Cities on the Fronline Speaker Series #18

SMEs and Urban Resilience

Delivering a Resilient Economic Recovery

28th October 2021 (Thursday)
9.00 PM (Kuala Lumpur)

Speaker:
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Director & Melaka Chief Resilience Officer
Town Planning Department
Melaka Historic City Council
Melaka City at Glance

270.39 km²
Land area
Source: MBMB Local Plan 2035

538,510
Population (2019)
Source: MBMB Local Plan 2035

+2.7%
Population growth per year
Source: MBMB Local Plan 2035

>10,000
Cars entering city centre daily (2016)
Source: Traffic Impact Assessment (Site Survey)
Melaka City at Glance

**Resilient Melaka**
Creating a thriving, livable and smart Melaka
2019 Edition

1. **Thriving and Engaged Communities**
2. **A Livable, Vibrant and Efficiently Connected City**
3. **Collective Governance and Smart Leadership**

**Melaka’s Resilience Strategy** aims to improve the quality of life, economic opportunities, and governing processes impacting Melaka’s citizens.

This document is a key milestone in setting out the Resilient Melaka agenda, presenting the city’s vision and the pillars, goals and actions that will help us achieve it.

**9 Goals**

**33 Actions**
Covid-19 Impact on Tourist Arrival in Melaka

UNESCO Inscription

Impacting 13.68 million (73.04%) numbers of tourist arrival in Melaka in year 2020

Source: Melaka Tourism Promotion Division (2021) & Melaka Resilient Strategy
Melaka GDP

The services sector, including hospitality and tourism-oriented services, contributes to almost half of Melaka’s GDP.
Melaka’s local economy & SMEs severely affected by Covid19 pandemic

Melaka economy is highly reliant on its tourism and service industries

"Dalam tempoh dua bulan sejak PKP, PKP Bersyarat (PKPB) dan PKP Pemulihan (PKPP) lalu, cuma 20 pasang kasut terpakai berharga antara RM100 hingga RM120 sepasang terjual dan pulangkan semula modal pusingan bertambah tenat.

Melaka plans special packages to revive ailing tourism sector, says CM
60 State Initiative
10 MBMB Initiative
7 Initiative for SMEs
**Initiative for SMEs**

- **Trishaw License**
  An exemption for 314 trishaw pullers in 2021 (RM 7,536.00)

- **Premise Rental**
  50% rent reduction for MBMB premises in January & February 2021
  (1371 tenants) (RM 316,250.60)

- **Traders License**
  50% reduction on license renewal for small traders and hawkers
  (3558 traders) (RM 355,800.00)
Initiative for SMEs

Service Charge
100% exemption for service charge until December 2021 for building owner within MBMB administrative area (RM1.5million)

Remission
50% remission for commercial and industrial activities

Rental Rebate
50% reduction on renting MBMB asset offered to businesses (RM72,300.00)
Initiative for SMEs

Online Platform

MBMB MyFPX

- Online payment platform provided with contactless and cashless approach.

E-bazar MBMB

- A platform provided for business provider and runner that helps in selling and promote their product.
- Empower economic activity during pandemic
Sanitation & SOP Restrictions

Regular sanitation for public area to support local business activities and create a safe environment.

- Hand sanitizer
- Facemask
- Thermometer
- Disinfectant tunnel

RM 168,334.000
Enforcement

Regular S.O.P monitoring at public area

Regular S.O.P monitoring at commercial area
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Position

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Transportation

Others

Stories

RESILIENT MELAKA
Thank You