

Neon Dreams @ City of Hope New Year's Eve Concert Shines Bright in Malacca Ushering in Visit Melaka Year 2024



MALACCA, MALAYSIA - JANUARY 1, 2024 – In the heart of historic Malacca, as the final echoes of the year 2023 faded away, The Sail Melaka lit up with a spectacular display of music and lights. The Neon Dreams New Year's Eve countdown concert, organized by Sheng Tai International, transformed the city into a vibrant hub of celebration, welcoming thousands of music enthusiasts for a night that would resonate long into the new year.

The evening began with a rousing rock ensemble by Kryptonite Band, Malaysia's home-grown live rock band. They raised the energy of the crowd up and set the scene for enchanting melodies of local artist Gaston Pong, whose talent extends beyond performance to songwriting. A well-received artist in China, he surprised and delighted fans with renditions of popular K-Pop group songs, adding a dynamic touch to the evening.

As the talented Suki Low, champion of Malaysia's "One in A Million" competition, took the stage, her emotive Malay tunes like "Berdiri" and captivating original composition "Cai Zhuang" enthralled the audience. Emerging with a unique pop-rock vibe, Suki is a well-seasoned singer, received widely in the local Malay & Chinese community.

Malaysia's pop sensation Shila Amzah took the stage by storm, her powerful vocals igniting the crowd with the anthem "Survivor." A true powerhouse, Shila's accolades extend beyond Malaysia, with her single "Patah Seribu" earning Pop Song of the Year and Song of the Year at the 19th Malaysian Music Awards. She's captivated audiences across borders, becoming the first and only Malay artist to truly capture Chinese hearts. With over 2.3 million followers on Sina Weibo, her influence shines beyond the stage. Shila's performance, including past appearances at the Nanjing All-Star

Concert and New Silk Road of Sail Stars Passion Concert, showcase her undeniable talent and global appeal.

Following Shilah was Junny, a Korean R&B singer-songwriter, whose magnetic presence drew continuous cheers from the audience. Engaging the crowd with his hit song "Invitation," Junny transformed the venue into an intimate concert setting. The revelation of his new song "Promise" added a personal touch to the evening, with Junny expressing his joy at counting down the New Year in Malaysia.

Fresh from her successful solo concert, popular Malaysian singer-songwriter Aina Abdul captivated the audience with both her own compositions and a mesmerizing performance of Jessie J's "Ain't Nobody." The 'Terus Hidup' composer, recently crowned winner of Anugerah Juara Lagu 37, showcased her versatility and stage presence, leaving the crowd wanting more.

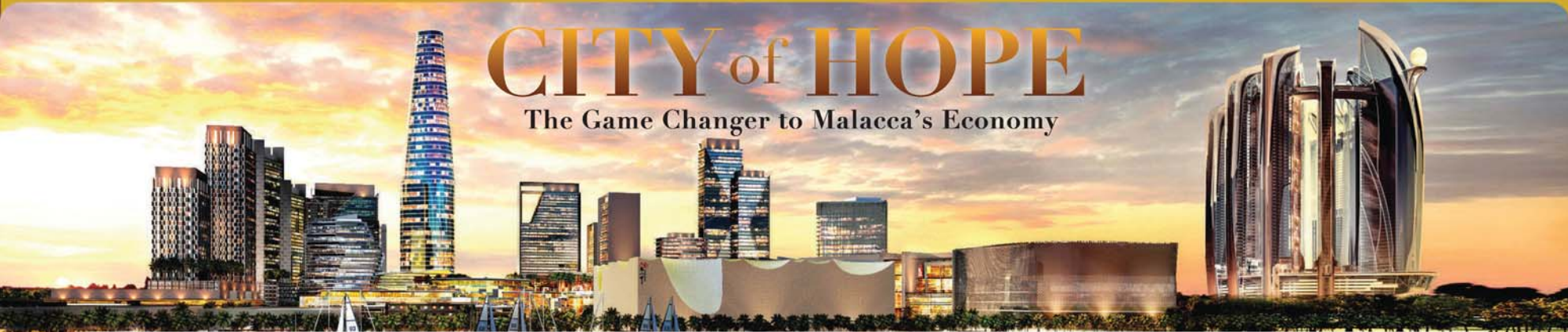
Just before the countdown, the spotlight turned to Zico, a top Korean rapper, whose entrance shook the entire venue. The audience, caught in the rhythm of his beats, danced along to the tunes. In addition to performing the classic "Any Song," Zico presented the catchy "Okey Dokey," inciting fans to chant for an encore. Zico's stage descent to interact closely with fans intensified the atmosphere, creating a magnetic connection between artist and audience.

As the clock neared midnight, a breathtaking 10-minute fireworks display marked the commencement of 2024. The grand finale featured 18-year-old Belle Sisoski, whose multi-instrumental prowess and EDM-infused performance elevated the concert to its zenith, leaving the audience buzzing with excitement well into the new year.

2024 COUNTDOWN MUSIC FESTIVAL

NEON DREAMS

@ CITY OF HOPE



CITY of HOPE

The Game Changer to Malacca's Economy

Dato Leong Sir Ley: Shaping the Cultural Landscape

Behind the scenes, the success of the Neon Dreams New Year's Eve countdown concert is attributed to the visionary leadership of Dato Leong Sir Ley, Founder, Chairman, and CEO of Sheng Tai International. The Arts & Culture initiative, a part of the City of Hope Melaka masterplan under her guidance, aims to transform Melaka into an international city and a global hub for business in Southeast Asia.

Dato Leong expressed her excitement, saying, "We are thrilled with the success of the Neon Dreams New Year's Eve countdown concert. The event was a celebration of music and culture, and we are proud to have brought together such a talented and diverse group of artists. We look forward to continuing to bring world-class entertainment to Malaysia and beyond."

**NEON DREAMS @ CITY OF HOPE, owned by Sheng Tai International, stands as a symbol of the company's commitment to Melaka and Malaysia. It is not just an event but the culmination of all the good works and events contributed by Sheng Tai International to the vibrant city. NEON DREAMS also serves as the inaugural event for the 'Visit Melaka Year 2024,' aligning with the initiative set out by Ministry of Tourism, Arts and Culture (MOTAC) Melaka. Dato Leong Sir Ley pledges full support to make this campaign a resounding success, firmly believing that cultural events like Neon Dreams play a vital role in boosting the city's energy and attracting visitors.

As the Neon Dreams New Year's Eve countdown concert concluded on a high note, the performers and crowds ushered in a new year filled with excitement and happiness. The success of this grand celebration promises a vibrant and culturally rich future for Melaka, setting the stage for a year that will be nothing short of extraordinary.

Looking ahead, more Neon Dreams events are slated for 2024, including potential K-pop themed festivals and similar concerts. Sheng Tai International invites potential vendors and sponsors to collaborate on future Neon Dreams events, contributing to the growth of Melaka's entertainment scene.

For more information about the Neon Dreams New Year's Eve countdown concert, please visit Sheng Tai International & City of Hope Melaka's Facebook page.

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