

# Business & Space

MAY 26 - JUNE 8, 2018

**B&S 04**

SGX-listed Hatten  
Land unveils mall  
management arm



## Sheng Tai creates memorable experience for its investors

Providing an experience not to be forgotten, real estate seller and property development group, Sheng Tai International, seeks to draw in foreign investors with its more experiential approach ► B&S 02

# Sheng Tai creates memorable

Providing an experience not to be forgotten, real estate seller and property development group, Sheng Tai International, seeks to draw in foreign investors with its more experiential approach



Full house at the MBC Hotel grand ballroom

Malaysia has become increasingly popular among foreign house buyers over the years for several reasons such as its climate, culture and friendly people.

In recent times there has been a growing interest from property buyers and investors from Hong Kong as well ever since the Hong Kong government placed tighter restrictions on second-hand housing deals, housing supply has been reducing in the small island. Statistics from Hong Kong Estate Agents Authority showed that there were a total 38,272 real estate agents with licenses as of 31 December 2017 with the total of property listings in Hong Kong being inadequate.

As a result, residents and investors in Hong Kong has been looking abroad for housing, and since Malaysia is aligning itself very actively with China's "One Belt and One Road" Initiative, real estate here has been well received by these investors.

This is where, Sheng Tai - a property development and real estate services group - is playing an important and significant role to bridge the gap between Malaysia and investors from overseas.

#### More than a real estate seller

Sheng Tai International Datuk Leong Sir Ley said that because the world views Malaysia as a quality holiday destination and a retirement haven, there are many foreign

investors who are keen to invest here, especially from Hong Kong and China.

She says: "Investors from Hong Kong have a very good impression of Malaysia. Therefore, we would see a positive market impact if Sheng Tai could earn trust and confidence from Hong Kong investors and invite them to Malaysia to invest in estate investment."

She believes that the One Belt and One Road Initiative will bring many development opportunities to Malaysia. "There are already many major real estate developers from China which have started to invest in Malaysia since many years ago. It shows that there is a good investment value and real estate has a great potential for development in Malaysia."

She attributes Sheng Tai's corporate culture which practices sincerity and passion at work as keys to gain the trust and support from foreign investors. She highlighted that Sheng Tai would introduce Malaysian local foods and culture when recommending real estate to its investors.

"I always think that Malaysia is still the unique and multicultural country. Although I have been to many countries, to me, Malaysia is a unique multicultural country. Therefore, I want more of my foreign friends to visit Malaysia and explore the beauty of this country," Leong said.

Most notably to Leong is the coastal stretch of Malacca which has



Potential buyers receiving details on STI projects

been a tourist hub for visitors from China.

Melaka registered 16.7 million tourists in 2017 placing Melaka as the main tourist destination in the country, with the majority of tourists from China, Singapore, Indonesia, Hong Kong and Taiwan.

Melaka may be a small state but immense in stature, where centuries of civilisation has shaped the foundation. The state is now targeting 17 million tourists for this year.

Known for its historical events and rich tapestry of customs and legacies, Melaka will soon be the home to Regalia Beachfront Residence, a prestigious project marketed by Shen Tai.

According to Leong, the Straits of Malacca has been an integral part of the Maritime Silk Road. It was also connecting the East and the West in the past. "Many historical sites are still well preserved. We can find the beautiful sceneries and a lot of exciting stories in Malacca such as the Ming Dynasty, Cheng Ho and Hang Li Poh," she said.

As part of its marketing strategy, Sheng Tai will highlight Malacca's rich history and culture as well as the One Belt and One Road Initiative while recommending the Regalia Beachfront to its prospective buyers.

Like Singapore, Malaysian Chinese make up approximately a

quarter of the population, and ranks as the second-largest overseas Chinese community in the world.

Asides from the convenience of having similar languages, there is also easy access to Chinese food, entertainment, and more. All this, according to Leong, will help attract more investors into the country.

In other words, Sheng Tai is not only selling properties but also promoting Malaysia as an ideal place to stay and retire. The company's priority is to engage with investors and let them know about Malaysia. "We let them stay here to experience a dream life style and satisfy both material and spiritual needs," she said. ▶

# experience for its investors



Guests at the Regalia Beachfront Residence seminar

## ► The Sheng Tai experience

Sheng Tai promotes Malaysia's charm through "property tours", which are all-paid for tours in Kuala Lumpur and Melaka for potential investors. The property tours allows overseas investors to see the beauty of Malaysia first hand.

According to Nicholas Leong, General Manager of Sheng Tai International (Malaysia) the tour is currently the core business of Sheng Tai.

He said the tour is opened for investors from overseas and there were more than 180 people enrolled that was held for Hong Kong investors recently.

Apart from viewing the real estate property sites, Sheng Tai also arranges leisure tours and activities for its members. This helps to build connections and to understand more about Malaysia. Among the leisure activities organised are barbecue (BBQ) food parties by the sea, durian feast, traditional performances and lots more.

Sheng Tai also plays a great move namely "The Prince with a White Horse" (The Prince team). The Prince team is from Sheng Tai's sales team and they are responsible for welcoming participants during the tour. The Prince team members have rich experience in the real estate marketing and services. They provide Sheng Tai's five-star hospitality services to the participants as soon as they arrive at the airport. Leong said that the Prince wears all-white and holds the Malaysia flag while they are waiting for the guests' arrival at the airport. The Prince's gestures represent Malaysian enthusiasm and affinity. The guests who just arrive from overseas are always impressed and feel at home through the Malaysian hospitality by Sheng Tai.

## Current developments

### Regalia Beachfront Residence

Among Sheng Tai's current developments, the Regalia Beachfront Residence, which is located in Tanjung Kling, Melaka offers ser-

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— Datuk Leong



Artist impression

viced apartment suites and hotel component next to it.

Known for its historical events and rich tapestry of customs and legacies, Melaka will soon be the home to Regalia Beachfront Residence, a home with a class of its own. Regalia Beachfront Residence is nestled among pine and coconut trees, sandy beach and characterized by refreshing sea breeze and intricate designs.

To ensure that all of its residents and guests enjoy total comfort and relaxation during their stay, Regalia Beachfront Residence offers many extra facilities and amenities to indulge in.

Regalia Beachfront Residence is

a freehold property with two 25-towers of serviced suites totalling 634 units and it is within walking distance to the pristine Tanjung Kling beach.

### Melaka Business Centre (MBC)

The Melaka Business Centre is a 5 star hotel located in an area focused on government departments, offices, commercial companies and tourists' attractions. There are only a handful of five star hotels in Ayer Keroh, Melaka, and the MBC is one of them. Hence, the location is ideal for business networking and creating business opportunities.

Its location is also ideal due to the fact that the upcoming high-



Happy buyers pose for the camera

speed railway station of Ayer Keroh Melaka is just nearby and amenities such as the Melaka's government distinct and commercial office area, Multimedia University, MITC (Business and Commercial hub) are all within 1-5 km distance. There is now also a direct flight from Guangzhou province in China to Melaka, making it an even more strategic location.

Developed by Sheng Tai's subsidiary, Plentifield Marketing Sdn Bhd, MBC is located within a 7.12 acre land of commercial development called MITC Summit. MITC Summit is to be fully completed in the fourth quarter of 2018 when the 5-star hotel tower is completed. The other existing 5 blocks of serviced apartments which is part of the development have been fully completed and occupied.

For business opportunities, there are two conference halls, an activities area, a grand ballroom (the first pillarless ballroom and arguable the largest and most luxury in Melaka), a lobby and reception hall, a restaurant, a fine-dining restaurant and a sky bar. Other amenities will include an outdoor swimming pool, a spa and a gym. At press time, we were told that Sheng Tai is already in a discussion stage with Alorie Hotels and Resorts, a prominent hotel management consultant to look into all aspect of the hotel services. They are also set to unveil a new and exciting branding and enhanced service level for the MBC hotel.

### Strategic marketing partnerships

Sheng Tai is entering into a string of strategic partnerships such as with Alorie Hotels and Resorts, a consultant which provides expertise in growing companies, raising profiles and amplifying profits.

Founded by CEO Jean Marc Lafosse, the company has more than 30 years of hotel management experience and has plenty of exposure in Asia Pacific with vast knowledge in managing multicultural work environments.

### The Sheng Tai Journey

Sheng Tai International core business is in real estate agency services which was established in 2012 by Datuk Leong Sir Ley (Datuk SL Leong), one of Malaysia's very first business women who single handedly venture out of the country by

setting up a significant network of real estate investment platform overseas.

The Group has venture into numerous cities in Hong Kong, Japan, Shenzhen, Beijing, Shanghai, South Korea, Dubai and Seattle. At present, offices that are already in full operations are in Hong Kong and Japan, with plans to expand such operations to more cities in the near future.

Beginning with real estate agency services overseas, we now encompass Property Development, Construction, Hotel Management, Marketing/Project Consultancy, Interior Designer Services and Mall Management.

The Group now has 80 personnel who are highly passionate and energetic, ensuring top quality services to our customers. The team is driven by strong corporate values that emphasise on integrity, professionalism and trustworthiness.

### About the founder

Having graduated from the University of British Columbia in 2001, Datuk Leong started her own law firms in 2003. Expand her firm to 3 other branches, serving as advisor to many corporations. Being a visionary businesswoman and having experienced the 2008 Malaysia economic crisis where the Ringgit fell to its weakest point, Dato Leong foresaw the opportunity in the real estate scene and took the first step to venture overseas. She first set up her real estate consulting firm in Hong Kong, promoting Malaysian properties.

In 2015, she was accorded the very rare female Datuk title by the Sultan of Pahang of Malaysia. She went on to win the Global Youth Excellence Award at the Outstanding Global Chinese Businesswomen Award ceremony in 2016. She was also awarded the President's Volunteer Service Award (PVSA) by the US presidential office.

As Datuk Leong puts it: "I strongly believe in integrity and mutual sincerity, treating others the way you want to be treated, even towards your competitors. And that's the 21<sup>st</sup> century model of doing business that emphasises on win-win scenarios which Sheng Tai holds close to our hearts. Be with us, and let's grow together through thick and thin." MSME

# SGX-listed Hatten Land unveils mall management arm

The new unit will undertake mall management of all the Group's malls, with a combined 4,900 commercial retail units

**H**atten Land Limited announced a new mall management arm – as part of its strategy to complement its core property development business and drive recurring revenue – which will undertake the management of commercial retail units within the shopping malls developed by the Group.

The Singapore Exchange Catalist-listed award-winning developer currently has two completed malls, Elements Mall @ Hatten City Phase 1 and Vedro by the River. It also has three malls pending completion, which will bring the total number of commercial retail units to 4,900 with a combined gross floor area of 4,349,196 square feet.

The new unit, Hatten Commercial Management Sdn Bhd will provide leasing and retail management starting with Elements Mall, Melaka's largest shopping centre nestled along the Melaka Straits waterfront. Completed in November

2015, Elements Mall comprises 1,530 units with a net saleable area of 686,682 square feet.

Apart from enhancing the proposition to owners of commercial retail units, the mall management arm provides an alternative revenue stream to the Group with revenue contribution from its maiden project expected to commence from first half of the financial year ending 30 June 2019.

Hatten Commercial Management will be headed by Chief Executive Officer, Pow Lay Kuan, an industry veteran with over 20 years' experience in retail. Prior to joining the Group, Pow was the CEO of APM Property Management Pte Ltd, which managed properties such as Suntec City Mall, Park Mall and Capital Square. Pow has also provided management services to major developers in Malaysia such as the Pavillion Group.

Datuk Colin Tan, Executive Chairman and Managing Director of Hatten Land, said: "Our expansion

into property management dovetails our core business in property development Hatten Land Ltd (formerly known as VGO Corporation Limited) and allows us to build a new revenue stream without incurring substantial capital expenditure. This initiative will allow us to improve experiences of patrons across our malls while enhancing value for shareholders."

Pow said: "The rapid growth of e-commerce has redefined the retail scene on a global scale placing fresh demands on retailers. We intend to introduce innovative technologies and concepts across the Group's malls to revitalise the shopping experience and draw new crowds to our developments."

Tan added: "Ms. Pow brings with her a wealth of experience in retail management having been involved in numerous iconic projects across Asia Pacific. I am confident she will be an invaluable asset to the Group." Hatten Commercial Management

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— Tan

was incorporated on 29 April 2018 as a wholly-owned indirect subsidiary of the Group. It will offer mall conceptualisation and market posi-

tioning, mall advertising and marketing, re-orientation and leasing strategies for malls as well as channel management and retailing. **MSME**

# SP Setia wins Building Sustainable Development Award 2018

**Developer continues award-winning streak with an iconic win at the EdgeProp Malaysia's Best Managed Property Awards 2018**

**S**P Setia Bhd landed the EdgeProp Malaysia's Responsible Developer: Building Sustainable Development Award 2018, one of the two new awards introduced this year.

"All of us at SP Setia are extremely proud and honoured to receive this award as we have always taken cognisance of sustainability in our developments. Right from the start of our master planning, we consider and give importance to the different aspects of sustainability such as the environment, community, social impacts and financial viability of the development. We are glad our efforts have been recognised," said Datuk

Khor Chap Jen, President & CEO of SP Setia.

He added, "Wherever SP Setia sets its footprint, it is in our foremost objective to connect with our communities; not just creating ecological features but creating sustainable living environments that enrich their lives. For example, good infrastructures such as accessibility is a key feature in all our developments."

According to Khor, SP Setia also builds and provides supporting amenities and organise activities to foster closer relationship within the communities. For communities that are under self-management, they are clustered in optimum numbers to bring maintenance cost to a rea-

sonable amount while not depriving residents of the benefits of community living. Landscaping features and its flora, road furniture, security and other support equipment are carefully specified and chosen to ensure easy and reasonable cost of maintenance. "We are also future-proofing some of our developments with innovative steps such as providing fibre-ready homes," said Khor.

The EdgeProp Malaysia's Responsible Developer: Building Sustainable Development Award 2018 is highly significant for the Group as SP Setia spearheads sustainability and is committed to it in all its developments.

"SP Setia has always been a trailblazer in the property industry in Malaysia. We are the country's leading listed real estate player with a portfolio that encompasses townships, eco-sanctuaries, luxury enclaves, high-rise residences, commercial and retail as well as integrated-mixed and transit-oriented developments. This win is a testament to our impeccable reputation and will further cement our

stronghold in the property industry in Malaysia, also leading to more awareness on sustainability in the industry," said Khor.

A perfect example would be the RM3 billion certified Green Township, Setia Eco Glades that is set amidst an abundance of flora and fauna; showcasing SP Setia's ability in creating masterpieces to call home. "Combining residential luxury with eco-consciousness is in fact, our unique expertise," said Khor, adding that the project is a collection of eight islands, each set against individual themed gardens and unique fountains, and comprising of linked-villas, semi-detached homes, bungalows and low-rise island villa suites.

Over in Singapore, Khor pointed out that the award-winning Eco Sanctuary, a high-rise residential development inspired by nature with its designs emulating the ecology of its lush surroundings, is another sustainable development worthy of mention. "Designed to be an icon, Eco Sanctuary takes its cue from the natural surroundings of Bukit Timah Nature Reserve and

the Central Catchment of Singapore. Elements of nature is visible throughout the development what with its hexagonal-shaped façade, chrysalis-emulated Island Club and even the distinctive Belvedere viewing deck," he said.

Khor related that the project had kicked off with an in-depth biodiversity study of the site and its surroundings. "This was the first step towards planning, not just with the intention to curtail the impact of the development on biodiversity but to strengthen and enhance it. The development also took into account the existing land profile and through careful planning, minimising the displacement of existing levels. Advanced construction methods including precast construction for the superstructure and advanced system formwork allowed us to build efficiently and safely with minimal wastage. As a result, Eco Sanctuary was able to meet the stringent requirements of sustainable construction in Singapore and was accorded the BCA Green Mark Platinum Award," Khor added. **MSME**