ECO-CONSCIOUS ENTREPRENEUR, SUSTAINABLE INNOVATOR
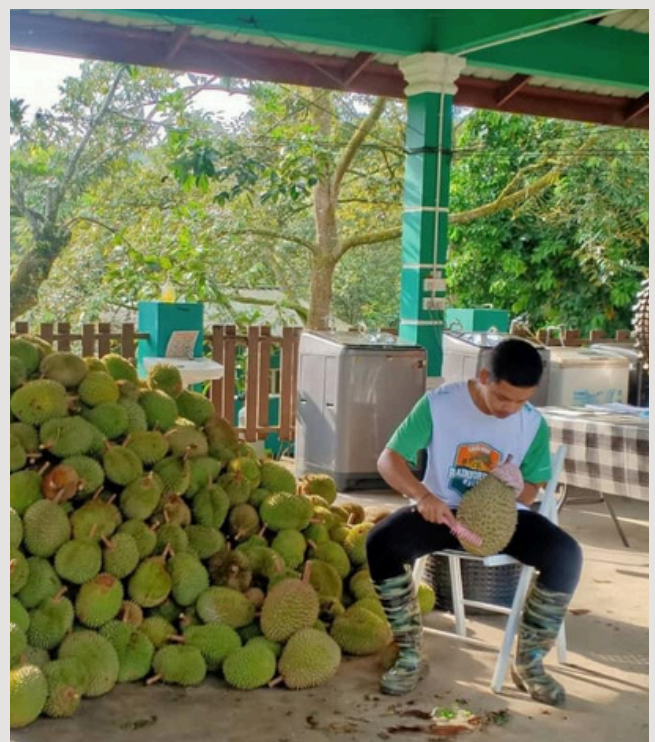

Journey of Love Back To Nature

Syed Farouq

Born in 2001, Syed Farouq is a dynamic leader at the helm of Tanah Aina Fareena Cafe & Restaurant, a well-known establishment nestled in the serene surroundings of Selangor and Pahang. After studying English in Australia, Syed Farouq returned with a broadened perspective, ready to enhance the family business and elevate the Tanah Aina brand. Their commitment to innovation and environmental preservation has made them a driving force behind the continued success of the restaurant, cafe, and resort.

At the core of Syed Farouq leadership lies a clear vision: To continuously improve Tanah Aina, both as a brand and as an experience, while fostering a deeper connection between people and nature. The mission is to bring Tanah Aina to the international stage, where it can serve as a destination not only for exquisite dining and hospitality but also as a sanctuary where visitors can reconnect with the natural world. Syed Farouq believes that through Tanah Aina, people can develop a greater appreciation for the environment, which in turn contributes to a more sustainable future.

THE EMERGING LEADER IN GREEN GASTRONOMY

Tanah Aina Fareena Cafe & Restaurant is not just a place to dine—it's an experience that blends nature with the comforts of modern hospitality. Offering services that range from an enchanting restaurant and cafe to a tranquil resort, the brand is rooted in the lush landscapes of Selangor and Pahang, providing a perfect retreat for those looking to escape the bustle of city life.

With a unique selling proposition of eco-friendly, nature-immersed hospitality, Syed Farouq envisions expanding Tanah Aina's reach globally, striving to make it a household name for those who seek solace in nature's embrace. Their goal is to create a haven where every visitor leaves with a deeper understanding and respect for the environment, ensuring Tanah Aina becomes a pioneer in eco-conscious tourism.