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Malaysia Virtual Property Expo 2017

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SPECIAL REPORT



Malaysia Virtual Property Expo 2017



The Edge Property
Malaysia



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TheEdgeProperty.com pullout is published by The Edge Property Sdn Bhd. It is available with The Edge Financial Daily every Friday. The pullout is also distributed at more than 200 offices, shopping complexes, condos, medical centres, F&B outlets and LRT stations in the Klang Valley. You can also download it for free at www.TheEdgeProperty.com

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What does Malaysia's first virtual property expo mean to you?

BY SHAWN NG

TheEdgeProperty.com's Malaysia Virtual Property Expo 2017 (VPEX 2017), which makes its maiden run from July 21 to 31, is stamping its mark as the first-ever online expo in the country.

Organised by Malaysia's fastest growing property portal TheEdgeProperty.com, VPEX 2017 features 20 established property developers offering more than 50 projects. 16TWO Communication Labs Sdn Bhd is the digital partner of VPEX 2017. The Gold and Silver sponsors are Panasonic Malaysia and Lafarge Malaysia Bhd, respectively. AirAsia Bhd, Grab Malaysia and Nippon Paint Malaysia are the supporting partners. The media partners for the event are The Edge Malaysia, TheEdgeProperty.com Singapore and BFM.

Participating developers of the first virtual property expo in the country can consider themselves "digital pioneers" at the forefront

LOW YEN YEING | TheEdgeProperty.com



in keeping up with digital advancements in the industry. The pioneering developers include Gamuda Land, IJM Land Bhd, IOI Properties Group Bhd, S P Setia Bhd, Eco World Development Group Bhd, Mah Sing Group Bhd, Eastern & Oriental Bhd, UEM Sunrise Bhd, Malaysian Resources Corp Bhd, Matrix Concepts Holdings Bhd, Tropicana Corp Bhd, Aseana

Properties Ltd/Ireka Corp Bhd, LBS Bina Group Bhd, Sime Darby Property, Paramount Property, Orlando Holdings, Putrajaya Holdings, PNB Development Sdn Bhd, TAHPS Group Bhd and the UK's Ballymore Group.

The virtual property expo is not just about having the latest property projects under one website — it also aims to be a one-stop centre for those interested in buying property while providing an easy and engaging user experience for them.

"VPEX 2017 is more than just about digitising the footprints of customers who visit traditional property fairs and showrooms. Buyers can check out over 50 property projects any time and anywhere with any device that can be connected to the internet," offers TheEdgeProperty.com managing director and editor-in-chief Au Foong Yee.

If you are interested in a particular project, you can connect with the developer who will have their personnel waiting on standby to have a live chat with you.

"The live chats with the participating developers allow the visitors to receive immediate response on their queries regarding the projects. And the visitors can take their time visiting the 'booth' or the showcased project without having a sales person breathing down their necks, thus giving them more privacy," she adds.

Another key advantage of VPEX 2017 is the versatility and convenience it offers to those seeking their dream homes. You do not have to manoeuvre through traffic to get to the expo.

VPEX 2017's website enables visitors to filter and search for a property based on their requirements, such as price range, property type and name of developer — similar to buying something from online shopping portals, says Au. For the participating developers, the virtual property expo, which is stretched

Malaysia
Virtual Property Expo 2017
TheEdgeProperty.com

VPEX 2017 is more than just about digitising the footprints of customers who visit traditional property fairs and showrooms.
—Au

over 11 days, provides more than just a three- or four-day exposure as in a physical fair. It also need not be dismantled and will continue to be hosted on TheEdgeProperty.com and, as such, will not incur any set-up and tear-down costs.

"It will be a great opportunity for the property developers to provide an enhanced and unprecedented experience for their potential buyers

and customers who do not have the intention to visit a physical property fair or showroom in the first place. They can provide virtual tours of their projects on exhibition and connect via live chats with potential buyers on the website," notes Au.

She points out that with the help of technology, TheEdgeProperty.com will work with developers to retarget and remarket their projects to potential buyers based on the visitors' behaviour.

"We are very excited about VPEX — it is about the future. The ability to capture more and better data that enable the continuous understanding of insights into customer behaviour can determine if the traditional offline business of brick and mortar can stand the test of time," says Au.

She believes that being open to and embracing change will drive the business. Hence, with the first such digital endeavour in Malaysia, TheEdgeProperty.com aspires to raise the competitive edge of Malaysian developers, especially those who seek to create a bigger presence both within and outside of Malaysia, with VPEX 2017.

Facebook Live shows

Buying your next home? Should you consider a new housing development address or go for the already established townships? What are the pros and cons?

Tune in to the The Edge Property Malaysia Facebook page on Saturday, July 22, to join TheEdgeProperty.com research manager Aisyah Che Mahzan as she shares insights with a presentation titled "New development areas are making waves. Should you jump on the bandwagon?"

The FB Live session is a live-streaming feature on The Edge Property Malaysia FB page on Saturday, July 22 and Sunday, July 23, from 3pm to 5pm. This is held in conjunction with Malaysia's first-ever virtual property expo organised by the property portal.

Some of the personalities taking part in this exclusive VPEX 2017 FB Live showcase include prominent entrepreneurs and lifestyle personalities such as Chur Associates founder and managing partner Chris Tan; international model Amber Chia; The Luxe Nomad founder Stephanie Chai; Amtrol Flower Designing founder Eunice Teo; Green Man Matthias Gelber; EPIC Collective CEO John-son Oei; TV host and fashion entrepreneur Shalma Ainaa; popular blogger and entrepreneur Timothy Tiah; and Tandemic co-founder and CEO Kal Joffres.

There will also be interviews with three leading property developers in the country — Mah Sing CEO and executive director Datuk Ho Hon Sang, IJM Land managing director Edward Chong and Malaysian Resources Corp Bhd chief operating officer of property division Lok Ngai Hey.

Attractive prizes and freebies

Thanks to the generous sponsors and supporting partners, VPEX 2017 will be running a contest where daily prizes will be given away. There are RM10,000 worth of prizes from Panasonic Malaysia and up to 500,000 points of AirAsia Big Points and flight tickets to anywhere within the airline's network.

For those interested in visiting the physical show galleries of the participating developers, there are special promo codes by Grab Malaysia they can use to get them there.

Visitors to VPEX 2017 can also get free personal credit reports sponsored by Gamuda Land and TheEdgeProperty.com. Terms and conditions apply.

What VPEX 2017 means to...

Consumers

Total convenience — round-the-clock visits from anywhere

Privacy of shopping for a property — no disinterested sales personnel

Ability to use the search tool to select the project that fits your needs without going through the entire "exhibition hall"

A paradigm shift in shopping for property

Enhanced customer experience

Retargeting + remarketing possibilities

No set-up + tear-down costs

A more personal and less cumbersome experience between the customer and developer via live chat

Ability to reach out to incidental customers who had no initial intention of visiting a physical property fair or showroom

Exhibitors

Prolonged exposure — the virtual hall will not be dismantled after the expo

Opportunity to provide virtual tours of projects

Panasonic



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**Panasonic Malaysia managing director
Cheng Chee Chung**

VPEX 2017 an innovative extension to physical exhibits

“The Malaysia Virtual Property Expo 2017 is a refreshing breakthrough and effective platform — as an innovative extension (if not to replace) the conventional physical property exhibits. Younger or digital savvy homebuyers especially, have the tendency to gather quick information online at their own leisure and to analytically perform research-cum-comparisons, rather than mentally drain themselves through the experience of making multiple enquiries within a limited time frame during a specific visit to physical expos.

“Through such a platform, developers could communicate or appeal effectively to a wider section of the masses, aided with essential images, videos, concept plans, infographics and most importantly, the personal touch of live chats. The expo could save various resources and reduce carbon footprints.

“In recent years, digital technology has evolved rather drastically — redefining, disrupt-

ing or enhancing our daily lives, communication, operations and businesses. Information in various forms can be transmitted freely, while communication or interactivity can now be scaled to a wider reach of customers or stakeholders.

“However, digital platforms have to be meticulously managed, for example, the effective management of content to be disseminated, practical engagement experiences, specific target segments, social media ethics, sustainability and more.

“The relationship between digital technology and businesses is still changing dynamically. We have to be agile enough to manage it well to ensure the effectiveness of the digital platforms, in order to provide the very best value, experience and convenience to our customers.

“It’s not about embracing the change from analogue to digital, but the business tenacity to cope with the progressive change of the digital evolution — it’s a journey that requires constant focus, care and dedication to make things work.”

DIGITAL PARTNER

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The need for effective digital marketing

The market is experiencing an exciting digital content revolution. With even more access to content and the infinite amount of it available online, people are spoilt for choice, causing a shift in their consumption behaviour particularly with the usage of different devices, says 16TWO Communication Labs Sdn Bhd CEO Vicknezan Selvadurai.

Media agency 16TWO is the digital partner for TheEdgeProperty.com’s Malaysia Virtual Property Expo 2017 (VPEX 2017). The company specialises in online and digital advertising, digital marketing campaign, content creation, video and photography.

“We are at a point where big data and artificial intelligence are very important. When you run digital campaigns, you actually collect data and that takes us to conversions or replications — digital is the only medium that allows us the ability to do this,” he says.

Hence, he adds, VPEX 2017 takes advantage of this shift in behaviour, which enables marketers to learn from the audience’s behavioural demands and inspire them to bring about relevant content each passing year.

In view of the advantage of digital marketing, Vicknezan opines that property developers will need to carry out digital marketing in the long run to strive for better property sales.

“Developers need to be able to gather data sets that can be replicated and used for conversions not only in the current campaigns. These data can then be used to sell the various types of properties they produce, which can then be broken into types of properties, location and price, and matched to the data set gathered to receive the best possible conversions to sales,” he explains.

However, in order to benefit the public, digital mar-



**Vicknezan:
When you run digital campaigns, you actually collect data and that takes us to conversions or replications.**

keting must be done right. Property developers have to target consumers properly with their content proposition.

“If the marketing campaign is done wrongly, it can affect the brand experience with our potential customers,” he adds.

He notes that the current market is seeing an influx of property developers pushing for sales.

“Developers are going all out to use their digital assets to acquire a huge pool of inquiries, which means more work for them as they have to call, pitch and convert the inquiries. This has been the standard practice. We are also seeing very short and fluffed-up videos about properties, in the hopes that the properties are attractive to potential customers,” he says.

However, sometimes people will be “sidetracked” by the fluff and don’t really understand what the developers are selling.

Hence, he suggests that developers adopt a marketing approach that is more in line with producing content that provides the right context, so that it can pull the quality audience who will actually convert into sales.

“Partnering with TheEdgeProperty.com for the organisation of VPEX 2017 is the right decision for 16TWO as it is already an existing strong and credible platform,” he concludes.

Buying property should be made as easy as online shopping

“Go find what you like, explore, experience and engage. If you see something you like, book it and call a Grab car to whisk you away to the show gallery to sign on the dotted line” — that is how buying a property should be like according to Johan Bey, who believes that property-buying should be made as easily as any online buying experience.

“Why burden a property buyer with something laborious and time-consuming when such time could be better spent with family and friends?” asks Bey, who helped conceptualise VPEX 2017 organised by TheEdgeProperty.com.

Bey, who has had experience in strategising several digital marketing campaigns for the property and education sectors, notes that there is an accelerated shift in content consumption behaviour from traditional platforms to digital avenues in today’s market.

It is also inevitable, he adds, for digital and social media tools to eventually become the biggest asset to connect and communicate with consumers.

“VPEX 2017 is not just an event — it’s designed to be a solution to the fundamental shift in consumer interface and consumer information. More importantly, the expo provides meaningful feedback to participating developers on how a virtual visitor engages with the information presented during the expo.

“You would be able to customise the reaction to each individual visitor to your e-booth, while recording the entire interaction for post-event analysis. It is changing the way we buy a property,” he says.

“This is what VPEX 2017 is doing. But this would not be possible if it is not done on a trusted platform where it has pre-filtered the products to ensure reliability. It won’t be viable if it is not done with TheEdgeProperty.com, where the brand itself exudes confidence to the visitors,” he adds.



Bey: The digital sphere enables marketers to obtain meaningful feedback about their customer’s behaviour.

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SILVER SPONSOR**Lafarge Malaysia CEO Thierry Legrand**

Embracing digital is no longer a choice but a need

“ I think the Malaysia virtual property expo is an excellent idea as it widens the reach to potential house buyers where they can access the expo anywhere. This is a good innovation to cater to the market's evolving trends.

The expo gives Lafarge Malaysia the platform to showcase our offerings in a creative and engaging manner that appeals to today's generation.

Digital technology has revolutionised the way the world is doing business. People can now shop for products and services and get information any time, anywhere. The rapid growth of smartphone usage has further boosted this.

Embracing digital is no longer a choice but a need for businesses to stay relevant. If we don't change, we will be left behind. Consumers nowadays are more knowledgeable and discerning. They demand information, choice and convenience at their fingertips. In order to survive, businesses must respond to this need.”

SUPPORTING PARTNER**AirAsia Bhd head of commercial Spencer Lee**

Digital is a mindset

“ It's great that TheEdgeProperty.com is taking this leap to shift the trend of an industry that is traditionally very conservative, bringing it forward to the digital age. This initiative will definitely help grow Malaysia's economy, especially since it is in line with the government's digital e-commerce blueprint. It's an exciting milestone to witness.

At AirAsia, technology has always been essential to everything we do, from the very beginning. Digital helps us create a better flying experience for our guests. How? By keeping things simple, but at the same time give you the freedom of choice so that you can make the best decisions for the kind of traveller that you are.

Digital technology requires investment. It's not a one-time exercise but constant improvement. You may not have noticed it, but the interface and features of our website and mobile app are continuously being upgraded and updated.

Today's businesses must embrace technology, not be afraid of it. It's not just a 'nice-to-have' anymore. It's vital. Digital is a mindset. It's about technology, yes, but it's also about the people. It requires investment in talent and people who can adapt and change to meet the demands of a digital era.

That is the secret of how we innovate. Our people and our digital culture will always be essential to everything we do. With the effective use of technology and the right people, any idea can fly.”

SUPPORTING PARTNER**Grab Malaysia country head Sean Goh**

Technology creates opportunities

“ As a renowned expert in all things property, TheEdgeProperty.com has well capitalised on the use of digital technology to create a convenient platform to give opportunities for serious home and property owners and buyers to better understand, evaluate and compare projects in the property market — everything in the palm of their hands.

We applaud TheEdgeProperty.com's efforts to create the first Malaysia virtual property expo and, as such, Grab is excited to be part of such forward-thinking and technology-capitalising initiative.

As the region's leading ride-hailing service, technology plays a fundamental piece in our business and as a nation, digital technology is fast gaining a front seat in both our personal and professional lives. It has proven to not only add convenience but also create opportunities.”

SUPPORTING PARTNER**Nippon Paint Malaysia group general manager Gladys Goh**

A step forward for property developers and buyers

“ With the digital landscape being the accelerator of the future, the efforts behind Malaysia's first virtual property expo is indeed a step forward for both property developers and buyers alike. Nippon Paint is privileged to be part of this innovation. It will be exciting to see how the virtual showroom tour is able to translate into an unconventional yet distinctive experience where buyers are able to view numerous properties without the possible fatigue of conventional house hunting.

As for property developers, it is a complementary platform to the conventional ways of reaching out and engaging customers on two integrated levels — an interactive experience that attracts and motivates them to find out more which is

followed through by the essential human touch.

Nippon Paint has always been embracing change within our surroundings. We focus on continuous innovation in response to these changes. Digital technology has enabled us to communicate constantly with our customers and stakeholders through 'live chat' and other digital platforms. This sphere has indeed opened many avenues for Nippon Paint to present coatings in more creative, interactive and inspiring ways through apps or visual interpretations. VPEx 2017 allows us to leverage on digital technologies and be at the forefront of charting new ground to facilitate more cohesive and practical solutions, while transforming the way we traditionally operate.”

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GAMUDA LAND

“It is timely and a great idea to integrate virtual reality into the way we market our properties. As people are becoming rapidly mobile-inclined with various new gadgets and tools, the virtual property expo provides an engaging platform for them to interact with us as a developer at their convenience without leaving the comfort of their homes. VPEX 2017 is a good addition to our marketing plans.

Technology has become an integral part of Gamuda Land's processes from design, construction to sales and marketing, and after-sales services.

On construction, we have embarked on Gamuda Industrialised Building System — prefabricating building components at Malaysia's first automated robotics factory. Gamuda Land also utilises Building Information Modelling technology prior to construction to improve design accuracy and minimise reworks.”

Projects showcased at VPEX 2017

- **twentyfive.7, Kota Kemuning** — a 257-acre, avant-garde-designed town located in the mature neighbourhood of Kota Kemuning, boasting a vibrant Quayside with an estimated 110 retail outlets, including a cinema, marketplace, lakeside promenade, central park and Malaysia's first-of-its-kind multi-façade homes.
- **Gamuda Gardens, Sungai Buloh** — an 810-acre township development featuring five cascading lakes integrated into a 50-acre park with a majestic waterfall and a mixed-terrain jogging and cycling trail that connects the whole

Gamuda Land chief operating officer Ngan Chee Meng



development. It is strategically located at the confluence of three highways — KL-Kuala Selangor Expressway, North-South Expressway and Guthrie Corridor Expressway.

- **Kundang Estates, Kundang** — an 89-acre boutique residential enclave suited for multi-generational living. It offers four different interconnected parks: Lakeside Gardens, featuring biking and jogging paths around a picturesque lake; Community Gardens, where the community can grow edible plants; The Esplanade, featuring a flying fox for children; and Adventure Parks, with an extreme bike trail.
- **Hana Gardens, Jade Hills, Kajang** — set in the 258-acre Jade Hills township in Kajang, Hana Gardens is a freehold development consisting of 3-storey terraced houses. It is a low-density development boasting vistas of lush greenery, 12 thematic gardens, walkways and modern recreational facilities, all within a secure setting.
- **Bukit Bantayan Residences, Sabah** — Perched on a hilltop in Inanam, this

highland retreat-inspired development offers views of mountain ranges and a horizon that binds the ocean with cityscapes of Kota Kinabalu. With a host of facilities spread across a 1.9-acre podium, this development is master-planned for get-togethers.

- **HighPark Suites, Petaling Jaya** — a mixed residential and retail development with state-of-the-art health facilities. Around 60% of the development has been earmarked for green spaces as well as five elevated parks and aerial gardens.
- **The Robertson, KL** — a 3-acre freehold residential development located in the heart of KL city. Its key features include 1 acre of greenery, a 9-hole elevated putting green with panoramic views of KLCC, a 50m Olympic length infinity pool and two Sky Gardens.
- **Jadite Suites, Jade Hills, Kajang** — an exclusive serviced apartment set against the backdrop of rolling hills and lush greenery. The units feature contemporary designs and elegant interior layouts.



IJM Land Bhd managing director Edward Chong



“This is a revolutionary way for things to move forward. In terms of digital space, many industries have moved on — but for property exhibitions, this really is the first. I think this is something that will catch on because people can visit property expos from the comfort of their homes and there is no time constraint. In IJM Land, we are always talking about pushing boundaries in innovation by working with various partners.

Digital technology is something we believe has come into the picture in a very significant way. No one could've imagined that we can shop for groceries or fashion online. Digital disruption is here to stay and embracing it is part and parcel of what we need to do.

Customer experience becomes more and more important now. The emotional connection and the way we communicate with customers become more critical because these are the things that keep them coming back. We need to continuously evolve in order to survive in this market. That's how important embracing change is — it is about survival.”

Projects showcased at VPEX 2017

- **Rimbun Harmoni, Seremban 2** — one of Seremban 2's premier guarded project with 228 double-storey link houses set on elevated ground within a guarded enclave with a single entrance and exit point, low density with only eight units per acre.
- **Waterside Residence, The Light City** — the first residential tower in The Light Waterfront Penang phase 2 development. The upcoming 32.76-acre The Light City will offer future residents accessibility to a wide range of amenities and services right at their doorsteps.
- **Periwinkle, Bandar Rimbayu** — a trendy and spacious residence that is perfect for growing families located at the award-winning Bandar Rimbayu. The project comprises 464 units of double-storey cluster-linked semi-dee homes and three units of single-storey bungalows.
- **Penduline, Bandar Rimbayu** — a collection of modern contemporary double-storey link homes with a 5.7-acre central park as the precinct's centrepiece. The 635 homes have layouts that emphasise cross-ventilation through the use of large panel windows.
- **Livia, Bandar Rimbayu** — every unit features a spacious kitchen that can easily accommodate renovations to add an extra room for a growing family. The project comprises 346 double-storey link homes with an open concept design that allow for close family interactions.
- **Riana Dutamas, North Kiara** — phase 1 of the freehold project will comprise 1,018 multi-generational suites. Located adjacent to Mont'Kiara, it is strategically connected to hotspots and amenities in KL city.
- **Nasa City, Johor** — a freehold project that features both high-rise and landed residential and commercial properties. Future residents will enjoy easy access to several reputable medical centres in the vicinity including the upcoming KPJ Specialist Hospital Bandar Dato' Onn, schools and retail outlets such as the upcoming Aeon Bandar Dato' Onn.

MahSing

“Digital marketing is currently one of the most effective and fastest mediums in reaching out to the younger audience.

In Mah Sing, we are very active on our digital platforms. We have constant creative updates such as festive videos, online contests and various promotions. In fact, we currently have 224,000 and growing followers on our Facebook page.

VPEX 2017 will be a convenient, one-stop platform for homebuyers to gather information on various developments. This also allows developers to effectively target the millennials who make up a huge percentage of online users.

Online users can easily check out our participating projects, which are suitable for the younger audience.”

Projects showcased at VPEX 2017

- **D'sara Sentral, Sungai Buloh** — an integrated development that spans 6.55 acres comprising four towers of serviced residences, retail shops, Smart-office Versatile-office (SoVo) units and community spaces. It is located in the rising neighbourhood of Sungai Buloh and is near the Kampung Selamat station along the Mass Rapid Transit (MRT) Sungai Buloh-Kajang Line.
- **Lakeville Residence, Jalan Kuching** — a 12.58-acre integrated development consisting of six residential towers, 32 units of 3- and 4-storey retail shops and a 3.11-acre facilities podium. The development is well-connected to major roads as it is located in the mature neighbourhood of Taman Wahyu, KL. It is just a 700m walk to the Sri Delima MRT station.
- **Southville City's Cerrado Residential Suites, Bangi** — Cerrado is part of the 428-acre master-planned Southville City and comprises four towers of serviced apartments and 48 units of retail lots. The development is located next to the KL-Seremban Highway and is

Mah Sing Group Bhd group managing director Tan Sri Leong Hoy Kum



only 3km to the Bangi KTM station.

- **Ferringhi Residence 2, Batu Ferringhi, Penang** — a property that offers resort-style, residential suites with unblocked sea views. Comprising three towers with a total of 632 units, the 9.95-acre project is accessible through Jalan Sungai 1 and located less than 10km from Tanjung Bungah, Gurney Drive and Georgetown.
- **Meridin @ Medini, Bandar Medini Iskandar, Iskandar Puteri** — an integrated mixed development located right next to Legoland Malaysia in Johor. The development spans 8.19 acres and comprises residential suites, retail shops and a hotel.

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- | | |
|-----------------|--|
| Kuala Lumpur | • Riana Dutamas 03-7459 8988 Riana Dutamas Sales Gallery 368, Jalan Segambut 51200, Kuala Lumpur. |
| Negeri Sembilan | • Seremban 2/S2 Heights 1800 222 456 PT 10786 Seremban 2, 70300 Seremban, Negeri Sembilan. |
| Penang | • The Light Waterfront Penang 04-296 1333 1-16-01, Menara IJM Land, No.1, Lebu Tunku Kudin 3, 11700 Gelugor, Penang, Malaysia. |
| Selangor | • Shah Alam 2 03-3393 3103 Persiaran Puncak Alam 12, 42300 Bandar Puncak Alam, Selangor Darul Ehsan. |
| | • Bandar Rimbayu 1800 22 8686 No.1, Jalan Flora 3, Bandar Rimbayu, 42500 Telok Panglima Garang, Selangor Darul Ehsan. |



MATRIX CONCEPTS

MRCB



“ Although the concept of a virtual property expo is something very new in this country, it is necessary to have a platform like this to embrace future trends.

Currently, the impact of digital technology has not been significantly felt by us as our target market consists of baby boomers and Gen X-ers. However, we are not disregarding the fact that we will eventually, faster than we think, move into conducting business via digital technology in the near future.

We constantly market our properties through digital advertising and using digital technology to enhance the business process internally and externally.

Digital transformation is happening rapidly before our very eyes and if we don't recognise this shift, we will be left behind.”

Projects showcased at VPEX 2017

- **Residensi SIGC, Seremban** — a 41-acre leasehold landed luxury housing project located next to the Seremban International Golf Club, the gated-and-guarded development



Matrix Concepts Holdings Bhd acting chief operating officer and chief sales and marketing officer Lim Kok Yee

comprises 2-storey terraced houses, semi-dees and 2-storey bungalows.

- **Metropark, Bandar Sri Sendayan, Seremban** — the integrated commercial development is located within the main commercial belt of Bandar Sri Sendayan and close to various amenities such as d'Sora Boutique Business Hotel, convenient stores, sports complex and petrol stations.
- **Fellona, Bandar Sri Sendayan, Seremban** — the freehold 2-storey superlink house development is strategically connected to the North-South Expressway, Kajang-Seremban Expressway and North-South Expressway Central Link.



Malaysian Resources Corp Bhd (MRCB) property division chief operating officer Lok Ngai Hey



“ MRCB is a strong believer in IT. We see the unlimited opportunities that technology can bring to us. For MRCB to be relevant to the young and sophisticated market segment, moving to online marketing is imminent. When we were briefed that TheEdgeProperty.com is organising the first virtual property expo in the country, we were very optimistic that it will be a success and did not hesitate to participate. Being a leading developer in the country, we want to be ahead of others in digital marketing.

People today are constantly communicating on social media that have no geographical boundaries or time limitation. 'Word of mouth' has turned into 'post on social media', which commands a wide reach and is more impactful. To be sustainable in the business, we must have our own digital strategy to take advantage of the technological advancements and progress.

Communication and engagement with customers or prospects cannot go on without moving into digital platforms. With the convenience of high tech devices in hand, faster response time is expected. Technology is also expected to increase efficiency and productivity of businesses. To avoid being phased out, businesses have to keep up, if not stay ahead of the curve.”

Projects showcased at VPEX 2017

- **9 Seputeh, Old Klang Road, KL** — the largest mixed development along Old Klang Road, Kuala Lumpur, with Mid Valley and Bangsar South as its backdrops. Tria Residences, the second phase of 9 Seputeh, offers luxury residences crafted with privacy, exclusivity and safety in mind.
Special promotion: Special launch of the Tria Ownership Scheme.
- **Sentral Residences, KL Sentral, KL** — a high-end residential project located in the heart of KL Sentral that offers unobstructed and panoramic views of the Lake Gardens and KL city centre. It is located amidst the famed St Regis and Hilton KL hotels.
Special promotion: Exclusive fit-out package.
- **Sentral Suites, KL Sentral, KL** — a culmination of the best that are offered at KL Sentral where everything is conveniently within walking distance. A thriving metropolis lies at its doorstep, complete with all the features of a world-class destination.

SAM FONG | TheEdgeProperty.com



A member of **UEM Group**

“ We are excited to be part of VPEX 2017 as it is a forward-thinking move for the industry and is set to change the approach property developers will take to engage customers.

UEM Sunrise recognises the value of keeping up with the latest trends in virtual technology and we believe that VPEX 2017 is a good opportunity for us to showcase our design capabilities in a more innovative way to our customers, allowing us to better understand our customers' needs and demands when they are looking at a particular property.

As a property developer that aims to build communities of the future, it is important to embrace the changes that come with the development of digital technology.

Through the virtual property expo, the idea that customers can tour a development on their mobile devices as they commute to work will definitely change the way property developers can market their properties and interact with prospective customers. This change is a positive one as it enhances the customers' experience prior to making the decision to purchase.”



UEM Sunrise Bhd managing director and CEO Anwar Syahrin Abdul Ajib

Projects showcased at VPEX 2017

- **Verdi Eco-dominiums, Symphony Hills, Cyberjaya** — a 98-acre boutique development that personifies modern smart living within a resort setting and recreational ambience. Whether you are a tech-savvy person, a nature lover or a sports enthusiast, Verdi's multiple spaces offer something for everyone.
- **Radia, Bukit Jelutong** — a mixed development conceptualised as the civic heart of the community in the form of a social, entertainment and cultural hub in Bukit Jelutong. This 20.96-acre joint development is a shared inspiration between UEM Sunrise and Sime Darby Property.

paisley

SERVICED RESIDENCES



**TROPICANA
METROPARK**
SUBANG JAYA

FREEHOLD

Bye, mundane city life. Hi, Metropark Living

The latest addition to Tropicana Metropark, Paisley is designed to elevate day-to-day living with residences set amidst resort-themed facilities, 3 private sky terraces, and a picturesque view of the Central Park.

**1 OWNERSHIP
2 SUITES**

Introducing new "DUAL KEY" layouts to suit the fast forward urbanite lifestyle. For investment, or own stay – limitless flexibility is yours.



Enjoy an all-encompassing living experience at the award-winning Tropicana Metropark.



Freehold in a prime urban location



Purpose-built link bridge connecting Federal Highway



The largest private education provider in the world



9.2-acre Central Park for recreation



Retail hotspots



Business Space



Medical Centre

OFFICIAL LAUNCH

**22 & 23
JULY 2017**

**TROPICANA METROPARK
PROPERTY GALLERY**

Light refreshments will be served

**10AM
UNTIL 6PM**



1700 81 8887
tropicanametropark.com.my

Tropicana Metropark Property Gallery
No.1, Jalan Delima 1/1,
Subang Hi-Tech,
40000 Subang Jaya, Selangor, Malaysia.



BEST MIXED-USE DEVELOPMENT MALAYSIA 2013-2014



Tropicana Metropark Sdn Bhd (412231-X) Level 10-12, Tropicana City Office Tower, No. 3, Jalan SS20/27, 47400 Petaling Jaya, Selangor. • Developer's License No.: 12238-3/12-2017/03086(L) • Validity Period: 22/12/2016-21/12/2017 • Advertising & Sales Permit No.: 12238-3/12-2017/03086(P) • Validity Period: 22/12/2016-21/12/2017 • Approving Authority: Majlis Perbandaran Subang Jaya • Building Plan Reference No.: MPSJ/BGN/600-1/10/5(BP2-4) • Land Tenure: Freehold • Land Encumbrances: Malayan Banking Berhad • Expected Completion Date: Feb 2021 • Type of Development: Serviced Apartment • Total No. of Units: 587 • Block A: 329 units • Block B: 258 units • Built-up (Tower A): 6015f – 1,4985f • Built-up (Tower B): 6015f – 1,5165f • Selling Price (Tower A): RM746,400 (min) – RM1,744,800 (max) • Selling Price (Tower B): RM672,000 (min) – RM1,642,000 (max) • 7% Bumiputera Discount • Express Condition: Nil

PARAMOUNT PROPERTY


Paramount Property CEO Beh Chun Chong

PARAMOUNT PROPERTY

“ I think it is timely for TheEdgeProperty.com to roll out the first virtual property expo in Malaysia. We are living in the digital age now, where information can be obtained with just a few clicks on one's smartphone or laptop. The response that a virtual expo gives is almost immediate, which suits the people's lifestyle today — fast, convenient and hassle-free.

A virtual expo can have a limitless reach. The project exhibited can be visited by anyone in the world without boundaries, thereby encouraging not only local buyers, but also buyers from other states or even overseas.

Besides that, the millennials are the current first homebuyers that developers are targeting. Born and raised in a digital, media-saturated world, millennials are all “digital natives”. Therefore, a virtual expo suits them best and we can reach out to them more easily.

I'm confident that VPEX 2017 will be able to give a great impact and I'm excited about it.

Technology has changed every aspect of our lives including the face and pace of business. The emergence of digital technology has allowed businesses to communicate and collaborate beyond borders, while allowing organisations to work much more efficiently than ever.

Technology is constantly improving. What was once the latest and greatest yesterday is old today. Technology doesn't wait and if one isn't keeping up with it, he will surely be left behind. To anticipate long-term stability and growth, it is important for businesses to stay ahead and embrace technology.”

Projects showcased at VPEX 2017

- **Sejati Residences, Cyberjaya** — Paramount's first high-end landed residential development in Cyberjaya comprises 3-storey super-links, semi-detached units, courtyard villas and bungalows, anchored by the 2016 Fiabci award-winning Chengal House clubhouse.
- **Sekitar26 Enterprise, Shah Alam** — this property is part of a 30-acre freehold integrated commercial development Sekitar26, which is envisioned to be a vibrant place for business and leisure.
- **Urbano, Utropolis Glenmarie** — Paramount's first integrated development that marks the first time both its property development and education businesses were brought together in one location. Urbano is the final phase of this development, completing the self-sustaining, self-contained offering within the Utropolis township.
- **Utropolis Batu Kawan, Penang** — Penang's first university metropolis that mirrors the successful, award-winning concept of Utropolis Glenmarie development in Shah Alam. The development's vision is to support Penang's aim of making Batu Kawan its third satellite city, and the central business district and lifestyle hub of the northern region.
- **Bukit Banyan, Sungai Petani, Kedah** — Sungai Petani's first hilltop development, spread across 520 acres of undulating hills that cradle the fringe of the town.

LOW YEN YEING | TheEdgeProperty.com

ECOWORLD

CREATING TOMORROW & BEYOND


**Eco World Development Group Bhd
divisional general manager Ho Kwee Hong**

“ We welcome the introduction of the virtual property expo as a fresh take on the traditional property exhibition. EcoWorld is excited to participate in this new platform as it will enable us to connect with customers in a much broader market. It also gives us an alternative opportunity to present our products.

The advancement of digital technology has greatly changed the way we do business and it is important to embrace technology because customers are getting more and more tech savvy — possibilities of reaching out to new markets, promoting the brand and creating awareness are plentiful. More businesses are leveraging technology and companies need to keep up to remain competitive.

Technology increases efficiency as information can be obtained and disseminated quickly.

This not only offers cost savings, but improved customer service as well.”

Project showcased at VPEX 2017

- **The Parque Residences, Eco Sanctuary** — a luxury condominium located within the green township of Eco Sanctuary that spans 27 verdant acres. Melding together innovative services and the best that nature has to offer, The Parque Residences delivers a mesmerising lifestyle that is the perfect answer to a homebuyer's search for a personal sanctuary of bliss.

Special promotion: In conjunction with the EcoWorld Prestige Anniversary (EcoWorld's customer incentive and loyalty programme), an additional cash rebate of up to RM12,000 is being offered (subject to terms and conditions).

ORANDO



ORANDO

*Building Homes of
Swiss-Watch Standard*


**Orando Holdings Sdn Bhd managing director
Datuk Eng Wei Chun**

“ TheEdgeProperty.com's VPEX 2017 provides convenience and easy access for potential customers here and overseas at a click of a button. It would revolutionise property sales.

There is a huge change in our social lifestyle behaviour — one that is dependent on technology. Even in the property industry, there is an uptrend in the use of technology not only to increase the value of property products but also to enable businesses

to meet the needs of a fast-changing marketplace.”

Project showcased at VPEX 2017

- **Lavile, Taman Maluri** — a condominium project located in the heart of Taman Maluri, Kuala Lumpur city. Stemmed from architectural brilliance and remarkably designed under the influence of freedom, Lavile recreates a grand impression for residents and visitors, offering resort-styled living in the city.


PUTRAJAYA HOLDINGS

“The Malaysia virtual property expo is a unique platform that enables developers to promote their products to the prospective purchasers at the comfort of their preferred devices such as desktops, tablets and smartphones.

We constantly come up with innovative ways to satisfy the growing needs of our customers including giving them an online experience similar to that of physically visiting a property expo. Hence, we are also looking forward to be among the trend-setters in Malaysia in providing a revolutionary way for prospective purchasers to own a home.

Business leaders have started to act on the need for digital transformation to address the challenges and opportunities within their organisations — this includes Putrajaya Holdings. We understand that organisations that do not evolve fast enough will be less competitive or even obsolete as there will be disruptions in every industry.

Eight out of 10 people are using smartphones or tablets to do their research on housing information, such as price, sales package and location. We believe digital technology would ease the process of buying a home and we are in line with such innovation spearheaded by TheEdgeProperty.com in this inaugural VPEX 2017.”

Projects showcased at VPEX 2017

- **Augusta, Putrajaya** — a freehold residential development at Precinct 12 that offers 60 units of modern contemporary semi-deeds with lap pools and private lifts. Built-ups are between 4,014 sq ft and 4,794 sq ft.
Special promotion: Buyers will enjoy a 10% rebate, free stamp duty on Memorandum of Transfer (MOT) and free legal fees on the sale and purchase agreement (SPA).
- **Duta Villa phase two, Putrajaya** — offers 107 units of 2½-storey hyperlink homes with built-up choices from 3,660 sq ft to 4,313 sq ft on a standard lot size of between 30 ft by 75 ft and 32 ft by 75 ft.
Special promotion: Buyers enjoy a 5% rebate, free stamp duty on MOT and free legal fees on SPA.
- **Flora Rosa, Putrajaya** — a condominium development located at Precinct 11 that will offer 676 units with five layouts and built-up sizes ranging between 829 sq ft and 2,250 sq ft.
Special promotion: The developer will offer a 10:90 scheme, free stamp duty on MOT and free legal fees on SPA. Those who purchase a unit at VPEX 2017 will also receive free air-conditioners as well as water heaters.



Putrajaya Holdings Sdn Bhd marketing and commercial division general manager Sabariah Ramli

LOW YEN YEING | TheEdgeProperty.com

SIME DARBY PROPERTY




S P Setia Bhd CEO and president Datuk Khor Chap Jen

“In the age of rapid urbanisation and digitisation, this new initiative will supplement the current traditional expo and enable a wider reach of the potential market that the traditional platform couldn't reach previously due to factors such as geographical limitations, the timing of such events and the cost to travel to the expo.

For the digitally connected and tech-savvy society, this is the perfect platform to view properties and get insights on what's new in the market at their own comfort and convenience before visiting the sales galleries to view the actual show models or show houses and obtain detailed and personalised information.

Digital technology allows potential purchasers to visualise the intentions of the developer in the concepts and products offered, which would not be physically possible over such scale and a short-time frame.

This rings very true for large townships and integrated development projects that could take years to be fully developed.”

Project showcased at VPEX 2017

- **Victoria Springs, Setia Eco Park, Shah Alam** — a freehold bungalow development located in the private estate of Setia Eco Park in Shah Alam, which is renowned for its scenic landscape tapestry lined with fountains, lakes and lush walkways. Inspired by classic English architecture, this exclusive guarded-and-gated project is available from RM3.2 million onwards.
Special promotion: Attractive rebate upon signing the sales and purchase agreement (SPA), additional loyal customer rebate for Setia existing purchaser, special cash reward for Introducer Reward Program, and all SPA, legal and stamp duty on Memorandum of Transfer fees to be borne by the developer.




Sime Darby Property interim chief operating officer Richard Ng

“Sime Darby Property constantly strives to cater to the evolving needs of our customers, especially in today's digital era. Having an avenue such as VPEX 2017 definitely gives us an advantage as it offers our present and future customers a seamless, value-added and convenient experience to browse at their leisure, saving them valuable time and money.

Digital technology has changed the way consumers are searching for properties and developers cannot afford not to have an effective online presence and strategy. Having said that, it's a huge opportunity for us and we have embarked on a digital transformation programme to secure a leadership position in the digital space.”

Project showcased at VPEX 2017

- **Cantara Residences, Ara Damansara** — a 7.12-acre freehold serviced apartment at Ara Damansara that connects people to the lifestyle they dream of. The development is envisioned to be a new landmark in the area, drawing admirers with its thoughtful blend of modern comfort, green features, amenities and accessibility.



TROPICANA CORP



TROPICANA
CORPORATION BERHAD

“ We are pleased to be part of the first Malaysia virtual property expo as it is a pioneering, novel property expo of its kind. We believe the expo will attract interest among tech-savvy millennials and younger homebuyers. This is in line with our strategy of reaching out to wider demographics and keeping in trend with the way we market our developments.

Digital technology is the trend in today's market and thus it is important that we not only embrace it but also excel in it. Being digitally present isn't just about having a Facebook page — it is about creating a community and engaging the masses. In our past digital campaigns such as Tropicana Just Bid It (2016) and Tropicana Dream Investment (2015), we have leveraged the powers of social media and the digital space to increase brand awareness and affinity.

At present, our marketing initiatives from generating leads, marketing our developments and communicating with our brand following have been driven by social and digital media. Moving forward, we endeavour to deliver valuable customer experience across our digital platforms. With frequent updates of our group's information, news, events, and offerings via online and traditional offline media, we aim to create a Tropicana brand and community that is ever-present.”

Projects showcased at VPEX 2017

- **Tropicana Heights, Kajang** — a freehold township carved out from the former Kajang Hill golf course. Spread across 199 acres, it offers gated and guarded landed residential enclaves. The township boasts unique lifestyle features that include a 16-acre central park with a 750m linear lake and a 2-acre recreational hub, as well as a market square. The newest addition to this township is Ridgefield Residences, offering semi-detached homes and 3- to 4-storey park villas designed for multi-generational families.
- **Tropicana Metropark, Subang Jaya** — an 88-acre



Tropicana Corp Bhd marketing and sales executive director Ung Lay Ting

freehold mixed development that comprises business spaces, retail hotspots, recreational areas, and a 9.2-acre central park. It is targeted at those who wish to cultivate a holistic lifestyle in an urban setting. It will also be home to the GEMS International School campus. Residents will enjoy enhanced accessibility with a new flyover that will directly link to the Federal Highway. The latest residential tower, Paisley Serviced Residences, combines private and open spaces. Unit sizes range from 601 sq ft to 1,491 sq ft.

- **Tropicana Gardens, Kota Damansara** — a 17-acre transit-oriented development offering four residential towers, an award-winning million-square-foot shopping mall, signature office spaces, and urban gardens. Situated near the Surian MRT station, its fourth and final residential tower Dianthus Residences features luxury serviced residences (601 sq ft and 1,406 sq ft) and more than 30 five-star facilities such as a sky gym and thematic pools spread across the Level 6 Recreational Promenade and the Level 31 Sky Sanctuary. Tropicana Gardens is connected to major highways such as the Damansara-Puchong Expressway, SPRINT Highway, New Klang Valley Expressway and the Penchala Link.

E&O



EASTERN & ORIENTAL
BERHAD



Eastern & Oriental Bhd group marketing and sales senior general manager Wayne Wong

“ TheEdgeProperty.com must be congratulated for its foresight in organising this virtual expo, which harnesses the power of digital technology and innovation. This is timely as more and more people research online before investing in properties. Visitors — potential property buyers — will appreciate the platform's enhanced features that allow them to view show units, analyse prices and specifications, and interact with property developers through the 'live chat' function.

“It is not an option — we must embrace technology to be ahead of the curve. We recognise the merits of expanding our digital touchpoints and have been intensifying our digital and social media marketing efforts to connect with customers and potential investors the world over.”

Project showcased at VPEX 2017

- **The Tamarind, Seri Tanjung Pinang, Penang** — E&O's first executive apartment project for young families and professionals aspiring to own a home at Penang's coveted Seri Tanjung Pinang address. Facilities include a freeform swimming pool, al-fresco function area, gymnasium, jogging tracks, yoga centre and kids' crèche.
- Special promotion:** A 10% upfront discount (5% more than normal times) for bookings and purchases of The Tamarind done through the virtual property expo platform.

IOI PROPERTIES



IOI PROPERTIES



IOI Properties Group Bhd executive director Lee Yoke Har

“ VPEX 2017 is a fresh contemporary concept that provides a convenient platform for property players to reach out to customers and for customers to make property purchase choices without having to leave the comfort of their homes and the busy boardrooms.

The virtual booths, online product displays and live chats in lieu of printed collaterals and physical exhibition booths are in line with our group's sustainability efforts towards reducing traffic, carbon emission and paper use.

Technology has become the enabler for providing more personalised value-added services and an indispensable channel for engaging directly with customers. Businesses run the risk of being fully displaced by IT-savvy players in instances where they do not keep up with technology advancement. Hence, it is important to embrace and not ignore technology.”

Project showcased at VPEX 2017

- **Seri Puteri Hills, Bandar Puteri Puchong, Puchong** — a freehold and low-density private enclave with a residents' clubhouse and a 40,000 sq ft landscaped garden that redefine luxury urban living. Sitting on a 12.8-acre site, it consists of 120 town villas and 120 condominium units.

BALLYMORE

ballymore.

“ A first-ever virtual platform in Malaysia to showcase projects any time and anywhere. It's about revolution and digitising the footfall to the traditional property fairs to reach a greater audience.

New digital technology has widened our exposure all over the world and given our customers an opportunity they may never have previously had to be introduced to our projects from the moment they are launched in the UK. This will surely redefine our competitiveness and positioning in engaging our customers and potentials.”

Project showcased at VPEX 2017

- **Goodluck Hope, East London** — located in East London, it is the latest development by Ballymore, comprising 804 homes located directly on the River Thames at the historic Leamouth Peninsula. The area has great potential and will transform into the epicentre of culture and creativity in East London. JLL Property Services (Malaysia) Sdn Bhd is the appointed registered estate agency to exclusively market Ballymore's projects.



Head of sales of Ballymore Group, UK Emma Colin

MOHD SHAHRIN YAHYA | TheEdgeProperty.com

PNB DEVELOPMENT



**LBS Bina Group Bhd managing director
Tan Sri Lim Hock San**

“The virtual property expo definitely fits the needs of property buyers as the market evolves. Currently in the retail industry, customers embrace digital technology, enjoying the time-saving-convenience of online shopping. The most exciting part is you beat the crowd at the car park, the weekend crowd at the shopping mall and the time spent on queuing at the cashier counter.

Similarly, in the property industry, customers prefer to do their research online. They can even visit the virtual show gallery, without the hassle of making

appointments with the sales consultant. Nowadays, property developers have to be transparent with what they are offering, which I personally think is good as we want to offer fair deals.”

Project showcased at VPEX 2017

- **BSP21 Serviced Residence, Bandar Saujana Putra** — an award-winning project boasting over 70 facilities and amenities including a 4-acre podium deck and a 66,000sq ft 4-level clubhouse. The project sets a new benchmark in terms of value and expectations.



PNB Development Sdn. Berhad



**PNB Development Sdn Bhd CEO
Mohd Salem Kailany**

“VPEX 2017 is a great event because it helps potential buyers to access to multiple projects at a click of a button 24/7.

The property industry is very competitive and developers must strategise their marketing and promotions to meet market needs. This platform allows access to more potential customers, with almost instant set up.

Potential buyers are very demanding and the new tech-savvy generations will tend to search for information online in deciding their first home or future investment.

Developers must explore digital technology as a new channel to meet potential buyers' demand; on line transactions are another important factor we may have to think about in future as buyers may want to do all transactions on line to save time.”

Project showcased at VPEX 2017

- **Cempaka Seri Townhouse, Kota Seriemas, Nilai** — a freehold gated-and-guarded strata development comprising 336 units of contemporary town houses. It offers a choice of sophisticated studio units, 2-bedroom and 3-bedroom duplexes with most units having access to private adjoining car parks.

Special promotion: Free legal fees on sale and purchase agreement, special discount of up to 2% for government servants, Buyer-Get-Buyer Scheme, 100% subsidy for stamp duty fee on Memorandum of Transfer and registration fee (open lot unit only) and free one year ASTRO Value Pack Package. Terms and conditions apply.

TAHPS GROUP



TAHPS Group Bhd group CEO Eugene Khoo

“As we are now in the digital age and with more people owning smartphones, organising a virtual expo is a move in the right direction, especially if we want to capture the younger crowd.

Digital technology has significantly changed the way we do business and operate. In the property market, we see more and more people using their smartphones to search for their dream homes without the need to visit a sales gallery.

As a property developer, we have to adapt to the changing market environment — we recognise the importance of digital marketing as the way forward. It will help us reach

our target market more efficiently. Therefore, it is timely that TheEdgeProperty.com is organising this virtual property expo.”

Project showcased at VPEX 2017

- **Epic Residence, Bandar Bukit Puchong, Puchong** — a 21-storey serviced apartment with a contemporary design, lush landscaping and a myriad of lifestyle facilities to appeal to the discerning tastes of homebuyers. Built on 2.3 acres of prime freehold land, this exclusive and low-density residence of only 300 units spread across two blocks, and is meticulously designed with convenience and vibrance in mind.



**Ireka Group chief operating officer
Raymond Chin**

“VPEX 2017 is an excellent platform in this digital-inspired environment to market companies' products and to reach out to a wider audience or customers.

This is the beginning of the Fourth Industrial Revolution — the ICT-fuelled digital economy, which will fundamentally change the way we live, work and relate to one another.

Malaysia's digital economy currently ranks 31 in the Network Readiness Index and approximately two-thirds of the population are online. On top of this, the uptake of mobile broadband has reached almost 60%, which accords us great business opportunities.”

Project showcased at VPEX 2017

- **The RuMa Hotel & Residences, Kuala Lumpur** — a 1-acre RuMa development situated in the most sought-after location of Jalan Kia Peng, where residents could experience a cosmopolitan living at the heart of KL city centre.

Special promotion: The developer is offering a 20:80 scheme where buyers could pay 20% down payment to lock down their unit and pay the remaining 80% upon completion.

LIVE ON

The Edge Property Malaysia Facebook!

Malaysia 
Virtual Property Expo 2017
 TheEdgeProperty.com

Hear it from property CEOs, industry experts and lifestyle personalities

Saturday, July 22

- **Tips on keeping your open wardrobe neat**
Shalma Ainaa, TV host and fashion entrepreneur
- **New development areas are making waves. Should you jump on the bandwagon?**
Aisyah Che Mahzan, research manager of TheEdgeProperty.com
- **Build a home in THREE DAYS!**
John-son Oei, co-founder and CEO of EPIC Collective
- **What to do with 20 stalks of roses?**
Eunice Teo, founder of Amtrol Flower Designing (Tune in to win floral arrangement lessons worth RM2,280)
- **Step-by-step legal process in buying property**
Chris Tan, managing partner of Chur Associates
- **Take it from the top**
 - Chat with Datuk Ho Hon Sang, CEO and executive director of Mah Sing Group Bhd
 - Chat with Edward Chong, managing director of IJM Land Bhd
- **"Join" celebrity Amber Chia in her heavenly home**
Amber Chia, international model and principal of Amber Chia Academy

Sunday, July 23

- **Can property developers be more innovative in their CSR fulfilment?**
Kal Joffres, co-founder and CEO of Tandemic
- **Take it from the top**
Chat with Lok Ngai Hey, property division chief operating officer of Malaysian Resources Corp Bhd
- **Touring Colony co-working space with Timothy Tiah**
Timothy Tiah, executive director of Colony Space Asia
- **What it takes to set up and grow luxury travel website The Luxe Nomad**
Stephanie Chai, founder of The Luxe Nomad
- **Common myths about communal living: What's legal, what's not!**
Chris Tan, managing partner of Chur Associates
- **Going green — hear it from the Green Man himself!**
Matthias Gelber, environmental activist
- **Ready to create your own furniture?**
Hani Ali, creator of Lain Furniture
- **Feng Shui for homebuyers**
Datuk Joey Yap, founder of the Mastery Academy of Chinese Metaphysics

Happening from
3pm - 5pm
on July 22 & 23

VPEX 2017
FB Live special programmes

In conjunction with the first Malaysia Virtual Property Expo organised by TheEdgeProperty.com, there will be a varied line-up including interviews and talks by different personalities such as the CEOs of property companies, industry experts and lifestyle personalities.

To be streamed via Facebook Live on TheEdgeProperty.com Malaysia FB page, the approximately two-hour FB Live videos will run on the afternoons of July 22 and 23 (Saturday and Sunday) from 3pm to 5pm.

Property trends and insight

TheEdgeProperty.com research manager Aisyah Che Mahzan will give a presentation on current property market trends and new development areas.

Chur Associates managing partner Chris Tan will be on hand on both days to provide tips for new homebuyers and debunk some myths on communal living.

There will also be interviews with the top management of property companies such as Mah Sing Group Bhd CEO and executive director Datuk Ho Hon Sang, IJM Land managing director Edward Chong and Malaysian Resources Corp Bhd property division chief operating officer Lok Ngai Hey.

Home and lifestyle

We will visit the house of international model Amber Chia while international speaker and avid environmentalist Matthias Gelber will showcase his new tiny green home.

TV host and fashion entrepreneur Shalma Ainaa will show us how to keep an open wardrobe looking like a boutique. Creator of Lain Furniture Hani Ali will tell us a bit about making our own bespoke wood furniture.

Also check out the segment by Amtrol Flower Designing founder Eunice Teo, a name we will be hearing more of in the near future, as she will demonstrate quick decor ideas that can be done with just 20 stalks of roses.

For those into Feng Shui, Chinese metaphysics consultant Datuk Joey Yap will provide some pointers for homebuyers and property investors.

Corporate social responsibility

We can certainly learn a thing or two about giving back to society from EPIC Homes co-founder and CEO John-son Oei as well as Tandemic co-founder and CEO Kal Joffres.

Entrepreneurship

Executive director of Colony Space Asia Timothy Tiah, who is also a popular blogger and co-founder of Netccentric Ltd, will take us on a tour of the unique Colony co-working space.

And former TV personality and The Luxe Nomad founder Stephanie Chai will share with us her journey in developing a leading luxury villa-booking portal.

So stay tuned to TheEdgeProperty FB page and do not miss the show!

Meet the property CEOs, industry experts + lifestyle personalities

Property trends + insight

Aisyah Che Mahzan
TheEdgeProperty.com
research manager



TheEdgeProperty.com research manager Aisyah Che Mahzan has often noticed that homebuyers do not only look for a property to call their home but also want the property to be a good investment as well.

"The questions they will often ask are which area and what factors to look at when they want to invest in a property. They want a property that can gain value in the future," she says.

These questions are especially vital as more townships are being introduced in new areas where future growth potential could be uncertain although they offer property products and development features that are very attractive to homebuyers. During a Facebook Live stream in conjunction with VPEX 2017, Aisyah will give a presentation that she hopes will provide property investors and homebuyers an idea of what to look for when it comes to buying a property in a new township.

"By focusing on some of these new areas, we will give some ideas and options to consider for their property investments," she says.

Aisyah will also share some insights into the potential growth prospects of selected new townships. Her presentation will be based on data collated by the National Property Information Centre and TheEdgeProperty.com.

Topic:
New development areas are making waves. Should you jump on the bandwagon?

Date:
July 22



Edward Chong
IJM Land Bhd
managing director



Lok Ngai Hey
Malaysian Resources Corp Bhd (MRCB) property division
chief operating officer



Ho Hon Sang
Mah Sing Group Bhd CEO
and executive director

TheEdgeProperty.com will be speaking to three top leaders in the industry, namely Mah Sing Group Bhd CEO and executive director Datuk Ho Hon Sang, IJM Land Bhd managing director Edward Chong and Malaysian Resources Corp Bhd (MRCB) property division chief operating officer Lok Ngai Hey in three separate interviews during VPEX 2017 Facebook Live stream.

Mah Sing's Ho will share a few tips for millennials and first-time homebuyers when buying their first property as well as the future direction of Mah Sing, which has recently introduced its new logo, vision and tagline.

Chong will give his views on the Malaysian property market and why IJM Land's focus on the local market is very important for the developer.

Lok will share about how MRCB differentiates itself in the industry and what makes its latest project 9 Seputeh in Old Klang Road so special.

Topic:
Take it from the top

Date:
July 22: IJM and Mah Sing
July 23: MRCB

Home & Lifestyle

From being a music teacher to the first Southeast Asia-certified floral evaluator/judge of the American Institute of Floral Designers, Eunice Teo started her "flowery" journey 24 years ago with only RM40.

Today, the founder of Amtrol Flower Designing is one of the top names in the industry. She is also the winner of numerous international competitions in Hong Kong, Melbourne and Malaysia.

Teo's work is highly regarded by the industry and she is often invited to present workshops in various countries including Vietnam, Thailand, Indonesia, Singapore, the Philippines, Japan and Qatar.

Looking back on her achievements, Teo tells TheEdgeProperty.com that her secret lies in her passion for flower arrangements.

"Arranging flowers is not something difficult. It is a skill that's simple to pick up. You don't have to be talented or creative but you have to love flowers, and love to see how your ideas and arrangements can make them even more beautiful," says Teo.



Eunice Teo
Founder of Amtrol
Flower Designing

Topic:
What to do with 20 stalks of roses?

Date:
July 22

Tune in to win floral arrangement lessons worth RM2,280

Teo will be showing five arrangements that "everyone can do" using only 20 stalks of roses at TheEdgeProperty.com Malaysia Virtual Property Expo 2017 (VPEX 2017) Facebook Live.

Using the same 20 stalks of roses, she will demonstrate how you can use them in five creative ways.

"Roses are one of the most common flowers you can find at a reasonable price, but they could be used in myriad ways with just a few simple tricks," she shares.

See what those tricks are at TheEdgeProperty.com Facebook Live at VPEX 2017.

Datuk Joey Yap, the founder of the Mastery Academy of Chinese Metaphysics — the world's largest Feng Shui consulting firm, will be providing some tips for those interested in buying a property, be it for self-residence or for investment, in his talk during the Malaysia Virtual Property Expo 2017 Facebook Live stream.

Yap is the world's leading Chinese Metaphysics consultant and a best-selling author of more than 160 books which have sold over four million copies worldwide. He is also the chief consultant of the Joey Yap Consulting Group. His nearly two decades of professional consultancy include working with Microsoft Corp, Sime Darby Bhd, UEM Group Bhd, Prudential and Citibank. He has students in more than 30 countries.

In both good and bad times, Yap believes that understanding one's strengths and weaknesses based on an individual's BaZi could provide a clearer direction on the individual's future movements.

Interested to know what Yap will be sharing? Find out during the FB Live show on TheEdgeProperty.com FB page.



Datuk Joey Yap
Founder of Mastery
Academy of Chinese
Metaphysics

Topic:
Feng Shui and you

Date:
July 23



Home & Lifestyle



Hani Ali took the step to turn her interest and passion in wood furniture into a career as a furniture maker by setting up Lain Design, also known as Lain Furniture, in 2010. The furniture workshop specialises in designing and creating bespoke wood furniture.

Lain, which means unique or different in Malay, reflects Lain Design's specialty — the furniture uses the wood joinery technique, meaning no nails, to join pieces of wood together to make a piece of furniture.

Being a female carpenter certainly has its challenges, but Hani — who is a graduate from University of South Australia with a degree in industrial design majoring in furniture design — has proven her critics wrong. Due to the positive response to her work and the interest from the public, Lain

Design also offers woodwork classes for those interested in creating their wooden decorative pieces using the wood joinery technique.

In TheEdgeProperty.com Facebook Live in conjunction with the Malaysia Virtual Property Expo 2017, Hani will be opening up Lain Design's workshop so we can catch a glimpse of the place where she and her team turn pieces of wood into works of art and furniture.

"Many perceive carpentry to be a dying trade but I believe that eventually people will go back to basics and be attracted to the natural charm of real wood," she says.

"Wood joinery is a basic technique

Topic:
Ready to create your own furniture?

Date:
July 23

of furniture making. Although it is not often used today, more people are rediscovering the beauty of wood joinery furniture — it has become a trendy thing now," she adds.



Hani Ali
Founder of Lain Design



Shalma Ainaa
Co-founder of SHALS fashion brand

Having an open wardrobe (or for some, an open dressing room) could be a good alternative to a conventional wardrobe and may give a modern look to a conventional space.

For budding fashionistas, an open dressing room also allows them to show off their style picks and fashion collection.

However, managing an open ward-

robe could be a headache if you could not keep it neat and organised. To gain some pointers on how to organise an open wardrobe at home, TheEdgeProperty.com has invited Shalma Ainaa, the co-founder of SHALS fashion brand, to give us some expert advice.

In conjunction with VPEX 2017, the Astro Ria TV host for the "Motif Viral" TV show and now a fashion entrepreneur will be on Facebook Live on TheEdgeProperty.com FB page to show us how our walk-in wardrobes or open concept wardrobe space can look like a fashion boutique. The FB Live stream takes place at the SHALS boutique in Klang Valley.

"When you have an open closet, it creates a narrative to showcase our fashion taste straight away," she says.

The former host of hlive in Astro Awani started SHALS with her sister Shalmanisa back in 2011. The local fashion brand is known for its simple and elegant ready-to-wear clothes, handbags and accessories.

Topic:
Tips on keeping your wardrobe neat

Date:
July 22



Amber Chia
Founder of Amber Chia Academy

International model Amber Chia is well-known among Malaysians, having risen to fame when she won the Guess Watches Timeless Beauty International Model Search 2004. Born in Teluk Intan, Perak but raised in Tawau, Sabah, Chia's life now revolves around the day-to-day running of Amber Chia Academy, a beauty and

modelling agency that she founded in 2010, as well as taking care of her seven-year-old son Ashton.

For the Malaysia Virtual Property Expo 2017 Facebook Live showcase, the world-renowned model will be opening up her home to us!

Chia has lived in her current landed home in Kuala Lumpur for about nine years. To her, an easily accessible location is very important as her job requires her to travel to all parts of the city, if not the country.

"Before this, I was living in a condominium nearby for almost 10 years. I needed a bigger home to house more people as in the near future, I would like to bring my parents [from Tawau] to live with me. Besides, a landed home offers more privacy," she tells TheEdgeProperty.com.

Chia will be showing us around her home while explaining its design. She will even share some of her property investment experience!

Topic:
'Join' celebrity Amber Chia in her heavenly home

Date:
July 22

Entrepreneurship



Former model and TV personality Stephanie Chai is the founder of The Luxe Nomad, a luxury villa-booking portal that currently has some 1,800 property listings worldwide.

In conjunction with VPEX 2017, Chai will share with us what prompted her to embark on the path of entrepreneurship and the challenges she faced.

"I got this idea from a friend who owed me a business proposal because he stole my business idea. He threw me this idea and I decided in five minutes that I wanted to do this. My grandfather and father were both entrepreneurs, so I always knew that this was what I wanted to do," says Chai who is a finance and international business graduate from the University of Auckland. She was born in New Zealand and had spent her childhood in Sarawak.

She came out with her own capital of S\$60,000 (RM188,000) to start her company, and the rest is history. The company also ventured into property management last year, managing villas in Bali.

Chai will also share some tips for those who want to start their own business. One of them, she offers, is to always "under promise and over deliver".



Stephanie Chai
Founder of The Luxe Nomad

Topic:

What it takes to set up and grow luxury travel website The Luxe Nomad

Date:
July 23



Timothy Tiah
Executive director of Colony Space Asia

Imagine a day where going to work is actually fun. Well, executive director of Colony Space Asia Timothy Tiah has embarked on a journey to make that a reality with a new co-working or shared workspace called Colony.

Many would know Tiah as the former chief operating officer of digital media company Netcentric Ltd that he co-founded in 2006, before taking a step back from active management last year. He is also a popular blogger who blogs about his family, personal interests and life in general.

Topic:

Touring Colony co-working space with Timothy Tiah

Date:
July 23

He had kept his new venture under wraps until now. TheEdgeProperty.com first spoke to Tiah about his new venture and received a preview of the first Colony known as Colony @ KLCC, which is located at Jalan Kia Peng. The space will be officially launched on July 27.

If you are keen to see for yourself what this office space looks like, tune in to TheEdgeProperty.com's Facebook page this weekend for a tour by the man himself who will share with us the inspiration behind the design of this co-working space and what makes it special.

Legal



Chris Tan
Managing partner of Chur Associates

A lawyer, author and keen observer of the real estate industry locally and abroad, Chris Tan is also a sought-after speaker on property matters especially on their legal aspects.

He is the founder and managing partner of Chur Associates, a legal service provider that delivers friendly solutions for its clients on a niche positioning from corporate advisory in "Legal Department Outsourcing" to "Everything Real Estate" serving the entire value chain.

Calling himself a maverick lawyer, Tan — who possesses in-depth knowledge in law, property investment, estate planning, tax and entrepreneurship — will be sharing two interesting topics at the Malaysia Virtual Property Expo 2017 organised by TheEdgeProperty.com.

The first topic will cover the legal process involved in buying a property. He will be sharing about the laws involved while helping buyers understand the concept, fundamentals and process of buying a property.

The second session will be on the common questions that residents often have when it comes to communal or strata living. Many people do not understand the concept of strata property and living although strata living is a popular way of life in the country. This is causing a lot of misconceptions in the market, says Tan. Hence, he will be busting five common myths about the strata living community and enlighten the audience with the right information.

Log on to TheEdgeProperty.com's Facebook page for Tan's sessions. You can also send in questions related to the topics during his sessions.

Topic:

1. Step-by-step legal process in buying property
Date: July 22

Topic:

2. Common myths about communal living: What's legal, what's not!
Date: July 23



Corporate social responsibility



Matthias Gelber
Environmental activist

Matthias Gelber is an environmental activist who hails from Burbach-Lippe, a small German village 120km north of Frankfurt. He is also an international speaker focused on topics related to green living. In 2008, he was voted as "Greenest Person on Planet Earth" in an online competition by 3rdWhale in Canada.

He is a strong advocate of inexpensive green living. "People think that green living is costly, that they would have to sacrifice comfort and pay a premium to do so. That is also why I came up with the Tiny Home, an off-grid, zero-waste, carbon-neutral and water-efficient home," says Gelber. He wants to change the perception that even in places like Malaysia where the weather is humid and hot, we can live comfortably in a tiny eco-friendly home.

The Virtual Property Expo 2017 Facebook Live will feature the tiny home measuring only 2.5m by 4.5m, or 120 sq ft — the size of a standard parking lot. The experimental home was completed early this year after several months of experimenting with different materials.

Gelber is currently working on phase 2 of the project, in which he wants to enable the house to be transported easily using a trailer. "I hope to be able to bring this tiny home to educational institutions all around the world to educate the younger generation about living green."

Topic:
Going green — hear it from the Green Man himself

Date:
July 23

Hailing from Canada, Kal Joffres, the co-founder and CEO of Kuala Lumpur-based social innovation firm Tandemic, is a serial entrepreneur and social innovator who focuses on leveraging technology to solve social challenges ranging from strengthening secondary education to collecting social impact data and even preventing diabetes.

He is also the technology developer of Do Something Good, an online volunteering platform that marries non-governmental organisations with volunteers and corporations. Another of his initiative is the Makeweekend workshops, which give youths the chance to come up with solutions to solve specific problems.

During the Facebook Live session on TheEdgeProperty.com FB page to be held in conjunction with VPEX 2017, Joffres will share how Malaysian property developers can be more innovative in upholding their corporate social responsibility (CSR).

"There are different levels of CSR. Making contributions or donations and visiting orphanages are what we call corporate philanthropy — the basic-level CSR.

"Another level is shared value. This level is to create value for the community and yourself. Ultimately, investing in CSR should be something that generates value to the organisation itself and the community," he notes.

Joffres points out that one of the interesting areas that property developers can explore is to build a rich, authentic and empowered community.

"Anyone can build a building but not everyone can build a sense of belonging, which in the end is what people are paying for," he says.

Joffres will also provide pointers to small and medium-sized enterprises and the man on the street on how they each can play a part in doing social good.

Hop on to TheEdgeProperty.com FB page this weekend to find out more about Joffres' social entrepreneurial journey and how you can make an impact in your community.



Kal Joffres
Co-founder and CEO of Tandemic

Topic:
Can property developers be more innovative in their CSR fulfilment?

Date:
July 23

Ever thought of building a house in just three days? Well, John-son Oei of EPIC (Extraordinary People Impacting Community) Homes will tell you that it is, in fact, doable. Oei is the co-founder and CEO of EPIC Collective, a social enterprise that helps build homes for the Orang Asli or indigenous people of Malaysia. EPIC Homes is one of the initiatives under this start-up.

The mass communications and media management graduate founded EPIC Homes back in 2010. According to Oei, it all started from a conversation over dinner on how one can provide a platform for people to serve.

"What began as a toilet-building and house-painting project soon led us to an Orang Asli village where we realised that our skills for building toilets and painting houses were not really relevant to them," he tells TheEdgeProperty.com.

Oei found that the Orang Asli did not trust city folks, and that was when EPIC Homes was created to kill two birds with one stone — one was to build homes and the other to bridge the rural and urban divide by building relationships with the Orang Asli.

In his Facebook Live video for Malaysia Virtual Property Expo 2017, to be streamed on TheEdgeProperty.com FB page, Oei will share the experience of building homes for the Orang Asli and how you can help build a home in just three days.

Topic:
Build a home in three days!

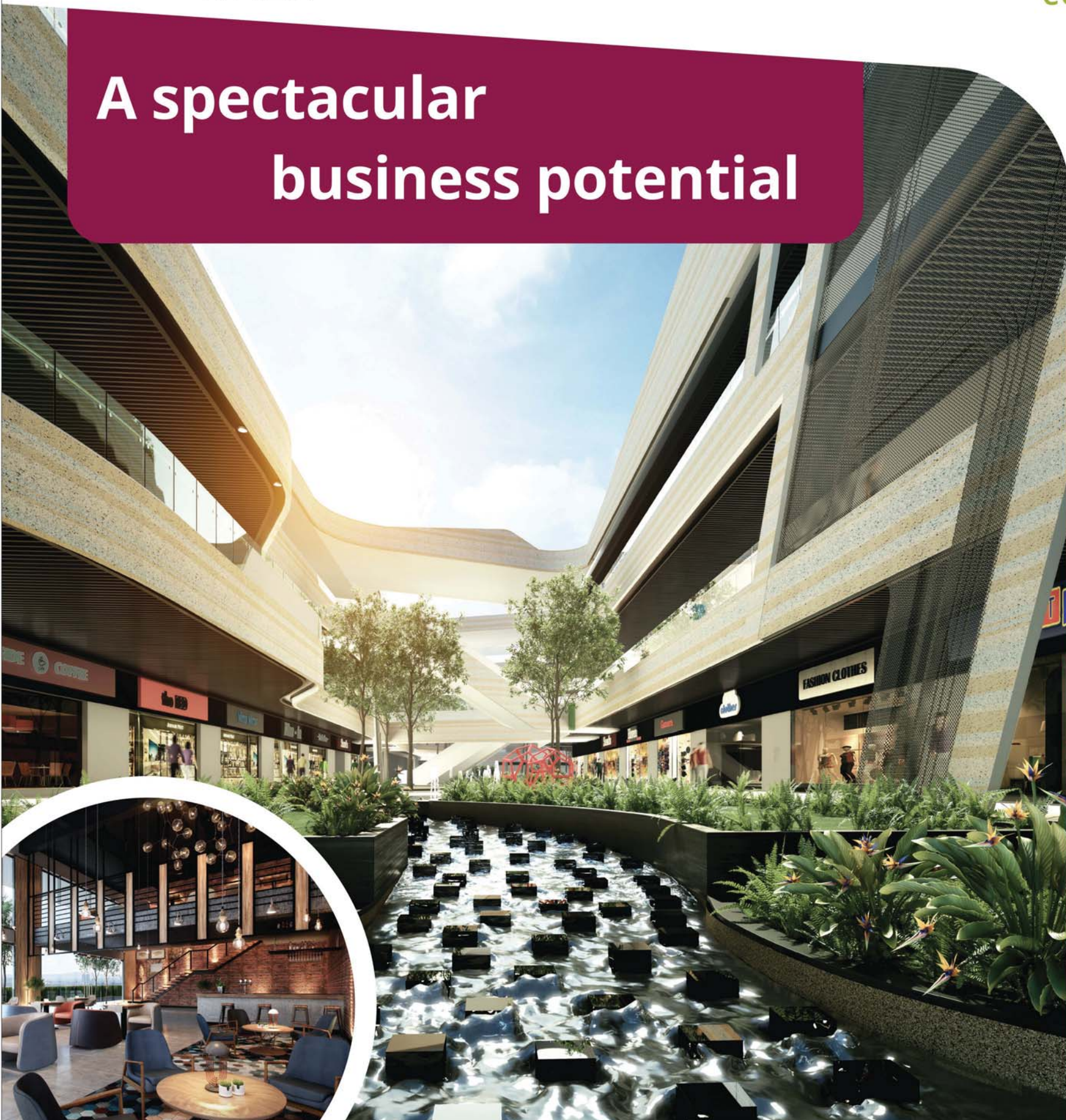
Date:
July 22



John-son Oei
Co-founder and CEO of EPIC Collective



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