



UNIVERSITI  
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College of  
Built Environment

# Poster Book

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# CONTENTS

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**01 Contents**

**02 Preface**

**03 Welcome remarks**

**04 Exhibition layout**

**05 Event programme**

**06 List of entries**

**07 Poster category: Academician &  
Professionals**

**08 Poster category: Postgraduate**

**09 Poster category: Undergraduate**

**10 Appreciation**



"A concentric of Hybrid Techno Market by implementing innovations services for urban safety environment".

## Introduction

Markets have always been essential for the formation of cities throughout the world. The economy is driven by the wet market and factors that influence urban marketplace redevelopment are highlighted, also crucial for food security. It is important for development to have an adequate supply of food to meet user need and improve safety and secure.

Therefore, the project proposed for modern approach for wet market technologies advanced urbanism towards potential to rehabilitate economically disadvantaged communities and improve consumer behaviours. In terms of environmental-friendly, online system, digitalisation movement in system plan, innovation packing and deliveries products to the end consumers will become as a high-quality food production. Integration and interaction technologies can also serve as an opportunity for public health, small business development, and food safety.

## Issues

### LOCAL ENVIRONMENT

Visitors in a state of unpleasant, smudges and unclear to see in the situation. As well as the narrow and crowded hallway makes it hard for circulation and to make a space that assists air ventilation for each user.

### SOCIAL

Wet markets are experiencing huge changes in social tensions and interactions as a result of global crises, which are affecting their operations and activities due to a lack of user-friendly distinction.



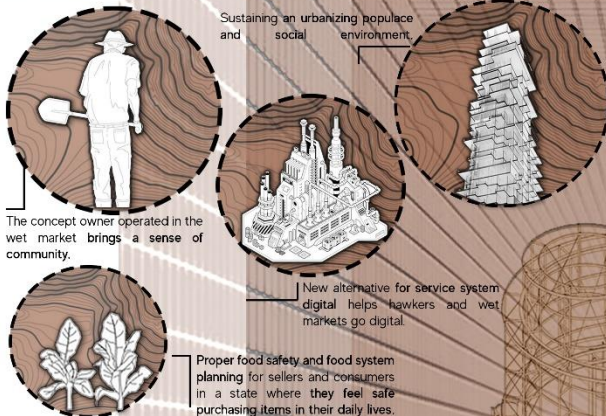
## Novelty

### ECONOMY

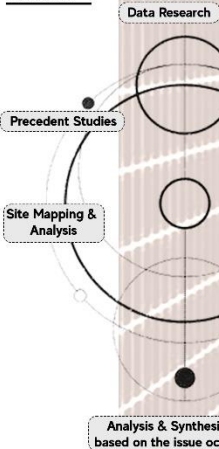
Wet market are where smallholder farmers sell their produce, and they rely on them for their livelihoods. The social functions that exist in wet markets should be preserved, as they have an impact on businesses and individuals who support local products.



New approach innovation of services and system improvements towards urban intervention and economic benefit.



## "Why do wet markets matter?"



## Objectives

## Methodology

## Findings

The starting point is where everything begins to fit in with the local and surroundings, allowing them to adopt new approaches inside the area. Planetary Health is concerned with the environment and global challenges, therefore it aids in the solution of problems in the food service business for endeavours. This new method for the future wet market will assist in the economy based on local

## Commercialization



## Conclusion

The process during food preparation has improved in terms of hygiene, which encourages more people to come to support local market, the prices are reasonable and the food is has always been fresh. Thereby, the wet market should be strategies flexibly according to the need and the users satisfaction of the communities or regions wherein the location are which are guaranteed by the government and communities towards the new wet market normalization in Malaysia.

## Publications

- The Zhenning Wet Market, at 442 Zhenning Road in Jing'an District
- Online Grocery Delivery Services Malaysia Happy Fresh
- Ministry of Health Malaysia New Digital Normal
- Ministry of Health Malaysia Standard Operating Procedure (SOP) Reopening Safely

# HYBRID TECHNO MARKET