



SEMINAR MIP NORTHERN BRANCH 2025

• CONFERENCE • EXHIBITION •

**REGISTER
NOW!!**

**EARLY BIRD REGISTRATION
BY AUG 15, 2025**

**EARN
2 MIP CPD POINTS**

***E-CERTIFICATE
OF ATTENDANCE
UPON REQUEST**

**KEYNOTE ADDRESS
BY**



**DATUK BANDAR
MBPP**



**DATUK BANDAR
MBSP**

SHAPING PENANG 2030 VISION TOGETHER



**SEPT 04, 2025 (THURSDAY)
8.00AM - 5.00PM**

ICONIC MARJORIE HOTEL, PENANG

SEMINAR OVERVIEW

As Penang's overarching development plan, Penang2030 Vision integrates the Sustainable Development Goals (SDGs) across various initiatives, emphasizing liveability, economic development, and environmental sustainability.

Acknowledging that the 2030 deadline is drawing near, hence, the time has come for all of us to take stock of what have been done (and what are left to be done), as well as to share and showcase success stories, and offer insights on ways upon which the SDGs and Penang2030 Vision have been achieved.

It is an opportune time to join hands and co-organize this seminar with different built environmental stakeholders/professionals, as we all endeavor and shape Penang2030 Vision together.

TARGET PARTICIPANTS:

**TOWN PLANNERS
DEVELOPERS
ARCHITECTS
GOVERNMENT AGENCIES
ENGINEERS
SURVEYORS
CIVIL SOCIETY
STUDENTS**

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TOTAL COATING & CONSTRUCTION SOLUTIONS

SEMINAR

MIP NORTHERN BRANCH 2025

SPEAKERS



YB Jason H'ng Mooi Lye
CM REPRESENTATIVE
Penang State Executive
Councillor (EXCO) for Local
Government and Town &
Country Planning



Keynote Speaker 1
Dato' Hj Baderul Amin Bin
Abdul Hamid
Datuk Bandar MBSP
"MBSP Leading the Way:
Innovations & Aspirations
Towards Penang2030."



Keynote Speaker 2
Dato' Ir. Rajendran A/L P. Anthony
Datuk Bandar MBPP
"Smart City Transformation:
Shaping the Future of Urban
Management."



Ms. Ong Siou Woon
Director of Operations, Penang Institute
"Penang2030 - Aspirations &
Achievements."



TPr Lee Ham Kong
Immediate Past Chairman,
Malaysian Institute
of Planners Northern Branch (MIPNB)
"A Town Planner's Role,
Insights & Solutions Towards
Penang2030 vision."



Ar. Ooi Sze Meng & Ms. Lee Tit Kun
Chairman, PAM Northern Chapter &
Director, Heritage Conservation Dept., MBPP
"Less Heat, More Trees - The
Architect's Urban Jungle Plan."



Sr. Dr. Nur Syaima Binti Mansor
Royal Institution of Surveyors
Malaysia (RISM) Northern Branch
"Greening Penang: A Quantity
Surveyor's Contribution to
Sustainable Development."



Ir. Ashwin Thuraiarajah
Executive Director GreenRE
Real Estate and Housing Developers's
Association Malaysia (REHDA), Penang
"Developing Low-Carbon
and Inclusive Townships."



Ir. Chan York Lin
The Institution of Engineers, Malaysia (IEM)
"The 3Rs for a Sustainable
Built Environment."



Assoc. Prof. TPr Dr. Khoo Suet Leng
Moderator

REGISTRATION
CLOSING DATE
28 AUGUST 2025

PLEASE SCAN QR CODE
BELOW TO REGISTER



CATEGORIES	EARLY BIRD (BY 15.08.2025)	NORMAL FEE
MIP, PAM, IEM, RISM, REHDA, GOVERNMENT AGENCIES & SPONSORS	RM 180	RM 200
STUDENTS	RM 100	RM 150
OTHERS	RM 230	RM 250

CONTACT US:
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SEMINAR PROGRAMME

SEMINAR : Shaping Penang2030 Vision Together

DATE: 04th September 2025 (Thursday)

VENUE: Iconic Marjorie Hotel, Penang

TIME: 8:00 am – 5:00 pm

TIME	AGENDA	
8:00 am	Registration of participants	
8:30 am	Arrival of VIPs	
9:00 am	Welcoming remarks by seminar chairperson, Assoc. Prof. TPr Dr. Khoo Suet Leng	
9:10 am	Opening speech by Dato' TPr Ar. Michael Ong Chin Keong, Chairman of MIPNB	
9:20 am	Chief Minister's speech (Represented by YB Jason H'ng Mooi Lye, Penang State Executive Councillor (EXCO) for Local Government and Town & Country Planning)	
9:50 am	Officiation of seminar gimmick.	
10:00 am	Break & light refreshment	
10:30 am		Speaker 1: Ms. Ong Siou Woon (Director of Operations, Penang Institute) <i>"Penang2030 – Aspirations & Achievements."</i>
11:00 am		Keynote Speaker 1: YBhg. Dato' Haji Baderul Amin bin Abdul Hamid (Datuk Bandar, MBSP) <i>"MBSP Leading the Way: Innovations & Aspirations Towards Penang2030."</i>
11:30 am		Speaker 2: TPr Lee Ham Kong (Immediate Past Chairman, MIP Northern Branch) <i>"A Town Planner's Role, Insights & Solutions Towards Penang2030 vision."</i>
12:00 pm		Speaker 3: Ar Ooi Sze Meng (Chairman, PAM Northern Chapter) & Ms. Lee Tit Kun (Director, Heritage Conservation Dept., MBPP) <i>"Less Heat, More Trees – The Architect's Urban Jungle Plan."</i>
12:30 pm	Lunch	
2:00 pm		Keynote Speaker 2: YBhg. Dato' Ir Rajendran a/I P. Anthony (Datuk Bandar, MBPP) <i>"Smart City Transformation: Shaping the Future of Urban Management."</i>
2:30 pm		Presentation by the Platinum Sponsor: Mr. Asbar Sanusi Starken AAC Sdn. Bhd. (a division of Chin Hin Building Materials, CHBM) <i>"CoolPro – High Energy Efficient Building Solutions"</i>
2:45 pm		Speaker 4: Sr. Dr. Nur Syaima Binti Mansor Royal Institution of Surveyors Malaysia (RISM) Northern Branch <i>"Greening Penang A Quantity Surveyor's Contribution to Sustainable Development."</i>
3:15 pm		Speaker 5: Ir Ashwin Thuraiarajah Real Estate and Housing Developer's Association Malaysia (REHDA), Penang <i>"Developing Low-Carbon and Inclusive Townships."</i>
3:45 pm		Speaker 6: Ir Chan York Lin The Institution of Engineers, Malaysia (IEM), Penang <i>"The 3Rs for a Sustainable Built Environment."</i>
4:15 pm	Q&A session (Moderator: Assoc. Prof. TPr Dr. Khoo Suet Leng)	
4:45 pm	Souvenir presentation session	
5:00 pm	End of seminar	

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SYNOPSIS



YB Jason Hng Mooi Lye
CM REPRESENTATIVE
Penang State Executive
Councillor (EXCO) for Local
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Keynote Speaker 1

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Moderator



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of Planners Northern Branch (MIPNB)



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Chairman, PAM Northern Chapter &
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Sr. Dr. Nur Syaima Binti Mansor
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Ir. Ashwin Thuraiarajah
Executive Director GreenRE
Real Estate and Housing Developers'
Association Malaysia (REHDA), Penang



Ir. Chan York Lin
The Institution of Engineers, Malaysia (IEM)

"Penang2030 Vision: Aspirations & Achievements"

Penang2030 is a vision designed with an approach that encourages citizens to participate in policy-making and take responsibility for their own future. The government advises, stimulates, and facilitates their participation, steering matters towards the common good. Since its inception in 2018, 7 years have passed. With 5 more years to 2030, how much has Penang achieved? How much more do we need to move the needle where impact counts? Are we able to delay the climate change impact with the vision's target while checking some SDG indicators?

"A Town Planner's Role, Insights & Solutions Towards Penang2030 vision."

This presentation explores the strategic role of urban planners in realizing the Penang2030 vision. It addresses urban challenges, holistic planning approaches, and key state strategies including RSNPP2030, PTMP, PGA, and SDG reports. Emphasis is placed on actionable interventions, community engagement, and the integration of smart planning tools. The core objective is to ensure Penang's development remains progressive, resilient, and people-centered by 2030.

"Less Heat, More Trees: The Architect's Urban Jungle Plan"

In response to the escalating effects of urban heat, PAM Northern Chapter presents "Less Heat, More Trees: The Architect's Urban Jungle Plan"—a design-driven approach to cooling our cities through nature. Drawing from the latest Penang Nature-Based Climate Adaptation Programme Project in George Town, this talk explores how architects can lead the way in reintroducing greenery into dense urban areas. From tree-lined corridors and pocket parks to rain gardens and permeable streetscapes, the session highlights practical strategies that reduce heat, restore biodiversity, and improve urban livability. These interventions are not just environmental add-ons—they are essential tools in building climate resilience. The talk also discusses the role of architects in working with local councils, engineers, and communities to ensure long-term success, especially within heritage zones where modern interventions must respect historical context. By placing trees and climate-conscious design at the heart of planning, the Urban Jungle Plan demonstrates how architects can create cooler, healthier, and more liveable cities—starting with Penang.

"Greening Penang: A Quantity Surveyor's Contribution to Sustainable Development"

As Penang advances toward its Penang2030 Vision and aligns with the Sustainable Development Goals (SDGs), managing carbon emissions in the built environment has become increasingly urgent. This talk highlights the pivotal role of Quantity Surveyors (QS) in supporting carbon reduction efforts through cost-informed decision-making and carbon footprint analysis. By integrating whole-life carbon assessments into the early stages of construction planning and procurement, QS professionals can influence material selection and construction methods to lower embodied carbon. The talk will feature a local case study demonstrating how carbon-conscious cost planning was applied to a Penang project, showcasing practical practices. The goal is to show how QS expertise can contribute to reducing carbon emission in the construction project. This session calls on all built environment professionals to collaborate and take measurable action in creating greener Penang.

"Developing Low-Carbon and Inclusive Townships"

As urbanization accelerates, the need for sustainable and inclusive development becomes increasingly urgent. This presentation explores the strategic framework and practical approaches for developing low-carbon and inclusive townships that balance environmental responsibility with social equity. Key areas - green township planning (i.e green and blue spaces, walkability, storm-water management etc.), universal design, township management, security and resilience. Case studies will also be explored.

"The 3Rs for a Sustainable Built Environment"

The 3Rs—retrofit, refurbish, and repurpose—are core strategies for sustainable cities, significantly impacting global GDP and reducing CO2 emissions. Aligned with UN SDGs, these approaches improve commercial and social building value, increase energy efficiency, and conserve resources. Rather than demolishing, upgrading existing buildings supports net zero and inclusivity goals, while offering environmental and cost benefits. Projects in Penang, such as the Hong Leong Bank Light Street refurbishment, Penang Digital Library II's transformation, and St. Jo @Gurney Paragon's adaptive reuse, highlight the power of the 3Rs. With innovative design and clean technology, these examples demonstrate how revitalising historic structures can foster a more resilient, accessible, and environmentally responsible urban future.

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