

## Biography

Lee Kim Heng – age 51, a high-school graduate. A Muarian by birth, who honoured his family business after graduation, has been working together with his brother at the township market on wholesale vegetable ever since.

Being a former Muar Municipal Council committee – with an upright, selflessly dumb attitude, he is determined in helping the needy and in creating a better Muar to make Muar the best town for everyone to live in.

As an MCA Bakri division committee, he upholds the MCA spirit of serving people one step at a time with a down-to-earth approach. He is a man of action, in which he always believes in the philosophy of 'actions speak louder than words', with his usual phrase "If we do not act, we will never make our dreams come true."

## Current & Former Positions

- Muar Municipal Council Committee
- MCA Bahagian Bakri Committee
- Pertubuhan Penganut Dewa Tian Men Muar Chairman
- Persatuan Perniagaan Sayur-sayuran Pasar Umum Daerah Muar Chairman
- Prison Officer
- Sunshine Youth of Muar Founder
- Muar Food Bank Founder
- Muar Teochew Association Youth Division Leader
- Kuala Lumpur Vegetable Wholesalers' Association Acting Chairman



# LEE KIM HENG

李錦興 CALON N12 BENTAYAN



## Senior Citizens

“I have been working outstation and I am worried about my elderly parents at home!”



MUO FORWARD MUO BERKAT

Launch 24/7 community care programmes and social centres



Introduce 24/7 community care programmes and social centres to care for home-alone seniors.

- A** There are many home-alone seniors who need attention and care. The plan is to launch a long-term community care program to for social work volunteers to provide instant care and attention when there are in need, through the neighbourhood care app.



- B** In order to provide care and attention, social care teams need to be established. We have plans to set up a senior social centre, a place for seniors to pass time and stay social, next to the existing Muar Food Bank.



## Underprivileged / Female

“I am a single mother and it is hard to balance both family and work.”



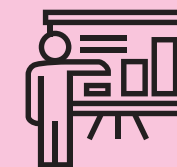
MUO FORWARD MUO BERKAT

Provide vocational training programmes to care for the underprivileged & single parent



Seek more financial assistance and workforce to help the underprivileged and single-parent families.

- A** Continue to execute the Food Bank programme and fight for more funds and resources in order to help underprivileged locals and families.
- B** Provide vocational training courses and seminars to the underprivileged and single mums so they can learn livelihood skills, live independently and integrate into society.



启动  
麻坡

MUO FORWARD  
MUO BERKAT

முன்னோக்கிய மலுவார்,  
ஆசி பற்றை மலுவார்

# 麻坡未来 全靠现在

OUR FUTURE STARTS NOW!

MASA DEPAN KITA  
BERMULA SEKARANG!

muarian.my



# Prospect

Let our voices be heard by the authorities. Fight for the resources we need to improve the infrastructure in Muar that will invite potential investments so we could create the community we desire.

Uphold the welfare of Muarians while encouraging outstation Muarians to return to their roots and to build careers here.

## Youth

“I would like to stay in Muar, but is there any room for career development?”



MUO FORWARD MUO BERKAT

Assist youth to build careers to stay rooted



Due to external factors, many youths of Muar are forced to leave their hometown to venture elsewhere. Questions like these are asked all the time – “Who doesn't love Muar? Who doesn't wish to seek growth right here so they can care for their family?”

**A** Set up an official information and service centre to assist in the application of young entrepreneur venture capital funds from the state government and relevant agencies. Recently, we have successfully helped youth obtain five-figure loans from the 1MCA Micro Credit Scheme for Youth.



**B** Invite professionals from various industries to conduct training and self-improvement courses and seminars.



## Merchants

“Will the lack of infrastructure make my business expansion a challenge?”



MUO FORWARD MUO BERKAT

Upgrade infrastructure. Encourage digital transformation of traditional businesses



Many businesses in Muar have not been able to further expand as they encountered a lack of infrastructure due to development dormancy in the district.

**A** Reduce traffic congestion on major roads, the Muar Town Council will be relocated to Lebu AMJ. We will apply for funds to execute planning to ease traffic problems.



**B** Assist merchants in applying for business loans, to implement free WiFi zones district-wide, and to foster an elevation in digital business. We must improve the Internet infrastructure so we could all move forward towards the digital age..



## Medical

“Facilities in government hospitals are insufficient. Is seeking treatments from private hospitals my only choice?”



MUO FORWARD MUO BERKAT

Professional consultants to monitor hospital upgrades and the recruitment of specialist



Oversee the facility upgrades of Muar Specialist Hospital in hopes to benefit Muarians especially those in the middle to low-income groups.

**A** Set up a professional medical consultation team to ensure the RM14 billion from Budget 2018 is appropriately utilised to upgrade the hospital facilities, such as renovating wards to provide a well-equipped environment.



**B** Recruit more specialists to station in Muar through the professional consultant teams to solve the shortage of medical personnel. Adequate medical personnel and facilities are necessary to fulfil the medical needs of Muarians and people from nearby districts.

