



Re: Mamanda's advertisement

Zulkarnine Hafiz <zulkarnine@figolive.com>

Wed, Jun 12, 2013 at 5:45 PM

To: faizah jamal <breathconnection@yahoo.com>

Cc: Mas <mas@mamanda.com.sg>, "Rosa DANIEL (NHB)" <rosa_daniel@nhb.gov.sg>, "Alvin TAN (NHB)" <Alvin_TAN@nhb.gov.sg>, "Norsaleen SALLEH (NHB)" <Norsaleen_SALLEH@nhb.gov.sg>, "ZURAIDAH ABDULLAH (SPF)" <zuraidah_abdullah@spf.gov.sg>, Julina Khusaini <julina@mhf.org.sg>, "mlsss@nus.edu.sg" <mlsss@nus.edu.sg>, "idris@sph.com.sg" <idris@sph.com.sg>, "siti_habibah@sza.com.sg" <siti_habibah@sza.com.sg>, "idris_bidin@sp.edu.sg" <idris_bidin@sp.edu.sg>, arohim <arohim@singnet.com.sg>, "mnaz@vsapac.com" <mnaz@vsapac.com>, Nur Hidayah Abu Bakar <hidayah.bakar@lasalle.edu.sg>, "zuraida@mendaki.org.sg" <zuraida@mendaki.org.sg>, "Lionel YEO (STB)" <lionel_yeo@stb.gov.sg>, "saat@sph.com.sg" <saat@sph.com.sg>, "warren@sph.com.sg" <warren@sph.com.sg>, Khir Johari <khir19@gmail.com>, "MCI Yaacob IBRAHIM (MCI)" <yaacob_ibrahim@mci.gov.sg>, "halimah_yacob@parl.gov.sg" <halimah_yacob@parl.gov.sg>, Hidayah Amin <hidayah.amin@gmail.com>

Dear Madam Faizah Jamal

Thank you for your email.

Reference to your statement, "I have only three things to make clear"

First Issue :

You wrote ".....all these email in your clear conscious".

It is your rights. However in our opinion it is not right and no email etiquette to cced and upload to the public domain. If you think it is right so be it.

Reference to point that you brought up.

- a) Not related to Mamanda.
- b) Not related to Mamanda.
- c) Not related to Mamanda.
- d) Not related to Mamanda.

Stay focus on the issue here please on the "Misrepresentation of facts on Mamanda's advertisement"

Your second issue,

"Zulkarnine you are in my opinion in the position of upholding a public trust".

We all are. But show me when did I break the public trust?

Your Third issue

"Lastly, no you could not have accepted an apology from me. I have not offered one."

No problem. It is fine with us. It is just our upbringing, this is how our dear parents taught us and as a Malay and a Muslim that is a right thing for us to do.

Now back to your email.

You have now change the Subject of your email from "Misrepresentation of facts on Mamanda's advertisement" to "Mamanda's Advertisement". Why sudden change of main subject matter?

We are simple people. We are learning everyday. Last few weeks of articles in Berita Minggu, opens up our mind. You see, we are still learning about Gedung Kuning. Yes, we need help and we welcome feedbacks and suggestions. That is the reason why we invite you to share with us in our Coffee Table Booklet. Share with us about Gedung Kuning and Kampung Glam from your point of view and have dialogue and engage with us. We are not here to make enemies with the residence.

Again, we are simple people because there is no need for you and Hidayah to email to the ministers, CEOs, MHF, NHB, SPH, BOD media and public. Come, talk, engage and have dialogue with us. Simple. However we request there must be a ground of mutual respect, tolerance and understanding. Why need to upload and post all private email for the public to see (See Gedung Kuning website post) just to move us? Is this good etiquette? Is this

right? You approve of such actions?

There is no issue of Mamanda to make reference to Gedung Kuning but we need to ensure the information given is correct. Does it make sense for Mamanda to tell about Gedung Kuning and yet when the public Google or goes to the Gedung Kuning Website it shows all the family disputes, letters to NHB, MHF, Mamanda, STB, SPH etc.? Will this look good for NHB, MHF, STB, SPH and the ministers? What will the public think? What do you think?

In addition in my opinion, there is an urgency for NHB to look into the on going Gedung Kuning Website. It should be better of as "Hj Yusoff dot com or Hj Yusoff Tali Pinggang dot com instead of Gedung Kuning so as to keep personal matters separate. Gedung Kuning is a heritage building so personal matter should not be included here. That way Gedung Kuning heritage and history is more complete and balance. We strongly believe this will do justice to the heritage building. Then, we are more than happy to link to this website as point of reference in our email blast or marketing collaterals. Simple yet effective. What do you think?

Our main mission is to promote Malay Heritage through food and culture and not Hj Yusoff family only. Gedung Kuning history does not start from 1912. As much as we respect and values their family heritage and history, we do not want to seen as using their family heritage for marketing or been subject to be labelled as manipulating or abusing their family heritage for marketing purposes. There are a lot of sensitivity of using their family history. We refrain from using it to avoid any copyright matters or been accuse of using the family materials or information for marketing purposes. Unless you can guaranteed us we will not tangle in any legal dispute with Hj Yusoff family.

Hope the above clarifies.

Kind regards

Zulkarnine Hafiz | Business Advisor

Fig & Olive | A Taste of the Mediterranean.

1 Pasir Ris Close Downtown East E-Hub #02-119 Singapore 519599 . **T: +65 6336 4409 F: +65 6336 1304.**

W: www.figolive.com **E:** zulkarnine@figolive.com

Confidentiality Caution | This message may contain confidential and privileged information to Fig & Olive. If you are not the intended addressee, please immediately notify Fig & Olive by reply email, and delete the message from your computer and data system. Any use, copy or disclosure of the message or any information contained within it to any party for any purpose other than as expressly allowed by Fig & Olive is strictly prohibited, and may result in legal action. Fig & Olive does not guarantee and is not liable or responsible for the security of any information transmitted electronically or for the proper and complete transmission of the information contained in this communication, or for any delay in its receipt.

[Quoted text hidden]