



**For Immediate Release**

## **1,000 FOREIGN VISITORS WITH MORE THAN RM200 MIL PROPERTY SOLD IN 6 MONTHS**

### **STI Doing Its Small Bit To Put Malaysia Into The World Front**

**KUALA LUMPUR, 18 March 2018** – Sheng Tai International Sdn. Bhd. (“STI”) is charting its latest milestones with a sales of more than RM200 mil and bringing in more than a thousand tourists and investors from China, Hong Kong, Korea, Japan and Taiwan among others to visit Malaysia over the last 6 months. This has been the result of the company’s recent acquisition of two underperforming developments in Melaka, namely Melaka Business Centre (“MBC”) Hotel at Melaka International Trade Centre (“MITC”), Ayer Keroh, and Regalia service apartment in Tanjong Keling. The trend is expected to continue and bring in double digit sales by end of 2018.

In the month March, a total of 400 guests from Hong Kong, China, Taiwan, Japan and South Korea will be coming in for this “STI Visit Malaysia Property Tour”, which is one of the company’s key business activities.

“This has been an achievement for us at STI considering that we are only a relatively new and small set up but certainly aspiring to do a lot more in the next few years. Some of our immediate plans working with strategic partners have been gaining traction. I’m confident that we shall see more positive outcome in terms numbers of visitors and potential buyers into quality Malaysian properties, particularly in the Klang Valley and Melaka, as we gear up to transit from the initial traditional property agent to become a developer and solution provider that offer a comprehensive suite of packages and services,” explained Dato Leong Sir Ley , Chairman and Founder of STI, during the company’s welcome dinner to a group of 180 guests from Hong Kong at Sofitel Kuala Lumpur Damansara here in Kuala Lumpur.

The Hong Kong group, consists mainly of high net worth individuals and seasoned investors, will be visiting Kuala Lumpur and Melaka over the next 4 days for a property hunting and appreciation trip, apart from enjoying the warm hospitality of Malaysia, it’s weather and people, food, multiculturalism, various traditions as well as the beautiful and exciting tourists’ attractions. As part of the key ingredients to attract and convince the visitors to invest and stay in Malaysia, STI has over the years play the role of an ambassador to promote Malaysia's key attractiveness and unique selling points, particularly the One Belt One Road initiative with China, to these foreigners. Malaysia is very well known for its stable political environment, harmonious society, language proficiency, efficient transportation, as well as other world class infrastructure, very established education, legal and financial systems among others. In fact, STI has also been one of the



forerunners and advocates for the Malaysia My Second Home (MM2H) programme whenever the team is in overseas for business activities and campaigns since the early years.

“STI has received more than 300 registrations for such tour in the next 2 months, and still counting. Our resources and machinery have been stretched to the maximum. This is really tough but a happy 'problem' for all of us. We are working very hard to ensure that our guests will have an enjoyable and memorable trip here because it is only lasting impressions that will draw them to come back and invest later. This is of course on top of the attractive sales packages, investment returns, valuable services and etc. which are standard and given,” added Dato Leong Sir Ley.

“We shall continue our effort and commitment in promoting Malaysia to the world as we shift to higher gear. The team is currently working tirelessly to expand our brand internationally by creating significant presence in more countries in the East Asia and also Middle East in the near future,” concluded Dato Leong Sir Ley.

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### **About Sheng Tai International Sdn. Bhd.**

1. STI was founded by Dato SL Leong in 2012 in Kuala Lumpur, Malaysia
2. STI's main business is the development of niche commercial real estate and mixed developments.
3. STI is committed to create a cross border real estate investment platform for countries that include Malaysia, China, Hong Kong, Taiwan, Japan and South Korea
4. STI's subsidiaries are as follow:
  - a) Shengtai International Property (Malaysia) (parent company)
  - b) Plentifield Marketing (Acquired in 2016) (Ayer Keroh Complex, MITC Summit Hotel & Residence, 5- star Melaka Business Centre Hotel) Total 6 acres
  - c) Quantum Metro (Acquired in 2017) (Melaka Regalia Beachfront Residence & Resort) Total 6 acres
5. New Land Bank
  - a) The Sail (Acquired in 2018) Mixed Commercial Development. Total 9.5 acres
  - b) Melaka Dynasty City (Acquired in 2018) Mixed Commercial Development. Total 9.7 acres. A joint venture development with Bina Puri Properties Sdn Bhd.

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