

# LEARNING JOURNEY<sup>TO</sup> IPOH

## KEY HIGHLIGHTS:

- **CONVERSATION WITH THE LEE FAMILY**  
FAMILY BUSINESS VISIT TO PINJI PALM OIL ESTATE  
AND 22 HALE STREET HERITAGE GALLERY
- **CONVERSATION WITH THE FOO FAMILY**  
(3RD GENERATION)  
JOURNEY OF THE NEXT GENERATION:  
UNLOCKING AND CREATING VALUE FOR A  
MULTI-GENERATIONAL BUSINESS FAMILY IN IPOH
- **ENJOY IPOH'S FOOD HAVEN**  
AUTHENTIC LOCAL FOOD
- **SOCIAL ACTIVITIES AND BONDING**  
NOT JUST OVER COFFEE BUT SNOW BEER, TOO
- **IPOH HERITAGE WALK** WITH AN EXPERIENCED GUIDE
- **KIDS-FRIENDLY EXCURSION**
- **FOOD SHOPPING**  
GETTING EVERYTHING IPOH HAS TO OFFER

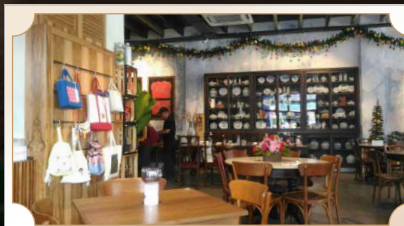
### FAMILY BUSINESS VISIT TO PINJI PALM OIL ESTATE



This Family Business Visit to *Pinji Palm Oil Estate* besides giving us the experience of a plantation visit, will also equip us with the knowledge of learning how land is used & change to township development.

Here the Lee Family will share with us **how the sustainability of the plantation industry adheres to the ESG goals in the field and the impact to the environment for soil erosion, water conservation and biodiversity preservation.**

### CONVERSATION AT 22 HALE STREET



After an extensive conservation process, two shophouses built in 1990 were given a new lease of life, and is now home to *22 Hale Street Heritage Gallery*, owned & run by the Lee Family.

Join the conversation with **2nd generation Tan Sri Lee Oi Hian** and **3rd generation family members**, who will be sharing on the Lee Family Business evolution from a tin mining start with the **Founder Tan Sri Lee Loy Seng** to building up multiple business platforms which include palm oil plantations, chemicals and property development.

The sharing will be a deep insight to **the future sustainability of the family business with a focus on ESG goals and family succession.**

*Puan Sri Sandra Lee* will also share on the motivation behind the Museum, to be followed with a Tour of the Museum.



## BEDROCK HOTEL STAY

We have this hip & trendy hotel all to ourselves, located right in the centre of Ipoh.



## IPOH HERITAGE TRAIL

GUIDE : Law Siak Hong,  
of the Perak Heritage Society  
DURATION : 3-Hours (9.00 am to 12.00 noon)  
START : Central Porch, Ipoh Railway Station.  
END : Kong Heng Square



Ipoh Railway Station

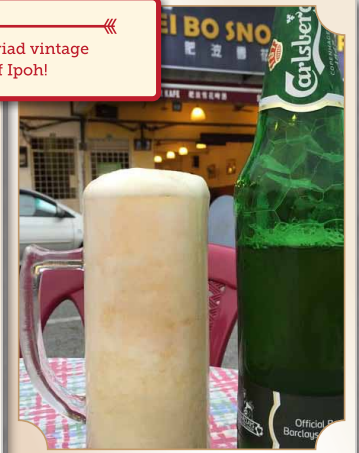
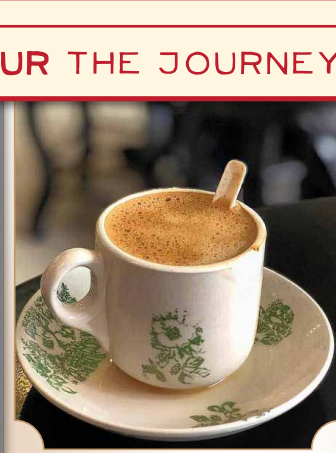
This guided walk takes you through the heritage core of Ipoh, in Old Town, naturally, and introduces the food we find along the way.

In 1893, after a great fire that wiped out 2/3 of town the year before, the British administration created the *Ipoh Sanitary Board* to run the town. Consistent with town planning of the time, rectilinear grids were drawn for roads and blocks for buildings. In the domain of the the *Panglima Kinta*, an aristocratic clan with a history dating back to 17th century, Ipoh became, quite quickly, the good-time town of the *Kinta Valley*, where pioneering miners and planters took relief from the harsh environment. Ipoh had begun life as a riverine kampong by the *Kinta River* - a tributary of the magnificent Perak River - that meanders through the Valley that was once the world's richest producing region of tin ore.

The Heritage Walk will pass through and pause at some significant institutions and iconic buildings. It is light & easy, with stops for photography. Look around and ask questions about what intrigues you. Learn about the town's history and food you see along the way.

## SAVOUR THE JOURNEY

We savour the journey by taking in the myriad vintage sights & many nostalgic tastes of the best of Ipoh!



## BRING BACK THE TASTES OF IPOH!

We go shopping for the many treats of Ipoh to take back for everyone at home!



362 Heong Peah



Sin Eng Heong Kaya Puffs



Sin Weng Fai Peanut Candy



Ming Yue Confectionery



Aun Kheng Lim Salted Chicken



Pomelo



Sin Yoon Loong Old Town Coffee

## REGISTRATION FEES

### FBN MEMBERS

MYR1,000 per person

### NON-MEMBERS

MYR1,300 per person

#### KIDS BELOW 12 YRS OLD

MYR500 per child

MYR650 per child

#### KIDS BELOW 7 YRS OLD

MYR250 per child

MYR325 per child

#### REGISTRATION FEES FOR DOMESTIC HELPERS

Helpers of FBN members: MYR750 • Helpers of non-FBN members: MYR975

## ABOUT FBN ASIA

Family Business Network (FBN) Asia is a regional chapter of FBN International, a private, not-for-profit organization. It is led "By Families, For Families, Together Across Generations".

FBN is the leading family business community around the world, offering a unique and safe space for its members to share best practices and progressive ideas on how to grow, succeed and prosper in their family business and personal lives.

Founded in 1989, it represents more than 16,000 individual members from more than 4,000 business families in 65 countries across 5 continents.

Its vision is to create a vibrant community of family businesses that serves as a model of success and longevity.



## ENQUIRIES

SPECIALLY BROUGHT TO YOU BY

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