



(L-R) En. Khairulnizam Kasim (Chairman, Malaysia Association of Hotels), Mr. Collin Tan (STI), Mr. Nicholas Leong (STI), En. Sa'ari Basiron (GM, Tourism Melaka), Dato' Leong Sir Ley (Founder, Chairman & CEO of STI), Mr. Jay Yeow (Director, Ministry of Tourism, Arts & Culture), Mr. Kenneth Siow (Regional Director, Tencent Cloud and GM for Singapore & Malaysia), Mr. Tyson See (STI), Ms. Shinyi (Tencent Cloud)

SHENG TAI INTERNATIONAL (STI) PRESENTS CITY OF HOPE EXPO (COHEX) 2023

WITH FULL SUPPORT FROM TOURISM MALAYSIA AND
TOURISM MELAKA TO KICKSTART VISIT MELAKA YEAR 2024.

UNVEIL THE HIDDEN GEM OF THE 'CITY OF HOPE' AT THE SAIL, MELAKA

Founder, Chairman & CEO of STI, Dato' Leong Sir Ley has proudly announced that Sheng Tai International will be collaborating with Tourism Malaysia and Tourism Melaka for all of Sheng Tai International's upcoming events in 2024. Many events have been planned for the coming year including another Japan Anime Concert, The Straits Gala, K-pop concerts, seasonal festivals, and much more that will be announced in due season.

Dato' Leong also said she was honoured to receive Tourism Malaysia's full support in promoting her brainchild visionary project, 'City of Hope'. She has even said that she will make every effort in ensuring the success of promoting Malaysia as the preferred tourist destination in which her company, Sheng Tai International, is already heavily focussing on property tourism. This alone brings an average of 500 visitors per month to Melaka, while the City of Hope Expo is dedicated to spotlighting Melaka as a prime destination for tourism, employment, and economic growth.

Sheng Tai International is a locally incorporated developer established in both Malaysia and Hong Kong in 2012. The company is a multi-faceted organization with diversified portfolios in project development, real estate investment management, hospitality, agriculture investment, and more. To date, Sheng Tai International has over 5 overseas sales branches in Hong Kong, Shanghai, Beijing, Tokyo, and Osaka.

CONSTRUCTING TOMORROW'S WORLD

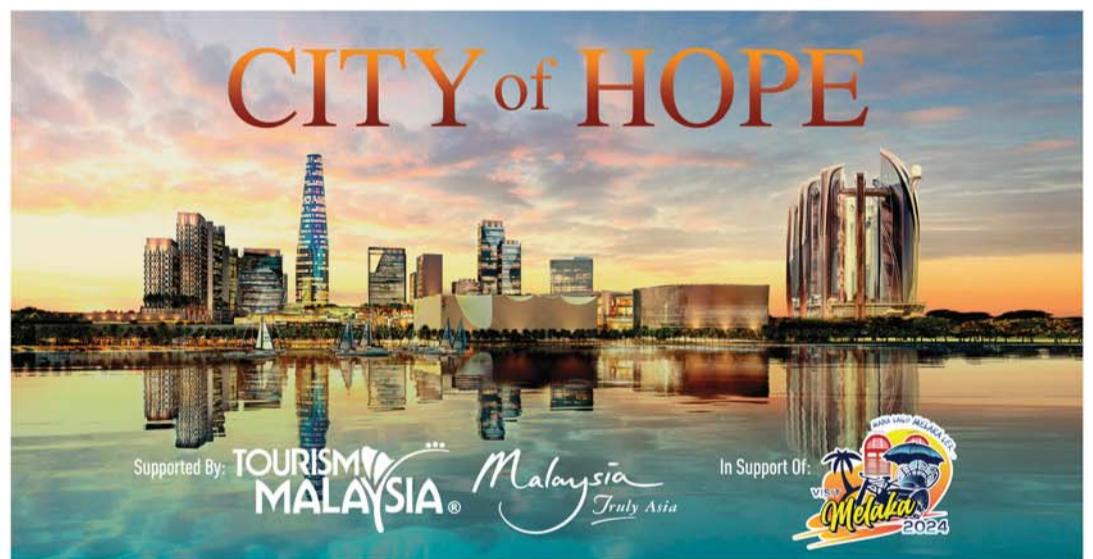
City of Hope is a 165.5-acre masterplan development that focuses on Fashion, Art & Culture, AI, and Wellness. This masterplan is jointly developed by Sheng Tai International and Yong Tai Berhad which encompasses The Sail Melaka and the land where Encore Melaka is situated.

Dato' Leong Sir Ley, Founder, Chairman & CEO of STI, also Managing Director, CEO & largest single shareholder of Yong Tai Berhad has further strengthened her vision for the City of Hope by including 4 new initiatives to anchor and build her vision in Fashion, Arts & Culture, Wellness, and Artificial Intelligence (AI). These 4 initiatives have been disseminated into COHEX and will continue to be the lynchpin upon which City of Hope will be built.

"CITY OF HOPE IS A PLACE WHERE DREAMS HAVE THE POTENTIAL TO TRANSFORM INTO REALITIES." *We call it City of Hope because within its embrace, the power of hope is amplified. The city brings hope for youth, health, happiness, and most importantly, it enables every individual to aspire to live a life of luxury, comfort, and fulfilment. I hope to make City of Hope a model city in Malaysia that will combine the past, present, and future into an elevated standard of living with the latest in AI technology and wellness all while bringing out the best in our local fashion, arts & culture, and overall a new future for the people of Melaka and Malaysia. I also believe that City of Hope will generate a new economy for the region, whilst retaining the best minds and talents for the benefit of the state.*

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DATO' LEONG SIR LEY, FOUNDER, CHAIRMAN & CEO OF STI



JOURNEY WITH US INTO THE
VIBRANT FUTURE AT COHEX 2023
AND STAY UPDATED BY VISITING
FACEBOOK.COM/COHEX23



THE SECRET TO SMART CITIES

Jointly attending the same event with Dato' Leong was Mr. Kenneth Siow, Tencent Cloud Regional Director & GM of Singapore and Malaysia, plus the Tencent Cloud team at the COHEX's Tencent Smart City Dome. Mr. Kenneth Siow unveiled their expansive and ambitious roadmap for Malaysia, spotlighting how big data and AI are poised to redefine our urban future. This golden opportunity will help us understand how data and AI will revolutionize urban landscapes, promising seamless human-environment interactions.

"Tencent Cloud recognizes Melaka as a strategic hub for connecting with its target markets, echoing the sentiments of Dato' Leong, who envisions enriching the region to provide future generations with compelling reasons to build their lives in Melaka, including access to promising job opportunities and more," said Mr. Kenneth.

Check out the latest technologies such as Tencent Palm Technology, Smart Tourism, Smart Solutions, WeTV, and more. Besides that, Tencent Cloud also jointly organizes seminars and talks with MDEC on the latest smart technology which are all happening now at the Tencent Smart City Dome in COHEX. Updates for this can be found on the 'COHEX23' FB & IG pages.

THE GREATEST TECH AND LIFESTYLE EXPO

The vision for City of Hope Expo is for it to be a gateway for world renowned businesses to showcase their latest and greatest in technological and lifestyle innovations, while also allowing businesses to break into new and upcoming markets via peer discovery and networking.

Besides the Tencent Smart City Dome, COHEX also presents a collection of domes, each reflecting City of Hope's diverse vision. Visitors can dive into these magnificent domes at COHEX with each offering ground breaking innovations such as Wellness, Fashion, Smart City, Superapp, Arts & Culture, Gaming, Automotive, Family Experiences, "Sooeazi Jom Makan Bazaar" and the "Sooeazi Land" Minimart that promises great deals and bargains for your daily needs!



Another Visionary Presentation by:
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The Sail Melaka