

Giving inner city the kiss of life



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METRO NEWS

Thursday, 24 Mar 2022



(From left) Josephine, Chew, Ahmad Zuhairi, Yeap, Ng and Khoo are working together to rejuvenate the city centre through the initiative.

ANOTHER bid has been made to bring life back to the Komtar area through the George Town City Centre (GTCC) initiative. It will be launched this Sunday by Chief Minister Chow Kon Yeow at 1pm at Komtar Walk located along Jalan Lim Chwee Leong.

The initiative is a collaboration between 1st Avenue, Prangin Mall, Komtar, ICT Mall, Tech Dome Penang, The TOP Komtar and Komtar assemblyman Teh Lai Heng.

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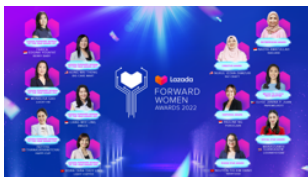
In 2009, Komtar Walk was launched but the area's structure was torn down last year following legal issues between Komtar Walk's operator and Penang Development Corporation (PDC).

Among the demolished structures were seven units of double-storey retail outlets, nine units of single-storey dining outlets, a single-storey food court and a tourist information counter.

Komtar Walk once had a performance stage, water features and soft landscaping. It was abandoned for almost two years before a decision was made to tear the structures down.

1st Avenue general manager CC Yeap said the GTCC initiative was started mainly to promote the inner city economy through the coordination and cooperation between the shopping centres and tourist attraction operators such as The Top Komtar to improve the efficiency and economy of businesses here.

"The malls' operators will also work closely with each other to attract more people to visit the city centre with various interesting and fun events.



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Lazada empowers the growth of female-owned online businesses and celebrates the success of women entrepreneurs.

"The vicinity of Komtar is actually a complete entertainment centre.

"There are shopping centres along with many food outlets and quaint hotels for tourists," he told reporters at a press conference.

Also present at the press conference were PDC Setia Urus chief executive officer Ahmad Zuhairi Ismail, Tech Dome chief executive officer Khoo Boo Wooi, ICT Mall marketing manager Josephine Joseph, The Top general manager Chew Kim Choi and Prangin Mall manager Daniel Ng.

In conjunction with the launch of GTCC, there will be a special carnival (11am to 6pm) for the public held along the newly refurbished Komtar Walk.

There will be some 20 booths selling numerous items and 15 food trucks offering various cuisines.

Highlights of the mini carnival include a Zumba dance, a live band performance, a science and technology show and children's drawing and colouring contests.

The organisers have also prepared giveaways such as cash vouchers for 1st Avenue Mall, Gatti Sport Factory Outlet, Kenny Rogers Roasters, Seoul Garden and Texas Chicken.

In addition, the Football Association of Penang (FAP) will sell the club's team jerseys and souvenirs during the event and fans can take this opportunity to support the association by visiting the

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