

Tale of new townships

Despite stiff competition, developers are forging ahead with their ambitious development plans in Iskandar Malaysia. 12 - 13



INSIDE THIS ISSUE

NEXT FRONTIER

INDUSTRIAL REAL ESTATE

New eco-industrial tech parks in Iskandar Malaysia are attracting Johor and Singapore investors.

03

ISKANDAR TIPS

10 REASONS TO BUY HERE

The emerging 'propenomics' of Iskandar Malaysia points to the potential for investment gain in this region.

10-11

NEW THRILLS

INTO I-CITY

A host of new attractions will enhance the 72-acre development.

04 - 05

Tale of new townships

Despite concerns of an oversupply of properties flooding Iskandar Malaysia, developers remain optimistic in bringing to fruition their sustainable, groundbreaking plans for upcoming township developments that will change the skyline.

Designer Block

By **YVONNE TAN**
yvonne@starproperty.com.my

ESTATE cooling measures introduced in Budget 2014, an overall cautious sentiment characterising the property market, a higher cost of construction (LTV) rates and increased interest rates – a low-growth developer-led market has stream ahead with ambitious plans that can be described as game-changing, with the propensity to alter the way we define lifestyle and how we view addresses of the future in Johor's latest design towns at Iskandar Malaysia.

The latest optimism displayed comes to design imaginations about elevated cost-to-property market. Despite uncertainties, the direction of the plans being unveiled in this region seems to point to an broader ability of the property market to sustain the upward momentum of planned developments being launched in Iskandar Malaysia.

Mega developments are already taking shape as seen in the example of Country Garden Guangxi Bay by Country Garden Holdings Ltd will see the completion of the developer's integrated mega project comprising residential and commercial components targeting the completion of around 5000 luxury serviced apartments in Iskandar Malaysia by 2018.

UMiAM Global chief executive officer Charles Chia Lu Wang believes that in the current situation, "water will find its own level and the numbers will rise in line with the demand" even as a slew of local and Chinese developers flood ahead with their offerings in Johor's latest design towns.

While we do not expect an overall recovery in largely seen to, to design foreign purchasers, resulting in concerns over the longer term sustainability of Iskandar Malaysia. With the onset of the number of units launched by the Chinese developers in Iskandar Malaysia, there is definitely an oversupply. However, we believe that the market competitor will also endeavour to tailor their products to suit the purchasers' interests," Chia observed.

"Iskandar Malaysia has provided itself as a focused destination for the investors and foreigners due to its strategic location which is similar to the Shenzhen-Hong Kong model. I strongly believe that the migration of population to the transformed Iskandar Malaysia will sustain demand and provide a strong multiplier effect" he added.

"We have a good interest. I am optimistic that with our advantage, we are poised to be a top player here," he pointed out, citing its first flagship township Iskandar Seri Alam, which developed in 1996. The thriving township is now known as the "City of Knowledge," given the numerous educational institutions attracting students and academics there.

"Our other award-winning landmark Seri Alam development is joining which completed in 2003 has been named a model township for smart and healthy living. Having just launched Seri Alam 2, its Pair Coating township in Johor, he said the



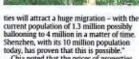
ESTATE cooling measures introduced in Budget 2014, an overall cautious sentiment characterising the property market, a higher cost of construction (LTV) rates and increased interest rates – a low-growth developer-led market has stream ahead with ambitious plans that can be described as game-changing, with the propensity to alter the way we define lifestyle and how we view addresses of the future in Johor's latest design towns at Iskandar Malaysia.



The latest optimism displayed comes to design imaginations about elevated cost-to-property market. Despite uncertainties, the direction of the plans being unveiled in this region seems to point to an broader ability of the property market to sustain the upward momentum of planned developments being launched in Iskandar Malaysia.



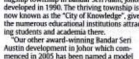
Mega developments are already taking shape as seen in the example of Country Garden Guangxi Bay by Country Garden Holdings Ltd will see the completion of the developer's integrated mega project comprising residential and commercial components targeting the completion of around 5000 luxury serviced apartments in Iskandar Malaysia by 2018.



UMiAM Global chief executive officer Charles Chia Lu Wang believes that in the current situation, "water will find its own level and the numbers will rise in line with the demand" even as a slew of local and Chinese developers flood ahead with their offerings in Johor's latest design towns.



While we do not expect an overall recovery in largely seen to, to design foreign purchasers, resulting in concerns over the longer term sustainability of Iskandar Malaysia. With the onset of the number of units launched by the Chinese developers in Iskandar Malaysia, there is definitely an oversupply. However, we believe that the market competitor will also endeavour to tailor their products to suit the purchasers' interests," Chia observed.



"Iskandar Malaysia has provided itself as a focused destination for the investors and foreigners due to its strategic location which is similar to the Shenzhen-Hong Kong model. I strongly believe that the migration of population to the transformed Iskandar Malaysia will sustain demand and provide a strong multiplier effect" he added.



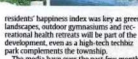
ESTATE cooling measures introduced in Budget 2014, an overall cautious sentiment characterising the property market, a higher cost of construction (LTV) rates and increased interest rates – a low-growth developer-led market has stream ahead with ambitious plans that can be described as game-changing, with the propensity to alter the way we define lifestyle and how we view addresses of the future in Johor's latest design towns at Iskandar Malaysia.



The latest optimism displayed comes to design imaginations about elevated cost-to-property market. Despite uncertainties, the direction of the plans being unveiled in this region seems to point to an broader ability of the property market to sustain the upward momentum of planned developments being launched in Iskandar Malaysia.



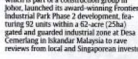
Mega developments are already taking shape as seen in the example of Country Garden Guangxi Bay by Country Garden Holdings Ltd will see the completion of the developer's integrated mega project comprising residential and commercial components targeting the completion of around 5000 luxury serviced apartments in Iskandar Malaysia by 2018.



UMiAM Global chief executive officer Charles Chia Lu Wang believes that in the current situation, "water will find its own level and the numbers will rise in line with the demand" even as a slew of local and Chinese developers flood ahead with their offerings in Johor's latest design towns.



While we do not expect an overall recovery in largely seen to, to design foreign purchasers, resulting in concerns over the longer term sustainability of Iskandar Malaysia. With the onset of the number of units launched by the Chinese developers in Iskandar Malaysia, there is definitely an oversupply. However, we believe that the market competitor will also endeavour to tailor their products to suit the purchasers' interests," Chia observed.



"Iskandar Malaysia has provided itself as a focused destination for the investors and foreigners due to its strategic location which is similar to the Shenzhen-Hong Kong model. I strongly believe that the migration of population to the transformed Iskandar Malaysia will sustain demand and provide a strong multiplier effect" he added.



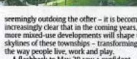
ESTATE cooling measures introduced in Budget 2014, an overall cautious sentiment characterising the property market, a higher cost of construction (LTV) rates and increased interest rates – a low-growth developer-led market has stream ahead with ambitious plans that can be described as game-changing, with the propensity to alter the way we define lifestyle and how we view addresses of the future in Johor's latest design towns at Iskandar Malaysia.



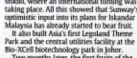
The latest optimism displayed comes to design imaginations about elevated cost-to-property market. Despite uncertainties, the direction of the plans being unveiled in this region seems to point to an broader ability of the property market to sustain the upward momentum of planned developments being launched in Iskandar Malaysia.



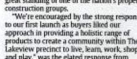
Mega developments are already taking shape as seen in the example of Country Garden Guangxi Bay by Country Garden Holdings Ltd will see the completion of the developer's integrated mega project comprising residential and commercial components targeting the completion of around 5000 luxury serviced apartments in Iskandar Malaysia by 2018.



UMiAM Global chief executive officer Charles Chia Lu Wang believes that in the current situation, "water will find its own level and the numbers will rise in line with the demand" even as a slew of local and Chinese developers flood ahead with their offerings in Johor's latest design towns.



While we do not expect an overall recovery in largely seen to, to design foreign purchasers, resulting in concerns over the longer term sustainability of Iskandar Malaysia. With the onset of the number of units launched by the Chinese developers in Iskandar Malaysia, there is definitely an oversupply. However, we believe that the market competitor will also endeavour to tailor their products to suit the purchasers' interests," Chia observed.



"Iskandar Malaysia has provided itself as a focused destination for the investors and foreigners due to its strategic location which is similar to the Shenzhen-Hong Kong model. I strongly believe that the migration of population to the transformed Iskandar Malaysia will sustain demand and provide a strong multiplier effect" he added.

"As a community developer, we believe that we are not here just to sell properties, but to co-invest and continue to grow with the community with our health, social and manage business model," he said.

At the end of the year, the developer's purpose-built Sunway International School (SIS) in Malaysia that will offer the Canadian (Ontario) curriculum in English, one of the world's best school systems for primary and secondary education delivered fully in English. Students will be taught by certified Canadian teaching professionals from the Ontario College of Teachers (OCT) for the school, and the school will be managed by SIS in Sunway Iskandar as an International Baccalaureate (IB) candidate school to offer the IB Diploma Programme.

Khazanah National Bid executive director of investment planning Iskandar concerned, attributing its first phase 100% sell-out as "a remarkable success story." He reiterated that all stakeholders of Iskandar Malaysia, including the Government, are committed to a joint venture in 2011. We have been excited to drive Medan Iskandar's progress as well as the development of Iskandar Malaysia. We are confident that this will set the beginning of a new success story," he stated.

Centre at The Lakeshore, the first precinct to be launched comprising an integrated mixed development with a GVA of RM300M, it will comprise 167 office suites and 51 retail units at an average 1,600 sq ft per unit located near the 26-acre 10th Avenue Linear Landmark. The 26-acre area will have a total area of 7466 sq ft and 1.677% with an average selling price of RM2,170 per sq ft.

The overall Lakeshore precinct sprawls across 100 acres, with a GVA of RM2.6B.

In view of the successful launch of its Citrine office suites, 328 serviced apartment units with built-up area ranging from 618sq ft to 1,271 sq ft priced between RM800 per sq ft and RM900 per sq ft will be launched over the next few months. The project is anchored around the Emerald Lake within The Lakeshore precinct.

"With the overwhelming response for the developer office suites, we decided to launch another success story," he stated, the priority premise of Citrine's serviced apartments.

Chia is optimistic that the group's plans will flourish from the location and size at Sunway Iskandar as it replicates its success in a community developer covering its precincts around Medan Iskandar. "Sunway Iskandar will span across 1,800 acres with a GVA of RM10B, and we are excited with a great development value (GVN) of more than RM2B."

"The realtor, rent and forest give the development a distinctive character. The low density, low-rise, low-rise, low-rise, low-rise living environment. With our expertise, we have a lot of supply coming into Iskandar Malaysia. It's important that we further diversify ourselves from the crowd that is not only built housing, but also create communities."

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.

Chua is optimistic that the group's plans will flourish from the location and size at Sunway Iskandar as it replicates its success in a community developer covering its precincts around Medan Iskandar. "Sunway Iskandar will span across 1,800 acres with a GVA of RM10B, and we are excited with a great development value (GVN) of more than RM2B."

"The realtor, rent and forest give the development a distinctive character. The low density, low-rise, low-rise, low-rise living environment. With our expertise, we have a lot of supply coming into Iskandar Malaysia. It's important that we further diversify ourselves from the crowd that is not only built housing, but also create communities."

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.



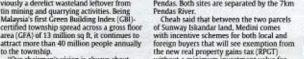
ESTATE cooling measures introduced in Budget 2014, an overall cautious sentiment characterising the property market, a higher cost of construction (LTV) rates and increased interest rates – a low-growth developer-led market has stream ahead with ambitious plans that can be described as game-changing, with the propensity to alter the way we define lifestyle and how we view addresses of the future in Johor's latest design towns at Iskandar Malaysia.



The latest optimism displayed comes to design imaginations about elevated cost-to-property market. Despite uncertainties, the direction of the plans being unveiled in this region seems to point to an broader ability of the property market to sustain the upward momentum of planned developments being launched in Iskandar Malaysia.



Mega developments are already taking shape as seen in the example of Country Garden Guangxi Bay by Country Garden Holdings Ltd will see the completion of the developer's integrated mega project comprising residential and commercial components targeting the completion of around 5000 luxury serviced apartments in Iskandar Malaysia by 2018.



UMiAM Global chief executive officer Charles Chia Lu Wang believes that in the current situation, "water will find its own level and the numbers will rise in line with the demand" even as a slew of local and Chinese developers flood ahead with their offerings in Johor's latest design towns.



While we do not expect an overall recovery in largely seen to, to design foreign purchasers, resulting in concerns over the longer term sustainability of Iskandar Malaysia. With the onset of the number of units launched by the Chinese developers in Iskandar Malaysia, there is definitely an oversupply. However, we believe that the market competitor will also endeavour to tailor their products to suit the purchasers' interests," Chia observed.



"Iskandar Malaysia has provided itself as a focused destination for the investors and foreigners due to its strategic location which is similar to the Shenzhen-Hong Kong model. I strongly believe that the migration of population to the transformed Iskandar Malaysia will sustain demand and provide a strong multiplier effect" he added.

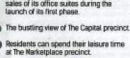
"Iskandar Malaysia has provided itself as a focused destination for the investors and foreigners due to its strategic location which is similar to the Shenzhen-Hong Kong model. I strongly believe that the migration of population to the transformed Iskandar Malaysia will sustain demand and provide a strong multiplier effect" he added.



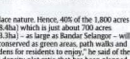
ESTATE cooling measures introduced in Budget 2014, an overall cautious sentiment characterising the property market, a higher cost of construction (LTV) rates and increased interest rates – a low-growth developer-led market has stream ahead with ambitious plans that can be described as game-changing, with the propensity to alter the way we define lifestyle and how we view addresses of the future in Johor's latest design towns at Iskandar Malaysia.



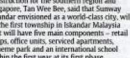
The latest optimism displayed comes to design imaginations about elevated cost-to-property market. Despite uncertainties, the direction of the plans being unveiled in this region seems to point to an broader ability of the property market to sustain the upward momentum of planned developments being launched in Iskandar Malaysia.



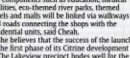
Mega developments are already taking shape as seen in the example of Country Garden Guangxi Bay by Country Garden Holdings Ltd will see the completion of the developer's integrated mega project comprising residential and commercial components targeting the completion of around 5000 luxury serviced apartments in Iskandar Malaysia by 2018.



UMiAM Global chief executive officer Charles Chia Lu Wang believes that in the current situation, "water will find its own level and the numbers will rise in line with the demand" even as a slew of local and Chinese developers flood ahead with their offerings in Johor's latest design towns.



While we do not expect an overall recovery in largely seen to, to design foreign purchasers, resulting in concerns over the longer term sustainability of Iskandar Malaysia. With the onset of the number of units launched by the Chinese developers in Iskandar Malaysia, there is definitely an oversupply. However, we believe that the market competitor will also endeavour to tailor their products to suit the purchasers' interests," Chia observed.



"Iskandar Malaysia has provided itself as a focused destination for the investors and foreigners due to its strategic location which is similar to the Shenzhen-Hong Kong model. I strongly believe that the migration of population to the transformed Iskandar Malaysia will sustain demand and provide a strong multiplier effect" he added.

"Iskandar Malaysia has provided itself as a focused destination for the investors and foreigners due to its strategic location which is similar to the Shenzhen-Hong Kong model. I strongly believe that the migration of population to the transformed Iskandar Malaysia will sustain demand and provide a strong multiplier effect" he added.

- 1 Sunway Iskandar - Medin's city
- 2 The 10th Avenue Linear Landmark
- 3 From left: Sunway Sri Alam, Citrine and Sunway senior IRM of property construction Iskandar Regional Development in the new town of Iskandar Malaysia
- 4 The Lakeshore precinct recorded 100% sales of its office suites during the launch of its first phase
- 5 The bustling town of The Capital precinct
- 6 Residents can spend their leisure time at the Marketplace precinct
- 7 The Parkway precinct enveloped by lush greenery
- 8 The Seashore promises pristine views

City in Sunway and Sunway City Ipoh in the near two to six years.

The RM150 billion Sunway City comprising retail, commercial, education, health, hospital, theme park and residential components is a just a few minutes' drive to a previously a derelict waterfront left over from its mining and quarrying activities. Being Malaysia's first Green Building Index (GBI)-certified township project, it is expected to attract more than 40 million people annually to the township.

Our chairman's vision is always about an extraordinary land. When we looked at the land here, we found it to be exciting because there's a river and forest. We're excited about how we can replicate various communities here in Johor.

Aware of the stiffening competition here, Chua said they are banking on the group's strong track record in township building, community development and construction.

"It's a fact. It's challenging out there. We've been looking for a place to build a township in Iskandar Malaysia. It's important that we further diversify ourselves from the crowd that is not only built housing, but also create communities."

Sunway Iskandar, Nature's Capital City

The GBI-certified mixed-use Sunway encompasses six self-sustaining modern precincts of mixed-use townships. They are The Lakeshore which was recently unveiled; The Capital – a vibrant city at the heart of the development; The Parkway surrounded by a botanical garden; The Riverside against the lush backdrop of a tropical rainforest; The Seashore with its 2.8km private swim overlooking Singapore and the Second Link on the horizon; and The Marketplace – with its food, retail and creative attractions surrounding a privately fronted Emerald Lake garden.

Modelled after the success of Sunway IRM's previous projects, Chua said they are designed to create a self-sustaining integrated city with amenities. Having entered into separate agreements with strategic investment fund Khazanah

National Bid and Iskandar Investment Bid on a 60:40 basis respectively in deals worth approximately RM1.5 billion each at the end of 2012, Sunway Iskandar can be divided into 700 acres (283.3ha) at Medan while 1,100 acres (445.2ha) are reserved for the state of Johor. Both sites are serviced by the 7km Perdana River.

Chua said that between the two precincts of Sunway Iskandar with GBI residential and 40% dedicated commercial components. For these numbers that we have not slightly change as work program, but that's how we view them as they are sustainable.

Furthermore, she believes the group's track record as a township developer, the strategic location of Sunway Iskandar and incentives for investment will likely generate higher capital appreciation for investors.

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.

"We're excited by the strong response to our first launch as buyers hold our approach in providing a holistic range of products to create a community within The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.

Playground for the privileged

Judging from the series of launches – each

Series of successful blueprints

The development plans for Sunway Iskandar, which is part of a construction group in Johor, launched its award-winning Pioneer Industrial Park Phase 2 development, featuring 32 units within a 62-acre (25ha) general and quashed industrial zone at Deal Centre in Iskandar Malaysia. The Lakeshore precinct to live, work, shop and play," was the stated response from Sunway IRM joint managing director of the property development division for Malaysia and Singapore, Sarah Chua.