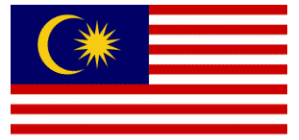


# East Coast

## MALAYSIA



*Kelantan  
Pahang  
Terengganu*



The East Coast of Peninsular Malaysia is covered by rubber and palm plantations, with a few pockets of rain forest and jungle. Largely rural and poor, the East Coast's prime attractions are some of Malaysia's most unspoiled islands, featuring great beaches and excellent scuba diving.

It is the poorest and most culturally conservative part of Malaysia, and is much more Malay and Islamic in character than the west side. Religion is a major source of ethnic identity: the Malaysian constitution states that to be a Malay, one must be Muslim. Mosques far outnumber Chinese temples, with crackling muezzins heard calling the faithful to prayer five times a day.



### Language

Bahasa Melayu is the national language of Malaysia and spoken by nearly everybody. Regional dialects are spoken in Kelantan and Terengganu, and some Thai is spoken near the northern border. English is not widely spoken.

### Religion

Kelantan and Terengganu are regarded as the most Islamic and conservative states in Malaysia. They implement many aspects of Islamic law (syariah) in public. Unlike the rest of Malaysia, the weekend in Kelantan and Terengganu runs from Friday to Saturday, with shops and banks closed on Friday but everything open normally on Sunday.

### Economy

The economy is largely based on agriculture and fisheries. In recent years, the government have supported pro-business and liberal investment policies to bring about the socio-economic transformation of the East Coast and establish the region as a vibrant trading and tourism centre.



[Hebrews 4:12]

*For the word of God is alive and active. Sharper than any double-edged sword.*



Traditional Malay clothing for men is the Baju Melayu, a long-sleeved shirt worn over trousers. This is accompanied by a black cap called a songkok.

Most women wear ankle-length caftans that cover their arms and a tudung – a head scarf fastened with a pin below the chin.

## PRAY

More teams are needed to live and work amongst the Malay, learning their culture and language, and share the love of Jesus in the community.

- Pray for more workers to receive a call to the Malay and to move to the East Coast of Malaysia.



The East Coast remains unreached. Although evangelical tools to reach the Malay are available, there are very few workers on the East Coast and little church presence. As such only a tiny minority of the people have decided to follow Jesus.

## OPPORTUNITIES

### Is God calling you to live amongst the Malay?

There are great opportunities to serve the community and build meaningful Christ-centred relationships. Opportunities include, but are not limited to:

- Entrepreneurs: *create business platforms.*
- Early Retirees: *use your experience to mobilise, equip, and train others with skills to connect with Malay Muslims.*
- Prayers & Evangelists: *connect with God's heart for the Malay and find the people of peace.*



- Ask the Holy Spirit to grant wisdom and favour to the people that are working with the Malay.
- Pray that God would reveal the extent of his love to the Malay through dreams and visions.
- Ask God to raise up prayer teams who will break up the soil through worship and intercession.
- Pray that the Malaysian government will give the people the freedom to share the Gospel with their countrymen.