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Bernama

SDB unveils luxurious Hijauan in Singapore

By **Jasmine Chin**

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KUCHING: Selangor Dredging Bhd (SDB) continues to set the benchmark within the high-end property market in Singapore as its upcoming Hijauan on Cavenagh project aims to captivate the public with its stunning designs.

SDB, a Malaysian brand name that built its strong reputation as a mining company in the 1960s, diversified over the years and ventured into the property sector and started concentrating on property leasing and the hotel business in 2004. It had carved a niche for itself since, in the high-end development projects.

SDB managing director Teh Lip Kim told the Borneo Post that having successfully established itself in the Malaysian market as a boutique hotel, it aimed to venture into Singapore to capture the wider market of the region.

Hijauan being its fourth project in the region boasts a total gross development value of S\$95 million or an estimated RM235 million. It is located on District 9 of Singapore, just minutes

away from Orchard Road, Singapore's most famous shopping belt. This coupled with its exclusive locale that is located across the road from the Istana (Official Residence and working office for both the President and Prime Minister) makes it a valued investment for purchasers.

The six-storey residential block consisted of 41 units which stood on approxi-

mately 19,800 square feet (sq ft) with a plot ratio of 2.0 was uniquely inspired by a 1970's design. The architectural strategy adopted to pursue the project greatly reflected SDB's core values at creating a different atmosphere and environment for its residents.

"That is the underlying objective of our group. When we look at a piece of land,

we look at how we can create something different and unique that is able to provide a different and yet soothing feeling for our residents. If there isn't a demand in that, then we do not buy the piece of land," stated Teh.

And different it was. The name 'Hijauan' mirrored the kind of lifestyle that SDB wanted its residents to feel; serenity. Its adjacent position

by the 25,000 sq ft of lush state land made it stand within the green lung of the city centre, she added.

All 41 units were passionately crafted to provide a graceful environment to its residences and no minute details were spared in drawing out the Hijauan. Colour schemes and a continuous floor board plan were all carefully coordinated to give a sense of a large space for its residents.

According to SDB corporate affairs manager Yeoh Guan Jin, "The project which is scheduled for completion in September 2015 consists of five garden units that encapsulate an estimated 1,000 sq ft, 28 typical units that range from 527 sq ft to 1,249 sq ft and eight penthouses which range from 463 sq ft to 1,884 sq ft. Prices range from S\$2,300 per sq ft to S\$2,500 per sq ft.

What made the project stood out were its freehold tenure as well as the fact that living in Hijauan did not resemble a bustling lifestyle considering it was located within one kilometre radius of the shopping district.

EXCLUSIVE LOCALE: Yeoh says the Hijauan project is scheduled for completion in September 2015.



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billion worth of investments between January and July, surpassing RM6.08 billion, its full year investments last year.

Its chief executive Datuk Redza Rafiq said this year's investments showed significant participation from foreigners, especially from Europe and the US, as compared to last year.

"Of the RM6.89 billion investments, 86 per cent were from foreigners, while

Redza said he saw a positive uptrend investment for the remaining months this year from the recent deals sealed with three foreign companies and a domestic company, as well as the positive economic outlook.

Last year, NCER's investments soared to RM6.08 billion compared with RM1.4 billion in 2009 and 2008, with 56 per cent foreigners' participation and 44 per cent local investors.

Malaysia and one of them by year-end.

"The companies will invest under our multi-sector transportation-based engineering cluster, along with other foreign companies like Peugeot and Hyundai," he said.

Redza however declined to comment further on the companies' backgrounds, saying that further announcement would be made soon. — Bernama

KUALA LUMPUR: Panasonic Malaysia Sdn Bhd (Panasonic Malaysia) is aiming for 80 per cent of its total sales by March 2013 to come from a wide range of eco products which are also energy efficient and eco-friendly.

Managing director, Jeff Lee said Panasonic Malaysia had projected sales revenue of RM2 billion for the year ending March 2012, of which, 60 per cent will be contributed by eco products.

"Panasonic Malaysia, will accelerate eco activities with the government and other key players in the private sector," he added.

Lee said speaking at the International Greentech and Eco Products Exhibition and Conference Malaysia (IGEM) 2011 here where Panasonic was one of the participating companies.

It was also one of the largest exhibitors at the exhibi-

Panasonic Malaysia, will accelerate eco activities with the government and other key players in the private sector.

Jeff Lee, Panasonic Malaysia managing director

tion with an investment of RM1.8 million.

Meanwhile, the associate director of Panasonic Corporation Japan, Masaru Maruo said there were plans to develop three more eco ideas factories in the Asia Pacific by 2013.

In Malaysia, Panasonic has a manufacturing facility in Shah Alam which produces eco-products for air conditioners and LCD television sets.

Panasonic also produces washing machines and refrigerators with eco-friendly features at its manufacturing facility in Thailand.

"Within the Asia Pacific

region, we have also set targets to develop new comprehensive energy and environmental solution business," Masaru said.

He said Panasonic was also moving into Electric Vehicles to propel the green automobile industry.

At the IGEM yesterday and for the first time in Malaysia, Panasonic showcased the Tesla Roadster, an Electric Vehicle, using the Panasonic Lithium Ion Battery and charging technology.

The cost of the car is HK\$1.5 million. (HK\$1=RM0.383).

The IGEM 2011 is open to the public from Sept 9 to 10. — Bernama

'Hijauan is an ideal asset for home-owners'

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Additionally, considering the strategic position that put Hijauan in the heart of the city centre made it an ideal asset. As demand was always there, high demand for rental by expatriates warranted excellent rental yields for home-owners.

Going forward, when asked on the challenges facing the group as it ventured into the property segment in Singapore, Teh was quick to note that Singapore was an investor-friendly area. The toughest competition arising in this particular country would undoubtedly be in land acquisitions.

"Land in Singapore is very limited. Hence, that will be our challenge for now. As for the rest, the market has always been pretty good in the high end section," noted Teh.

With regards to the economic uncertainties in the West and how it would affect SDB's operation in the Asian region, Teh highlighted that given the company's position at this juncture, it was dur-



ALL INCLUSIVE: No minute details are spared in making the units a unique experience for its residents. Colour schemes and continuous floor board are part of the careful co-ordination.

ing these uncertain periods where strong companies did well and weathered the storm.

"People are generally keener to sell their land at cheaper prices during these volatile times and for us, it works well. What is happening in Malaysia is that property prices are relatively cheap compared with other South East Asian countries and taking into account the volatility

and the mass rapid transit project coming on stream, we are able to push our demand forward."

"As for Singapore, given that it is a financial hub and the second Hong Kong, we feel that demand has been very consistent. In fact in Singapore, each time we launch our project, it has always been during volatile periods and in those times, we've always had 90 per cent sales," said Teh.

Malaysia-Netherlands has strong eco

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The Netherlands also has Netherlands Internet Exchange (NL-ix) hub, one of the world's largest public Internet exchanges with over 270 members and coverage in more than 30 data centres.

NL-ix provided a high-grade platform and solutions to exchange and transport traffic including Peering, Community specific services, capacity and Band Market service access

and service distribution.

A recent survey by Akamai showed the Netherlands had the fastest Internet connection in Europe.

"Basis Bay's reason for the selection of The Netherlands is its human capital.

"The country has a skilled, multi-lingual workforce, which the IT solutions provider can tap on.

"This makes for improved cross-sharing of knowledge, a world-class workforce and other 'soft skills' advantages," Seah said.

Soer said about 100 Dutch companies had offices or were represented in Malaysia and among them were TNT, ING, Shell, Philipps, Akzo Nobel and KLM.

There are 1,400 Dutch living in Malaysia and about 100,000 Dutch tourists visit Malaysia annually.

Beltman said Malaysia and The Netherlands had strong economic relations with the latter being Malaysia's 13th largest trading partner last year.

He said Malaysia's ex-