

# theSDBcircle

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Introducing

**HIAUAN**  
ON CAVENAGH

by

**sdb** asia pte ltd

## Live

Where Inspiration Finds You  
In 41 Luxury Apartments



## LUXURY TAKES FORM IN A GREEN HAVEN

Another potential winner by SDB is soon to take shape in Singapore. **Hijauan On Cavenagh**, a low-rise luxury apartment block with only 41 units and located in a coveted green lung just a stone's throw away from the Lion City's premier shopping area, Orchard Road.

**Hijauan On Cavenagh** sits adjacent to 25,000 square feet of greenery, just across Cavenagh Road from the Istana, the official residence of the President of Singapore as well as the offices of the President and Prime Minister.

This latest project by SDB Asia has been opened for preview at our Sales Gallery on Jalan Ampang, Kuala Lumpur, since early September. A show unit of the project is currently open for viewing at SDB's Sales Gallery on Clemenceau Avenue North in Singapore.

Back in Malaysia, we have just received another few pats on the back – chiefly on the success of our 20trees development in Taman Melawati, Kuala Lumpur. In May, the project received the "Highly Commended" award in the "Best Development (Multiple Units) Malaysia" category at the Asia Pacific Property Awards 2011 in Shanghai.

The 20trees project also received the "Silver Award" in the "Multiple Residential Low Rise" category at the PAM Awards 2011 in July, a bi-annual award by the Malaysian Institute of Architects.

On the cards is, what we dare say, yet another project that will take your breath away – our very first beachfront development, which is also our first in Penang – **By The Sea in Batu Ferringhi**. Turn to page 3 to find out more about the latest project by SDB or visit [www.sdb.com.my](http://www.sdb.com.my) for your invite to an exclusive preview.

Warm regards,

*Ms Teh Lip Kim*

Managing Director



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## Asia Pacific Property Awards, 20 trees

20trees received the Highly Commended Award for the Best Development Category.

The Asia Pacific Property Awards are open to residential and commercial property professionals from any business based in or working within the Asia Pacific region.

The SDB team attended the property summit and the awards presentation gala dinner which was held in Shanghai, in May 2011.



## PAM Awards, 20 trees

20trees was awarded the Silver Award under the Multiple Residential Low Rise Category for its unique architectural design.

The PAM Awards is held bi-annually and is the premier award for architecture in Malaysia where it recognizes the contribution made by architects in terms of design quality and built environment.



20trees  
luxury homes in melawati



INTRODUCING

# HIJAUAN ON CAVENAGH

Hijauan on Cavenagh features 41 low-rise luxury apartments, standing in a coveted green lung beside the Istana, a mere 5 minutes from Orchard Road. The development recalls a more genteel time, when life was not about living with excesses but about living gracefully.



How do you escape the hustle and bustle of city living? Where can you go to recharge your mind and body? What can you do to make time stand still?

In a coveted green lung just minutes off Orchard Road, on a scenic, tree-lined passageway beside the Istana lies your answer.

*Hijauan on Cavenagh.* 41 low-rise luxury apartments passionately crafted to a quality that recalls a more genteel time, when life was not about living with excesses but about living gracefully. Another extraordinary living experience brought to you by SDB.

At *Hijauan on Cavenagh*, the elegant simplicity of its architecture heightens its sense of grace and tranquility. From the outside, standing a mere 6 storeys tall, its presence is discreet, restrained.. understated even. At the entrance to every apartment, a truly unique handcrafted copper door by renowned British artist, David Hiscock, adds a further sense of distinction. Inside, the interior styling is distinctively contemporary and the finishing absolutely uncompromising in its taste, detail and quality.

The sense of space and proportion is also palpable. From living rooms that extend seamlessly into the terrace and beyond, to the rarity of its private garden and its resort-like pool. To kitchens that invite participation and inspire conversation. And to bedrooms with walnut-laid timber floors and bathrooms that feel like luxury suites. Whichever you choose, everything feels just right and where they should be.



\* For more information, please call 1 800 888 732 or visit [www.sdb.com.my](http://www.sdb.com.my)

UPCOMING DEVELOPMENT

# by the sea

Batu Ferringhi, Penang

138 beachfront luxury suites on Batu Ferringhi, Penang, that evoke vivid memories of the quiet restfulness and carefree innocence of a life in rhythm with the sea.



*By The Sea* is located on a quiet stretch of Penang's famous 10km long Batu Ferringhi beach. Penang is without a doubt one of Asia's most popular travel destinations, with over 2.9 million\* tourists flying into the island's international airport annually. And Batu Ferringhi – its greatest attraction – is characterised by kilometres of sandy white beaches and swaying palm trees.

Along this famed stretch can be found numerous luxury class hotels, such as the world renowned Shangri-La Rasa Sayang Resort and Hard Rock Hotel Penang, alongside countless seafood restaurants, souvenir shops and local amenities. Georgetown – a UNESCO World Cultural Heritage site – with its riot of colours and sounds, is a short drive away and offers some of Malaysia and the world's best dining experiences.

A truly rare and unique beachfront development, *By The Sea* sits on approximately 4.7 acres of prime freehold land and offers an uninterrupted panoramic view of the Straits of Malacca and front-row seats to a most spectacular view of the sea.

The contemporary development evokes a sense of nostalgia with its low-rise architecture and landscape design set against a picture-postcard scenery. From the moment you enter the estate with its lush landscape and a picturesque rehabilitated river running through its heart, there is a sense of idyll and escape from the mundane and the everyday.

*\*2010 Tourism Malaysia*

**\* For more information, please call 1 800 888 732 or visit [www.sdb.com.my](http://www.sdb.com.my)**





# CSR Initiative With Special Needs Individuals

brought to you by

## SDB and Dignity & Services

INDIVIDUALS with learning disabilities have few opportunities, if at all, to make it on their own when they reach adulthood. Few companies are prepared to employ them and most of them lack the skills to start out on their own.

However, at Selangor Dredging Berhad (SDB), we believe we can make a difference. SDB has embarked on a Corporate Social Responsibility (CSR) programme that will offer such individuals the opportunity to acquire skills that will prepare them for a life on their own.

It is our hope that with these skills in hand, these individuals will one day be able to lead independent lives and to fend for themselves. We believe that with the ability to manage on their own they will gain dignity and self-confidence, and thus lead more fulfilling lives. But every project has to start somewhere and at SDB, we begin by setting up One-Two Juice Stall, a green smoothies bar that will be managed by individuals with learning disabilities, such as Down Syndrome and Autism.

The stall is SDB's big CSR initiative to support and assist such individuals to attain employment opportunities and earn their own income for independent living. These individuals are young adults in their early twenties, who need to fend for themselves with minimal help from their parents. Hence, with this project we provide them a channel for employment, as well as assist them in enhancing their learning abilities and improving their work & social skills.

Other than being a CSR project, this Juice Stall is also our way to promote healthy living i.e. to introduce the "Green Smoothie", which is a mixture of blended fruits with green leafy vegetables, without any added sugar or artificial flavouring.

Green Smoothies have more nutritional value than the average fruit juice smoothie, whereby they have more antioxidants, enzymes, phytochemicals, vitamins and minerals. Moreover, we are using the Vitamix Machine, a special blender which initiates a unique juicing process with minimal water dilution. Unlike juice from a juice extractor, the Vitamix machine is specially designed to pulverize the cell walls of fruits & vegetables, thereby releasing the juice yet retaining all the valuable essential nutrients and fibre. In other words, it break the whole food fibre into microscopic pieces that are easier to digest and absorbed by the body, hence delivering the maximum health benefits of the juice.

***"... the juice bar will also serve a smoothie that best suits your blood type – another way by SDB to promote a healthier lifestyle."***



BLOOD TYPE (+) & (-)	FRUITS TO AVOID
A	Banana, Mango, Papaya, Orange, Honeydew, Cantaloupe
B	Star Fruit, Persimmon
O	Orange, Honeydew, Cantaloupe
AB	Banana, Mango, Papaya, Orange, Honeydew, Cantaloupe, Guava

For more information on your blood type diet, you can checkout Dr. Peter D'Adamo's website at [www.dadamo.com](http://www.dadamo.com).

You can also find the complete list of the right foods for your blood type at <http://thenaturalhealthplace.com/BloodTypes.html>

This CSR initiative is launched with the cooperation of Dignity & Services (D&S), an advocacy group whose sole objective is to help people with learning disabilities to exercise their rights as equal citizens and learn to lead independent & meaningful lives.

The project will see a group of young people with special needs working together to manage the Juice Stall and gain economic empowerment and independence for their future. The project is funded by SDB and proceeds from the juice bar business will go to D&S.

featuring



### ABOUT DIGNITY & SERVICES (D&S)

**DIGNITY & SERVICES (D&S)** is an advocacy group whose main objective is to help people with learning disabilities exercise their rights as equal citizens and learn to lead independent and meaningful lives.

D&S achieves this by working closely with individuals, their families and the wider community like the media, educational institutions and government Ministries. The group works with teenagers and young adults to teach them basic living skills as a means to prepare them for a life on their own.

D&S has set up a home in Taman Tun Dr Ismail, Kuala Lumpur called **OPTIONS** for Supported Living, where the individuals gather every week for overnight stays, thus giving them a short break from their family homes. While at the home, they learn to perform various chores such as cleaning, grocery shopping, preparing meals and also learn basic baking skills. The individuals also participate in various activities and programmes to promote healthy living, like participating in mainstream sports, and expressing themselves through art, which they sell at public events.

Most of these individuals are still in education, or have recently left education and are therefore preparing themselves for employment opportunities. This project offers them a great opportunity to be economically independent and be able to enjoy a life like all of us.



The Rewarding Benefits of **GREEN SMOOTHIES** (60% Fresh Fruits mixed with 40% Green Leafy Vegetables) Over Your Average Fruit Juice

#### **An Instant Surge of Energy and Brain Focus**

Green Smoothies are a complete food & easy to digest. The incredible density of nutrients in a Green Smoothie will feed every cell in your body & mind. We don't get enough nutrition from eating the greens whole. So, the blended fibrous greens and nutrients are absorbed quickly and easily, whereas the fruit sugars are absorbed more slowly. Hence, you don't get that blood sugar rush you get from juicing.

#### **Healing Power**

Greens are the best food to naturally clean and heal your colon. It is also a good source of Phytochemicals, which are essential antioxidants to fight off free radicals and boost the body's immune system. They are always bitter in taste, yet taking them regularly may prevent cancer and heart disease. It is also a natural anti-aging source, which enhances your skin's natural glow.

#### **Enhances Weight Loss**

Green Smoothie is high in Protein. The cow gets her Protein from grass, a leafy green. Wouldn't it be simpler to get your Protein from leafy greens too, rather than eat the cow?

Protein triggers our gut to release more of the PYY hormone (PYY3-36) which reduces appetite and eliminates unnecessary food cravings. You will feel like you have a full stomach earlier and for a longer period of time. Moreover, with the essential Carbohydrates found in the fruits, Green Smoothie and other vegetable blends are nearly calorie-free.

Green Smoothie is so nutrient dense – has so much nutrition per bite of calorie – it gives your cells the food they are crying for. Hence, when your cells and your brain get what they need, your desire for junk food falls away one step at a time. Your body and mind thrives on the fresh fruit sugar and fibre from the Green Smoothie.

#### **Good Source of Essential Minerals**

A Chlorophyll molecule (found in the green in leaves) differs from the Human Blood molecule by only one atom. If you're anemic or tired, Green Smoothies will quickly raise your red blood cell count.

The core atom in Chlorophyll is Magnesium (in Human Blood, it's Iron). Cravings are often a sign of magnesium deficiency. Hence, Green Smoothies are the best food to end your addiction to cakes, cookies and chocolate.

Green Smoothies are also rich in alkaline minerals like Calcium. The High-Calcium Greens are the fibrous ones such as dandelion, kale and collard. Wherever there's a hard shell – as in teeth, bone, or tough-to-chew greens – you will find Calcium.

#### **Rich Protein Source**

The richest source of Protein for humans is Green Leaves. Leaf Protein is easy to digest, easily assimilated into the tissues, and has none of the harmful side effects of Flesh Protein. Green Smoothies contain all essential amino acids, and meets all your daily nutrient needs. It is also a good source of Omega-3 Unsaturated Fat. Green Leaves are the plant's food factory where it manufactures the fats it needs for every one of its cells.

## THE SDB CARD

The SDB Card is a personalized card that enables SDB homeowners to enjoy discounts and special rates at selected partner lifestyle merchants. In this issue of the SDB Circle, we introduce two new partner merchants, Tittot, a specialist in imported crystal glass sculptures and art pieces, and MedKlinn, a specialist in air sterilizers.

*Check your SDB Card pack for the location and details of the exclusive discounts offered by lifestyle merchants under this programme.*

tittot 

The glory of nature inspires the creation of every Tittot work of art. Behold the powerful emotions evoked in the rich details and iridescent colours of each masterpiece. An outstanding effect made possible only with meticulous craftsmanship, using the painstaking lost-wax casting technique, a feat that is unattainable by machinery.

Perhaps more importantly, Tittot has revived interest in Oriental crystal art, following a century of obscurity since the days of elegant snuff bottles of the Ching Dynasty. These objects of desire are now prized amongst avid collectors including national leaders, prominent figures and international celebrities.

Valued as a symbol of success and impeccable taste, Tittot has earned the rare honour of being the first Oriental crystal brand to be immortalised in a permanent display at the prestigious International Frankfurt Messe, sealing its status as an art form of substance.

*Tittot offers 10% discount storewide to all SDB homeowners.*



*For more information, please call the Tittot Showroom:*

- The Gardens (Mid Valley City) : +603 2282 1819
- Parkson Pavilion : +603 2141 9189



## OTHER PARTNER MERCHANTS

- Crown Relocations
- Goodrich
- Hotel Maya Kuala Lumpur
- Gudang Damansara & Gudang Studio
- Xtra Furniture
- Mediaplex
- Janine
- W. Atelier (Toto Sanitaryware)
- E2 Saver

\* For more information and enquiries, please call SDB Customer Services at +603.2171 2898.

## MedKlinn



### Cleaning more than just the air

At MedKlinn, our focus is to replicate Nature's purifying process through the power of technology. Driven by the latest Cerafusion™ Technology, the MedKlinn Asens Series of Air Sterilizers produce massive amounts of beneficial negative ions to clean the air and surfaces effectively. Negative ions will bind together with harmful germs and destroy their protective cell wall, causing them to rupture and die; tobacco smoke and odours will be oxidize into harmless by-products; airborne allergens and minute dust particles will form into clusters and settle on the ground. Over time, the source of pollutants like carpets, curtains and other furnishings will be clean enough to become a fresh and healthy environment for you and your loved ones.

The MedKlinn Asens Series of Air Sterilizers are available in two options - the Asens/Asens Premium for indoor air sterilization and Asens Auto for automobiles.

The MedKlinn Asens Series of Air Sterilizers, protecting you and your loved ones with clean air.... anywhere ... anytime...

#### Outstanding Features

- Driven by the Cerafusion™ Technology, the latest in ion technology
- Generates MASSIVE amounts of beneficial negative ions
- Wide and effective cleaning and sterilizing range
- Scientifically tested to be effective in killing airborne and surface-bound bacteria and mould
- Minimal maintenance, with no air filters to wash or change
- Power consumption of less than 6 watts
- Designed for continuous 24-hour operation
- Quiet operation
- No soot formation
- Easy, convenient and portable
- Special Feature for Asens Premium: Turbo function provides wider, faster and more effective coverage up to 600 square feet



*MedKlinn International Sdn Bhd offers 15% discount on the Asens Series of Air Sterilizers.*

*For more information, please call MedKlinn International Sdn Bhd at +603.5567 0788, email: [info@medklinn.com](mailto:info@medklinn.com) or visit [www.medklinn.com](http://www.medklinn.com)*

## SDB BOOT CAMP @ SKYTREX

### Our challenging teambuilding event of the year

It was another one of those fun-filled and exciting times for some of the SDB staff when they took part in the year's most challenging teambuilding event in July. This time it was held at Skytrex Adventure at Taman Botani Negara (formerly known as Taman Pertanian Malaysia, Bukit Cerakah) in Shah Alam.

The course boasts 34 extreme challenges with some platforms reaching the height of 22 metres. Accurately named the "Extreme Challenge", it is a demanding experience for the adrenaline junkies and those who crave adventure. The SDB participants were elevated with mental and physical strength and stamina, as they successfully completed the "sky track" which involved an obstacle course high above ground level.

They owe it all to their passion, innovation and teamwork, all of which are the main core values of SDB.



## SDB – IN LINE TO BECOME A SIX SIGMA COMPANY



In our efforts to delight our customers even more, and relentlessly look for quality ways to improve our services to exceed their expectations, SDB has begun to adopt the Six Sigma concept and cultivate the culture amongst the management and staff of the organisation.

Six Sigma is a conceptual methodology that uses a set of quality management methods, and creates a special infrastructure of people within the organization who will adopt, control and improve business processes. Each Six Sigma project carried out within an organization follows a defined sequence of steps that seeks to improve the quality of process outputs by identifying and removing the causes of defects (errors) and minimizing variability in business processes and services. In concept, the goal of using Six Sigma is simply a way to measure and improve quality products and services with the end goal of near-total perfection.

SDB is currently undergoing various Six Sigma Green Belt projects which are expected to be completed by the end of the year.



## DINING THE MAYA WAY designed to enhance your culinary senses

hotel maya  
KUALA LUMPUR



Still Waters



Maya Brasserie



Ramah Tamah



Lobby Lounge

Dining at Hotel Maya is designed to enhance your culinary senses. You can experience a range of local and international cuisines at our specially formulated restaurants, in designer ambience.

For more information, please call +603 2711 8866 or log on to [www.hotelmaya.com.my](http://www.hotelmaya.com.my).

### Still Waters

*Still Waters* provides a contemporary dining experience with strong Japanese presence known as 'Sosaku' cuisine, which means creative cooking.

Exotic Japanese cuisine is fused with European and Asian flavours in over 50 dishes featured in this exciting, unorthodox and unique menu.

A combination set of dishes of Cantonese cuisine is also a speciality. Every set of tantalizing dishes is a unique and meticulously prepared "Work of Art", offering a kaleidoscope of various blends, tastes and textures.

Located on Level 1, lunch is served from 12.00 noon to 2.30pm, Mondays to Fridays, and dinner is served from 7.00pm to 10.30pm daily.

### Maya Brasserie

*Maya Brasserie* is an ideal place to sample the best of local and International favourites. The comfortable ambience is perfected with warm lighting and soothing instrumental music making an experience here an enjoyable one.

For an Authentic Malay Cuisine that will bring back memories of tasty traditional Malay cooking of yesteryears, whet your appetite with a varied selection of Malay delicacies specially prepared by Chef Pak Lah.

For Heavenly High Tea of delectable delights, feast on the flavours of a wide selection of salads, sushi, soups, breaded shrimp balls with BBQ sauce, Turkish minced lamb skewer with mint sauce, smoked salmon mini pizza and traditional favourites of chicken and beef satay with tangy peanut sauce. Taste our Johor Laksa and you will be definitely asking for more. Make a date with family and friends on weekends at the Maya Brasserie to try our new and improved High Tea selection.

Located on Level 1, *Maya Brasserie* is open 7 days a week, from 6.30am to 12.00 midnight.

### Ramah Tamah

*Ramah Tamah* is a bright, yet cheerful deli. It combines a welcoming and friendly atmosphere with an exquisitely simple menu. This restaurant is the ideal place for a calm, relaxing drink, complemented with a beautiful selection of cakes, savouries and sandwiches.

Located on Level 1, this cosy deli is open from 7.00am to 7.00pm daily (except Sundays and Public Holidays)

### The Lobby Lounge

Join us in the tranquil atmosphere of the *Lobby Lounge*. Relax and unwind with snacks, cocktails & mocktails, while being entertained from 8.30pm to 12.15am nightly by our vibrant entertainers.

Located on Level 2, the *Lobby Lounge* is open for hotel guests from 12.00 noon to 12.15 midnight.

### The Sky Lounge

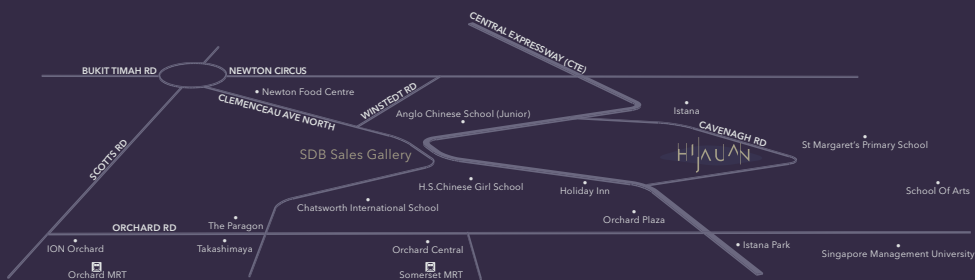
Exclusively for the comfort of guests staying at the hotel, welcome to an opulent wine and cigar lounge in an enclosed marble structure.

*The Sky Lounge* houses a library, a DVD collection, and adjoins a spacious balcony boasting a dramatic view of the Kuala Lumpur city's skyline.

As an added privilege for honoured in-house hotel guests, savour the delight of freshly brewed complimentary coffee and tea over some light snacks with *Nite-Cap @ Sky Lounge* daily from 9.00pm - 11.00pm.

Located at level 13, *The Sky Lounge* offers you a spectacular view of two of Kuala Lumpur's iconic landmarks, The Petronas Twin Towers and KL Tower. Just the right finishing touch at the end of a splendid day before turning in for the night.

Located on Level 13, *The Lounge* is open for hotel guests from 12.00 noon to 12.00 midnight.



HIJAU  
ON CAVENAGH

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