



LABOR
DAY

**Welcome to Encore
Melaka One of the
signature building
represent
the China-Malaysia
Diplomatic Relations**

**Meaningful Gestures and
Gifts for Mother's Day**

NEWSLETTER

MAY 2024



YONG TAI
永大集团

Welcome to Encore Melaka,

A signature building
representing the strong
diplomatic relations between
China & Malaysia

In a significant stride for the entertainment industry, representatives from Hunan Satellite TV conducted a comprehensive site inspection at Encore Melaka

Guided by esteemed personalities such as Ms. Ge Yamei, Chairwoman and CEO of Mango Media, and Mr. Zhou Shixing, Director of Hunan Cable Broadcasting, alongside Ms. Yan Wenjia from Oriental ZhenGuo (Beijing) Technology Co., Ltd., and Mr. Wang Yongchao, Chief Director, their wealth of experience in the media and entertainment realm promised a fresh perspective on optimizing the theater's offerings and extending its reach.

The collaborative endeavors between Hunan Satellite TV and Encore Melaka underscore a shared dedication to nurturing cultural exchange and enriching the entertainment landscape, hinting at an exhilarating phase of growth and innovation on the horizon. As the theater embraces the esteemed delegation's



recommendations, it charts a course towards a vibrant future distinguished by creativity, cooperation, and cultural enrichment.



In a remarkable celebration of the 50th Anniversary of diplomatic relations between China and Malaysia, Encore Melaka, under the auspices of Yong Tai Berhad, had the honor of hosting distinguished guests Mr. Zhang Qingli, Vice Chairman of the 12th and 13th National Committee of the Chinese People's Political Consultative Conference (CPPCC), and Chairman of the China Economic and Social Council (CESC), alongside YB Datuk Lim Ban Hong, Special Adviser to the Chief Minister of Melaka on Investment and China Affairs.

Their visit to Encore Melaka symbolized the profound bilateral cooperation and cultural exchange between the two nations. Against the backdrop of the establishment's immersive ambiance, the delegation experienced firsthand the innovative 360-degree rotating seating and state-of-the-art theatrical technology. These features not only exemplified the pioneering spirit of Encore Melaka but also served as an international platform showcasing the historical and relational bonds between Malaysia and China.



Ballet extravaganza by China's Suzhou Ballet Theatre from April 12-14

ENCORE Melaka has collaborated with China's Suzhou Ballet Theatre to present a three-day ballet extravaganza from April 12-14.

Produced and presented by the Suzhou Ballet Theatre and organised by Encore Melaka, the performance entitled "Reminiscing Jiangnan: A Ballet Collection of Excellence" is fully supported by National Department for Culture and Arts Malaysia, the Han Culture Centre Malaysia, Asia Television and the Asia Pacific Daily.

Featuring 50 top dancers, the ballet showcase will combine traditional Jiangnan dance elements such as "The Dream Interrupted" and "Embroidered Ladies" along with selected segments from the third act of the classical ballet "Swan Lake". This fusion of Chinese ballet beauty with the grace of Western classical ballet, hence the harmonious blend of Eastern and Western cultures is poised to captivate the audience with an unforgettable artistic journey. Audiences can experience the stage performances from their 360-degree rotating seats. The combination of high-tech features and exquisite artistic performances in the 1,800-capacity theatre promises an extraordinary audio-visual experience at Encore Melaka Theatre.



庆祝马来西亚-中国建交50周年
Celebrate the 50th Anniversary of Malaysia-China Diplomatic Relations

忆江南
Reminiscing Jiangnan
A Ballet Collection of Excellence





Melaka Transposition 2024 @ Encore Melaka

On April 20, 2024, in Melaka, Malaysia, Melaka Transposition 2024 (MLKT 24) is set to dazzle as the premier event of its kind, in collaboration with Encore Melaka Timbre Group and Millet Group. Presented by 828 Asia, this esteemed occasion welcomes over 500 attendees, including 300 distinguished guests from Singapore and 200 prominent figures from Malaysia. Against the backdrop of Melaka's vibrant cultural tapestry, MLKT 24 aims to introduce Melaka's events industry to investors, show producers, event organizers, artists, and other events-related companies from Singapore, with the aspiration of fostering the organization of more remarkable events in this historic city.

The event is officially inaugurated by the Chief Minister of Melaka, Yang Amat Berhormat Datuk Seri Utama Ab Rauf bin Yusoh. This momentous occasion is accompanied by a mesmerizing 40-minute performance by renowned Malaysian multiple award-winning artiste & Principal, Co-Managing Partner Timbre Music Academy- Awi Rafael and rising star Nayli Azmi who has more than 150k YouTube subscribers will leave the audience utterly enthralled.

MLKT 24 is not just a one-time event; it represents a turning point in Melaka's journey towards becoming a global events hub. By attracting overseas investors, fostering cross-border collaborations, and showcasing Melaka's unique cultural heritage, MLKT 24 aims to revive the event space in Melaka, contribute to its economic growth, and establish it as a premier destination for hosting remarkable events.





Encore Melaka Performs at the Launching Ceremony of the Documentary Project "Starry Embrace" Commemorating

the 50th Anniversary of China-Malaysia Diplomatic Relations Held in Kuala Lumpur

On April 19, the Launching Ceremony of the documentary project "Starry Embrace," commemorating the 50th anniversary of China-Malaysia diplomatic relations, was held at St. Regis, Kuala Lumpur. Present were H.E. Ambassador Ouyang Yujing, Malaysia's Minister of Tourism, Arts, and Culture, Dato' Sri Tiong King Sing, Deputy Communications Minister Teo Nie Ching, House of Representatives (Dewan Rakyat) Deputy Speaker Alice Lau Kiong Yieng, and Hunan Broadcasting System Chairman Gong Zhengwen.



Chairman of Yong Tai Berhad, Dato' Indera Syed Norulzaman Bin Syed Kamarulzaman, and Co-Founder of Encore Melaka, Datuk Zoe Tan, were specially invited to attend this remarkable event.

Encore Melaka had the opportunity to showcase Malaysia's vibrant cultural heritage through our performance. The rendition of the Iban folk song, "Le Leng," was a heartfelt tribute to the rich tapestry of traditions that define our nation.



Yong Tai Berhad & Encore Melaka Celebrate Ramadhan Together 2024

Yong Tai Berhad recently held its Annual Buka Puasa Dinner 2024, which was attended by employees for a celebration of the holy month of Ramadan and aimed to foster unity and mutual respect between different cultures and religions.



Meaningful Gestures and Gifts for Mother's Day

Mother's Day is a time to honor and celebrate the incredible women who have shaped our lives. It's not just about the gifts; it's about showing appreciation and spending quality time together. Whether it's a simple gesture or a grand gesture, what mothers truly value is the love and thoughtfulness behind the gesture, knowing that they are cherished and loved by their children.

Here is the list of Mother's Day gift for your consideration.



Handwritten Letter / Drawing



Customized Jewelry



Spa Day



Photo Album



Homemade Meal



Art Class



Plant or Garden Tools



Tech Gadgets



Wellness



Family Time



Customized Recipe Book