至15日舉行

檳亞洲美食文化節來了



曹观友（中）为首届檳城亚洲美食文化节造势，由杨顺兴（左）和孙意志陪同。

（檳城14日讯）首届檳城亚洲美食文化节将于9月13日至15日，在檳島和威省5个地点举行，届时将有日本、泰国、中国、印尼和韩国的的美食佳肴献上。

这是檳城乃至整个马来西亚首次举办在同一时间聚焦于亚洲多国料理的美食文化节，一连3天的活动将分别在5座购物中心，早上10时至晚上10时同步举行。

葛尼百丽宫将呈献日式料理，第一广场举办泰国美食节。喜欢韩国料理的人可前往皇后湾广场，合您广场则有中华料理，双威嘉年华广场准备了印尼佳肴。

除了美食，也会有文化表演及活动，如艺术文化展览、烹饪环节、游戏和工作坊。

民众受促减少使用塑料袋和吸管，并携带餐盒。

檳城首席部长曹观友今日召开新闻发布会为活动造势。他说，檳城亚洲美食文化节的开幕仪式将于9月10日下午5时30分在Hin Bus Depot举行，欢迎民众出席。

该活动由Cake Experiential

Communications举办，檳州政府支持。详情可浏览 www.penangafe.com。

出席新闻发布会者有檳州行政议员章瑛、杨顺兴、孙意志、檳州环球旅游机构首席执行官黄茁原、Cake Experiential Communications首席执行官王万育。

檳发展机构没任何损失

另一方面，新加坡淡马锡控股及新加坡经济发展创新局与檳城发展机构日前在协议下，取消了18亿令吉的檳城首要商业处理外包中心计划。曹观友受询时说，檳城发展机构并没有面对损失。

“由于这项计划未动工，所以檳城发展机构没有面对任何损失，但在咨询服务上及其他费用方面，支付了800万令吉。”

被问及香港近期的示威情况，有否导致香港人移居或到檳城投资，曹观友说，这言之过早。

曹观友也说，在8月9日发生的风灾中，檳城共有2022户家庭受影响。东北区469户、西南区406户、威北区895户、威中183户、威南69户。檳州行政议会正讨论要以什么方式协助这些家庭。

China Press



Clippings:

檳城亞洲美食文化節 邀您品嚐5國美食

（檳城14日訊）首屆檳城亞洲美食文化節，讓你一连三天在檳威兩地的5個地點，品嚐亞洲5國的美食。

檳州旅遊發展委員會主席楊順興透露，上述美食文化節將於9月13日至15日（周五至周日）舉行，而展示的5國美食包括日本、泰國、中國、印尼和韓國。

“主辦單位會分別在葛尼百麗宮廣場呈獻日本料理、1st Avenue廣場則會辦泰國美食節、皇后灣廣場會展示韓國餐、合您廣場是中華料理，而双威嘉年華廣場會讓民眾體驗印尼佳肴。”

楊順興今午偕同檳州首長曹觀友，在記者會這麼說。出席

者有行政議員孫意志、章瑛、檳州環球旅遊機構總經理黃茁原及籌委會主席王萬育。

他指出，除了美食，也會有文化表演及活動，如藝術品展覽、文化及烹飪環節、遊戲等。

冀吸引10萬民眾捧場

針對新加坡已經申請將該國的小販文化，列入世界非物質文化遺產名錄，檳州政府可有意也申請時，楊順興說，他已致函旅遊及文化部副部長與文化局，目前還在等待對方的回應。

另一方面，曹觀友說，亞洲美食文化節也是州政府，其中一項繼續打造檳城為文化及美



■楊順興（左起）、曹觀友、王萬育、孫意志、章瑛及黃茁原，一起品嚐來自五國不同風味的美食。

食景点的努力。

“我們希望這場活動吸引到10萬民眾捧場。”

他也說，首屆亞洲美食文化節會在9月14日下午5時30分至晚上10時，在興巴士藝術廊（Hin Bus Depot）正式開幕。

Kwong Wah Yit Poh



Clippings:



槟首长曹观友（左3）和左起槟行政议员章瑛、杨顺兴和孙意志，还有王万育和黄苗原，共享亚洲各国美食。

（槟城 14 日讯）第一届“槟城亚洲美食文化节”将于 9 月 13 日起，一连 3 天在槟威 5 广场隆重展开。槟首长曹观友指出，州政府期望是次美食节，能带来 10 万美食饕客，体验日本、泰国、印尼、中国和韩国的 5 国美食与文化风情。

体验 5 国美食与文化风情

他周三在光大 28 楼举行的记者会上说，槟城是众所周知的小食天堂，本地街头美食更多次获国际美食频道，选为最佳美食之一。然而，人们现下可通过是次文化美食节，在到访槟城不只可享受本地美食，更能一次过尽尝亚洲美食与文化。

他认为，威省凭藉美丽自然景观、丰富艺术和部份历史遗迹，充满旅游潜能。而是次文化节其中一站，即推广“印尼佳肴”地点即落在诗布朗再地双威嘉年华广场。

槟城亚洲美食文化节于 9 月 13 日起至 15 日，在槟威 5 座广场同步举行。届时，葛尼百利宫广场将推广日式料理、1st Avenue 购物中心将呈献泰国美食节、合您广场是中华料理，还有皇后湾主打韩国美食。

曹观友也邀请公众出席 9 月 10 日下午 5 时 30 分至晚上 10 时，在兴巴士站举行的美食节开幕礼。本身和槟州旅游发展、古迹、文化与艺术委员会主席杨顺兴，共同主持开幕。

除了享用美食，亚洲美食文化节开步走时，各举办的购物广场都会在针对指定的国家美食，设展示专区和营造该国美食街氛围，让参与公众可感受特定国家的街头用餐气氛。

州政府冀带来 10 万美食饕客 槟城亚洲美食文化节 913 展开

公众可感受的，包括日本超人气些“一人食”（单座）拉面，还有印尼 Indomie 甜甜圈，也会在美食节亮相。

所以美食节举行期间，也备有艺术品展览、文化和现场烹饪示范环节，游戏和烹饪工作坊等。5 家购物广场，也将针对各自主题个别呈献如“锦绣中华”、皮影戏和韩国国家歌剧团表演等，精湛文化表演。

美食文化节期间，前往 3 家购物中心参与美食节公众，有机会赢得价值 50 令吉的 Klook 礼券。主办单位也响应州政府减塑倡议，鼓励公众自携餐盒、便当盒和餐具前来，并鼓励公众把垃圾自行带走，保持场地干净。

会上，槟旅游发展、文化与古迹委员会主席杨顺兴和美食文化节承办单位代表王万育，也受邀致词。槟行政议员章瑛和孙意志，还有槟州环球旅游机构首席执行官黄苗原也出席记者会。

杨顺兴：饮食文化申遗无下文

另外，有媒体询及新加坡将以饮食文化申遗，槟州政府虽在州议会提及申遗却毫无下文，槟州旅游发展、古迹、文化与艺术委员会主席杨顺兴说，已将相关事宜汇报联邦旅游与文化部副部长峇迪亚，但至今仍在等待回覆。

记者询及，有关课题已提及极久，杨顺兴说：“这超出我控制范围。” #

Cari Infonet (Chinese)



Clippings:

Malay 语言 颜色选择 字体格式

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首屆檳城亞洲美食文化節即將開跑！

by 旅遊情報 15-8-2019 12:30 PM | 评论: 1

首屆檳城亞洲美食文化節即將開跑！于**2019年9月13日至15日**，在檳島或省5个地点，与群众一起品尝日本、泰国、中国、印尼和韩国的美食佳肴，体验五国文化风情。

檳城亞洲美食文化節以“尋訪檳城，體驗亞洲風情”（Experience Penang, Taste Asia）为口号，以吸引游客前來檳城，遊覽檳城豐富多元的文化、建築遺產、藝術、美食和自然環境，並透過美食以及有趣好玩的文化活動來體驗亞洲風情。



图片来源：Penang Asian Food & Culture Festival

一连3天的亞洲美食文化節將分別在5座購物中心同步舉行。葛尼百利寧廣場（Gurney Paragon Mall）將呈獻日式料理。1st Avenue 購物中心則會舉辦泰國美食節。那些想嘗一嘗韓國料理的人則可以前往皇后灣廣場（Queensbay Mall），至于葛尼廣場（Gurney Plaza）則會帶來各種中華料理。威省方面，双威嘉年华广场（Sunway Carnival Mall）也准备了各种印尼佳肴来招呼大家。

活动期间，每一座购物中心也会在特设专区展示指定国家的特色美食。同时也会营造该国美食街的氛围，让前来参加活动的民众可以尽情享用商家准备的经典街边小吃，沉浸在热闹的气氛中。广受欢迎的美食用餐方式，比如说日本超人气的一人食（单座）拉面或印尼的Indomie 甜甜圈也会在美食文化节亮相。

这个成为众人话题的美食文化节也会举办文化表演及活动，例如艺术品展览、文化和烹饪环节、游戏和现场烹饪示范以及工作坊。五家购物中心将呈现不同国家的文化表演，比如在葛尼广场（Gurney Plaza）上演的“锦绣中华”、双威嘉年华广场（Sunway Carnival Mall）上演的皮影戏以及韩国国家歌剧院在皇后湾广场（Queensbay Mall）呈现的精湛文化表演。

活动期间优惠大放送

在美食文化节期间前往三家参与活动的购物中心品尝美食时，民众也有机会赢取价值RM50的Klook礼券。大家只需在www.penangafcf.com线上注册便获得一本檳城美食文化節个人二维码数码护照，然后在至少三家购物中心打卡即可。第20位或逾20位数的参与者便有机会赢取价值50令吉的Klook礼券。

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Buletin Mutiara



Clippings:



Penang Foodie and PGT tie up to promote tourism

BULETIN MUTIARA

Admin

August 15, 2019 (<https://www.buletinmutiara.com/penang-foodie-and-pgt-tie-up-to-promote-tourism/>)



(<https://www.buletinmutiara.com/wp-content/uploads/2019/08/4562AA39-3240-49C6-8C2A-B2AD68D697AB.jpeg>)

IN a bid to promote Penang's food and attractions, Penang Global Tourism (PGT) has formed a partnership with Penang Foodie, a top food blog.

The initiative was formed to promote the state as a food haven with its place of attractions in conjunction

Guang Ming Daily



Clippings:

首屆檳亞洲美食文化節 下月13起5地舉行



■曹觀友、楊順興、章瑛、孫意志、黃苗原與首屆檳城亞洲美食文化節贊助單位代表合影

(檳城15日訊)首屆檳城亞洲美食文化節將於9月13日至15日，分別在檳島與威省5個地點舉行，參與者可一次過品嚐到日本、泰國、中國、印尼和韓國

佳肴。

檳州旅遊發展委員會主席楊順興在記者會上說，此次以“尋訪檳城，體驗亞洲風情”(Experience Penang, Taste Asia)為

主題，吸引遊客到檳城遊覽豐富多元文化、建築遺產、藝術、美食和自然環境，並透過美食及有趣好玩的文化活動來體驗亞洲風情。

他說，美食愛好者及旅客可在這期間在檳城大快朵頤，品嚐正宗的多國美食。一连3天的活動分別在5座購物中心同步舉行。

“葛尼百利宮廣場將呈獻日式料理，1st Avenue 舉辦泰國美食節、皇后灣廣場是韓國料理而合尼廣

年華廣場準備了印尼佳肴。除了美食，每座廣場會在特設專區展示指定國家的特色美食，也營造該國美食街的氛围，讓民眾尽情享用經典街邊小吃。”

他說，有意者只須在 www.penangatcf.com 線上註冊，便會獲得一本檳城美食文化節個人二維碼數碼護照，然後在至少三家購物中心打卡。第20位或達20倍數的參與者便有機會贏取價值50令吉的Klook禮券。

他指出，檳州首屆副市長曹觀友將於9月10日傍晚5

時30分，在風車路興巴士藝廊主持開幕。

他說，開幕當天也會舉辦數場藝術工作坊，呈獻五國手工藝包括韓國摺紙及印尼漆油雕染等。

“亞洲鼓樂表演是當晚不能錯過的演出，將匯集五個亞洲國家的鼓樂樂器，呈獻獨一無二的亞洲美食文化節目，現場還有其他與美食相關的活動，例如手作便當工作坊。

出席者尚有行政議員章瑛、孫意志及檳州環球旅遊機構總經理黃苗原等人。(CYL)

The Star Metro (Northern)



Clippings:

Delights from Asian nations

Fest to elevate state as top cultural and food destination

By LIEW JIA XIAN
jiaxian@thestar.com.my

INDULGE in a unique food experience at the inaugural Penang Asian Food and Culture Festival featuring cuisines from Japan, Thailand, China, Indonesia and South Korea.

Locals and tourists are invited to enjoy authentic food and culture at five venues on the island and mainland from Sept 13 to 15.

With the tagline 'Experience Penang, Taste Asia', the festival aims to attract visitors by showcasing the state's amazing diversity in culture, heritage, arts, food and nature.

The three-day festival will be held simultaneously across five different shopping malls in the state.

Gurney Paragon Mall will highlight Japanese cuisine whereas 1st Avenue Mall will turn up the heat with various Thai dishes.

Those looking to satisfy their Korean food cravings can flock to Queensbay Mall while Gurney Plaza is set to showcase Chinese cuisine.

Meanwhile, on the mainland, Sunway Carnival Mall will feature Indonesian cuisine.

Other than the diverse array of Asian food, each mall will showcase its specialty cuisine in an interactive pop-up area where festival-goers can chow down on popular food by selected outlets in an authentic street food setting.

The public are also welcomed to join the event's opening ceremony on Sept 10 from 5.30pm to 10pm at Hin Bus Depot at 31A, Jalan Gurdwara in George Town.

There, they can go to different food kiosks from various Asian food vendors for a taste of what they can expect during the festival. The opening ceremony will be



Cake Experiential Communications manager Nicole Yo showing Thai bug street food (left) and Indonesian Indomie doughnut.

made merrier with artisanal workshops featuring different crafts such as Korean hanbok origami and Indonesia batik printing.

Not to be missed is the Asian Drums performance which will showcase the festival's very own tune that represents the heartbeat of Asia using drum pieces from the five Asian destinations.

State tourism development, arts, culture and heritage committee chairman Yeoh Soon Hin said 'Celebrating Diverse Festivals and Events' was of Experience Penang Year 2020 (EPY 2020)'s components and it is aimed at highlighting Penang as a state that celebrates festivals all year round.

'Festival tourism is a growing trend, fuelling the development of the economy.'

'This year, we wished to hold a Penang Asian Food and Culture Festival.'

Festival tourism is a growing trend. This fest is a massive gathering of different flavours across Asia.

Yeoh Soon Hin

'While Penang International Food Festival offers the best of Penang street food, the Penang Asian Food and Culture Festival is a massive gathering of many different flavours across Asia.'

'We have carefully curated a diverse range of programmes that will enable visitors to dive deeper into each country's cultural

landscape through activities such as art installations, games, live cooking demonstrations and workshops,' he said at a press conference at Komtar in Penang.

Chief Minister Chow Kon Yeow said the festival is part of the state's effort to elevate Penang's status as a cultural and culinary destination.

'We are not leaving Seberang Prai out as I see a lot of potential there for it to become a tourist hot spot due to its beautiful natural assets, blossoming arts scene and various heritage sites.'

'We want to shine a spotlight on Seberang Prai's hidden gems.'

'We hope to bring some 100,000 visitors together over the three days and across five venues to share their love of food and culture,' he added.

Cake Experiential Communications (Asia) Sdn Bhd chief experience officer Andy Ong said festival-goers would stand a chance to win Klook vouchers worth RM50 when they visit any three participating malls during the festival.

'Just register online at www.penangafcf.com to receive a personalised Penang Asian Food and Culture Festival digital passport QR code and scan at a minimum of three participating venues.'

'Every 20th participant to complete this will stand a chance to win Klook vouchers worth RM50.'

'The festival also collaborates with Boost to offer visitors a unique digitalised experience where they can go cashless and pay with the app to be entitled to cashback privileges,' he said.

The festival is organised by Cake Experiential Communications, endorsed by the state and supported by Penang Global Tourism.

Also present were state exco members Soon Lip Chee, Chong Eng and Penang Global Tourism CEO Ooi Chok Yan.

EVENTS

Penang Asian Food and Cultural Fest to be feast for the senses
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The Star Metro (Online)



Delights from Asian nations

METRO NEWS

Saturday, 17 Aug 2019

By LIEW JIA XIAN



(From left) Yeoh, Chow, Ong, Soon, Chong Eng and Ooi showing some Asian dishes which will be highlighted during the three-day Penang Asian Food and Culture Festival from Sept 13 to 15. — Photos: MUSTAFA AHMAD/The Star

INDULGE in a unique food experience at the inaugural Penang Asian Food and Culture Festival featuring cuisines from Japan, Thailand, China, Indonesia and South Korea.

Locals and tourists are invited to enjoy authentic food and culture at five venues on the island and mainland from Sept 13 to 15.

With the tagline 'Experience Penang, Taste Asia', the festival aims to attract visitors by showcasing the state's amazing diversity in culture, heritage, arts, food and nature.

The three-day festival will be held simultaneously across five different shopping malls in

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Festival to elevate state as top cultural and food destination

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Gurney Paragon Mall will highlight Japanese cuisine whereas 1st Avenue Mall will turn up the heat with various Thai dishes.

Those looking to satisfy their Korean food cravings can flock to Queensbay Mall while Gurney Plaza is set to showcase Chinese cuisine.

On the mainland, Sunway Carnival Mall will feature Indonesian cuisine.

Each mall will also showcase its speciality cuisine in an interactive pop-up area where festival-goers can chow down on popular food by selected eateries in an authentic street food setting.

The public are also welcome to join the event's opening ceremony on Sept 10, from 5.30pm to 10pm, at Hih Bus Depot at 31A, Jalan Gurdwara in George Town.

There, they can go to food kiosks set up by various Asian food vendors for a taste of what to expect during the festival.

The opening ceremony will be made merrier with artisanal workshops featuring crafts such as Korean hanbok origami and Indonesian batik printing.

Not to be missed is the Asian Drums performance, which will showcase the festival's very own tune that represents the heartbeat of the region using drum pieces from the five Asian destinations.

State tourism development, arts, culture and heritage committee chairman Yeoh Soon Hin said "Celebrating Diverse Festivals and Events" was one of Experience Penang Year 2020 (EPY 2020)'s components and it is aimed at highlighting Penang as a state that celebrates festivals all year round.

"Festival tourism is a growing trend, fuelling the development of the economy. This year, we wanted to hold a Penang Asian Food and Culture Festival.

"While Penang International Food Festival offers the best of Penang street food, the Penang Asian Food and Culture Festival is a massive gathering of many different flavours across Asia.

"We have carefully curated a diverse range of programmes that will enable visitors to dive deeper

into each country's cultural landscape through activities such as art installations, games, live cooking demonstrations and workshops," he said at a press conference at Komtar.

Chief Minister Chow Kon Yeow said the festival was part of the state's effort to elevate its status as a cultural and culinary destination.

"We are not leaving Seberang Prai out as I see a lot of potential for it to become a tourist hotspot with its beautiful natural assets, blossoming arts scene and heritage sites.

"We want to shine a spotlight on Seberang Prai's hidden gems.

"We hope to bring some 100,000 visitors together over three days to share their love of food and culture," he added.

Cake Experiential Communications (Asia) Sdn Bhd chief experience officer Andy Ong said festival-goers would stand a chance of winning Klook vouchers worth RM50 when they visit any three participating malls during the festival.

"Just register at penangafcf.com to receive a personalised Penang Asian Food and Culture Festival digital passport QR code and scan at a minimum of three participating venues.

The festival is organised by Cake Experiential Communications, endorsed by the state and supported by Penang Global Tourism.

Thank You.