

STARSPECIAL, FRIDAY 17 JULY 2020

# StarSpecial

2020  
FIABCI

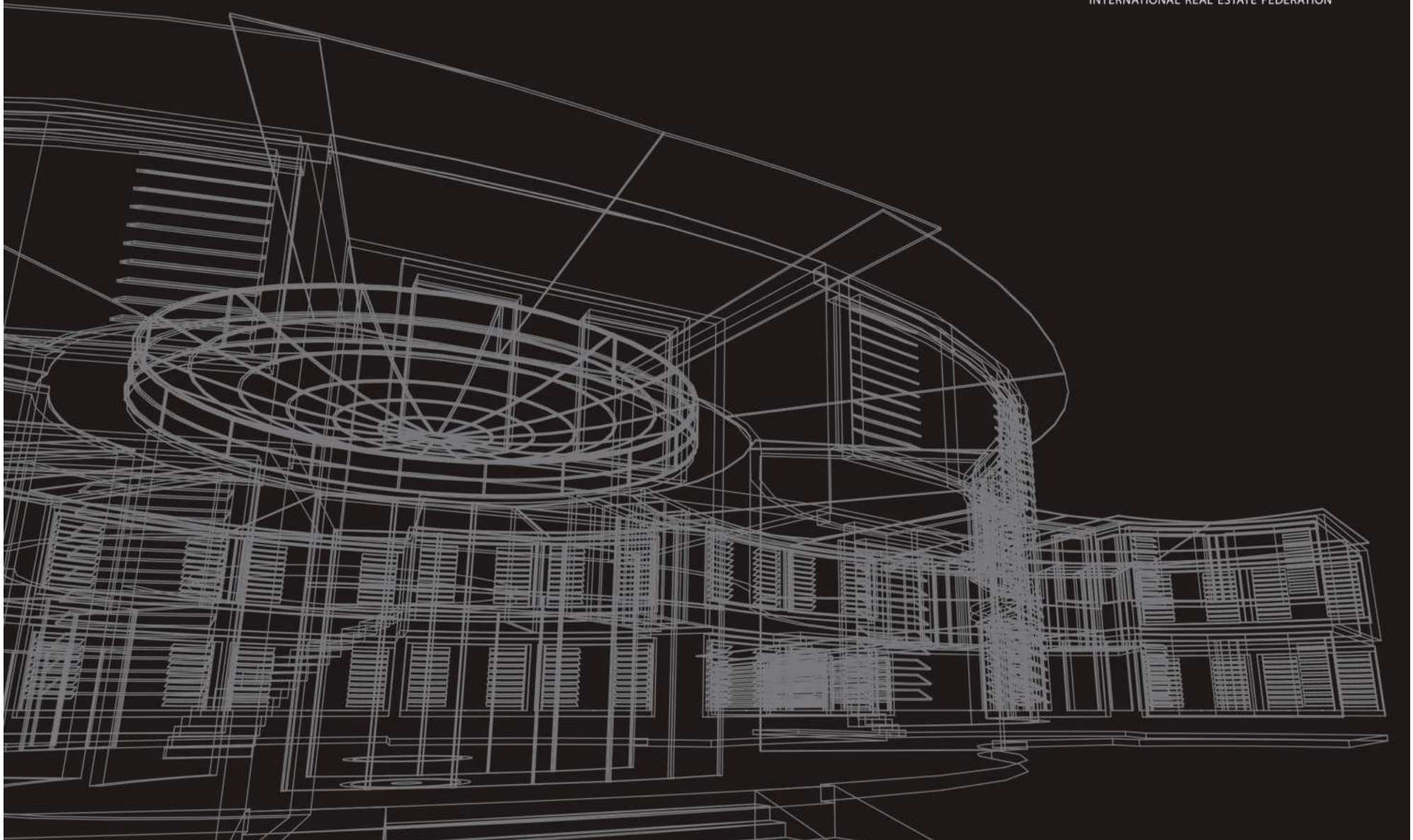


World Prix d'Excellence Awards

ORGANIZED BY:



FIABCI  
INTERNATIONAL REAL ESTATE FEDERATION



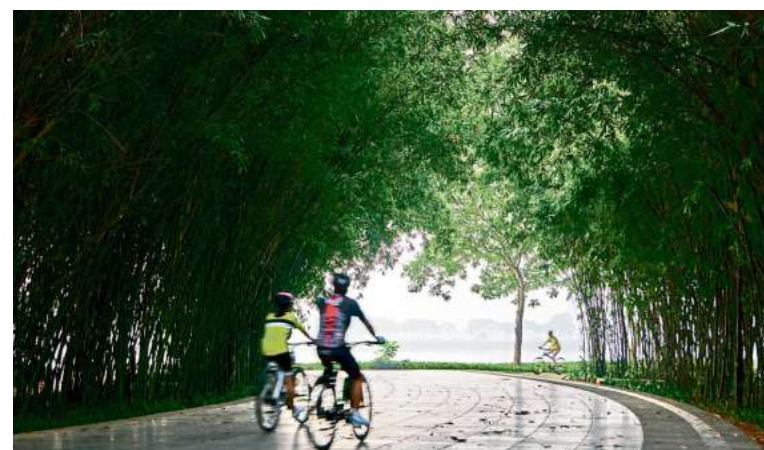




SIS International School, the learning place.



Yen So Park is filled with mature trees, comfortable for biking and outdoor activities.



# Creating towns that stand the test of time

WHEN Vietnam was shifting its focus from agriculture to an industrial-driven economy over a decade ago, it gained interest from foreign investors.

It was then that Gamuda Land seized the opportunity and set foot on Vietnam shores, making its maiden foray into Hanoi in 2007 followed by Ho Chi Minh City in 2010.

Today, the Malaysian town-maker and multi-award-winning developer has earned its stripes for Gamuda City in Hanoi and Celadon City in Ho Chi Minh City, which have become the symbols of excellence in property development overseas.

## The new frontier

Venturing into the unknown can be risky, especially when it is a country with a different language, cultural setting, government policies and laws.

The first bold step of penetrating South Hanoi was taken by Gamuda Land based on its experience in town-making and through market validation.

"It required plenty of strategic forecasts to be made, supported by insights derived from buyer sentiment and feedback. It was all a calculated risk as we conducted market validation as there was no readily accessible reference point due to the lack of similar township developments in Vietnam," said Gamuda Land chief executive officer Ngan Chee Meng.

"However, the study showed that the market was ripe for a different type of development than what Hanoi was used to.

"With rising economic affluence, there was a growing demand for better quality housing with greater emphasis on comfort, style and elegance. This is evident with the 'Viet Kieu' community (overseas Vietnamese) returning to their homeland due to an expanding economy and growing opportunities.

"It dawned on us that if Yen So Park could be rehabilitated and if we masterplan Gamuda City to meet the lifestyle aspirations of Hanoi's increasing affluent community, we could create a benchmark residential development," he shared.

Back then, the area of Hoang Mai in South Hanoi was a shunned wasteland due to the absence of a proper sewage system before Gamuda Land rehabilitated it.

After addressing the sewage



A mindfully planned township with home place, shopping place, eating place and working place.

issues, Gamuda Land focused on town-making elements that will make a difference to both nature and the community.

Before any houses were built in Gamuda City, Gamuda Land first solved the decades-old sewage issues faced in Hanoi, then invested in the restoration of the dilapidated 102-ha Yen So Park, before mindfully planning the home place, play place, eating and shopping place as well as the learning place.

"We built on our past town-making experiences and continuously explore new ideas in town-making so that people and nature can come together harmoniously," said Ngan.

Understanding the importance of being culturally sensitive, local feng shui was one key consideration in the masterplan, with various auspicious elements incorporated across the development to create a sense of familiarity for its community.

"The target audience was initially the Viet Kieu but more Vietnamese began to buy into the idea of an integrated township," he said.

By getting the town-making principles right and pairing it with tenacity and resilience, Gamuda Land has successfully crafted the novel concept of Gamuda City and

Celadon City into well-planned towns which encompass good connectivity, community gathering places and lush greenery.

## Successful town-making recipe

With more than two decades of town-making experience, Gamuda Land certainly knows what makes a town work.

"We know that when we get the places within our towns right, our towns work and this translates into the mindful planning that has been put into bringing together key components to give the township a unique personality – which applies to how we lay out the streets to where the town centre is located, the tree-lined neighbourhoods, the clubhouse and the parks – so that people can come together and get to know each other through great placemaking," said Ngan.

He pointed out that each of the developer's township, be it in Malaysia or overseas, has components curated to reflect its own distinct personality.

"For instance, Gamuda City in Hanoi is planned as a vibrant city with good connectivity, lively town centre and sustainable features while Celadon City is a sports hub

within a park setting amidst the bustling Ho Chi Minh City," said Ngan.

Keeping to its placemaking strategy, Gamuda Land also listens to what the land has to say when building a township.

"We study the natural attributes of the land – how the land rises and falls, where the waterways flow and the types of native trees and plants that grow there.

"From there, we restore the land's good attributes, fix what needs help, enhance features that the land offers and blend them into our masterplan while we curate our masterplan to be attuned to the local cultural preference and lifestyle.

"One such example is solving Hanoi's decades-old untreated sewage issue by rehabilitating the dilapidated 102ha Yen So Park before proceeding with the township plan. This town-making principle won Gamuda City the gold award at the FIABCI World Prix d'Excellence Awards 2018 under the Environmental Conservation/ Rehabilitation category," said Ngan.

## Recognised for excellence

The results of a thriving commu-

nity amidst a green township brimming with biodiversity seen today at Gamuda City are by-products of steps taken in the past – verifying and reassuring that its town-making principles and methods were suitable and effective.

It came as no surprise for Gamuda Land adding another feather to its cap by bagging the World Gold Winner at the FIABCI World Prix d'Excellence Awards 2020 under the Masterplan category.

To date, the developer has won three FIABCI World Prix Awards and two FIABCI Malaysia Property Awards.

"Accolades such as the FIABCI World Prix d'Excellence Awards put us on par with world renowned developments. It certainly affirms our town-making principles are done right while testifying our commitment as a responsible developer by building with respect to nature and the environment as well as for the community.

"These awards certainly motivate us to continue pursuing our vision of creating places where people will call home, want to be a part of, grow up and grow old in," concluded Ngan.



# GAMUDA CITY



FIABCI WORLD PRIX  
D'EXCELLENCE AWARDS 2020  
WORLD GOLD WINNER  
MASTER PLAN CATEGORY

## When we get the places right, the town works

A town can mean so many different things.  
What is always foremost;  
a town has to be about  
special places for the people.

When we create a town,  
we start by laying out the parks and lakes.  
We ensure there are ample trees,  
to provide shade and comfort  
for riding your bicycle or taking a stroll.  
We develop retail clusters  
a short walk from the neighbourhoods.  
We put in the learning and wellness places.

When we get the places right, the town works.  
When people begin to move in and live there,  
they experience a real difference.  
They get a feel for the place, care for it,  
and want to be a part of it.



Gamuda City  
Hanoi, Vietnam  
Yen So Park  
Actual Photo

GAMUDA LAND

Sincere  
Responsible  
Original

Gamuda Land Sdn Bhd  
[200201005717 (573380-D)]  
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47820 Petaling Jaya, Selangor Darul Ehsan.

THE EDGE Top Property  
Developers Awards  
2019

THE EDGE - PEPS  
Value Creation Excellence  
Award 2012-2019

StarProperty  
AWARDS 2017-2020  
REAL ESTATE DEVELOPER  
STARPROPERTY ALL-STARS AWARD

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Gamuda Land

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018 980 1888

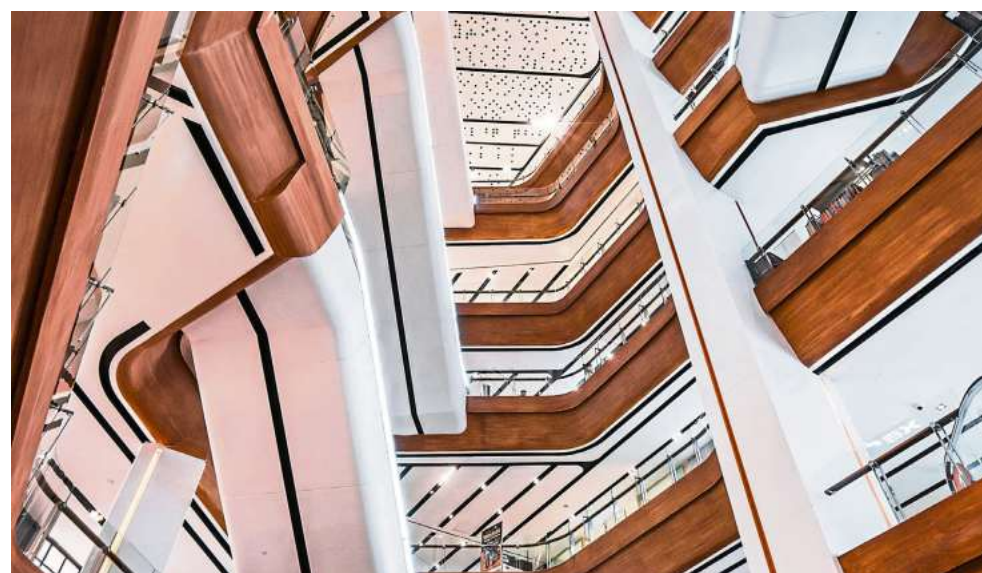
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# Pulsating heart of Melawati



The Sime Darby Property CapitaLand (Melawati Mall) team posing for the camera after winning the Retail Category of the FIABCI Malaysia Property Awards 2019.



The facade incorporates greenery and vertical voids at strategic points to allow natural daylight into the mall. (Right pic) The interior architecture of the mall is sensational.

MELAWATI Mall is a shopping and lifestyle haven, setting new standards for suburban retail with its ideal mix of shopping, entertainment and dining options.

Located in the greater Melawati area of Selangor close to north-eastern Kuala Lumpur, it was jointly developed by Sime Darby Property Berhad and CapitaLand.

It offers 620,000sq ft of net lettable area spread across eight retail floors. There are over 250 shops featuring a thoughtfully curated mix of global and local brands alongside key anchor tenants for the ultimate shopping experience.

It opened in July 2017 and serves a bustling catchment of 740,000 residents. It is also a catalyst anchoring the northeast Kuala Lumpur urban transformation project spearheaded by Sime Darby Property.

The mall won the Retail Category of FIABCI Malaysia Property Awards 2019 and also went on to achieve a World Gold Award in the FIABCI World Prix d'Excellence Awards 2020.

## Raising the bar on retail

Sime Darby Property Berhad Group managing director Datuk Azmir Merican said Melawati Mall was conceived and developed to stand out from other shopping centres in the country.

"The mall's success can be attributed to its iconic design, upscale interiors and well-curated tenant mix. Its optimised space planning and contemporary features create a distinct vibrancy that has seen it become a preferred

destination for shoppers.

"Melawati Mall is a certified Green Building Index building with features such as motion lighting sensors, electrical sub-metering, demand-controlled ventilation system and LED lighting for all common areas.

"To ensure efficient water management, features such as a rainwater harvesting system, water-efficient fittings, a water metering system and non-chemical water treatment system have also been incorporated.

"Its strategic location and unique architecture make it an unmissable landmark on the MRR2," Azmir said, adding that the mall offers 1,900 parking bays.

The design incorporates vertical voids at strategic points of the facade to allow natural daylight into the mall, providing shoppers inside with a connection to the surroundings.

Column-free designs in the main void spaces and corridors provide excellent sight lines and exposure for the retail stores. An intelligent selection of lighting options in atmospheric hues, both internally and externally, gives the mall an added 'wow' factor.

CapitaLand Retail Malaysia head Eddie Lim believes an equally important part of curating a unique shopper experience is frequent mall and tenant marketing collaborations.

He shared, "We engage shoppers through our social media platforms and shopper rewards app, CapitaStar.

"Melawati Mall's tenant mix is continually improving, thus



Sime Darby Property Berhad Group managing director Datuk Azmir Merican.

keeping the shopping experience interesting and refreshing."

This shopper-centric approach is crucial to business growth and long-term sustainability. Lim also sees software as instrumental to any business success as hardware. Heavy emphasis is placed on training key personnel to ensure their skills remain current.

He added, "In the ever-evolving retail landscape, we recognise the importance of being adaptable. This has been put to the test by the Covid-19 global pandemic.

"We took a proactive approach to deploy trained personnel to roll out measures such as cleaning and sanitising, incident handling procedures and contact tracing."

## Unique shopping experience

True to its tagline 'City Shopping at Your Doorstep', Melawati Mall



CapitaLand Retail Malaysia head Eddie Lim.

offers the diverse communities in Taman Melawati an exciting and convenient retail experience.

With a myriad of offerings, it is a place for people to shop, gather and enjoy new experiences.

There are retailers that cater to everyday needs such as Village Grocer and several pharmacies as well as diverse fashion labels from world-renowned British India and Padini to those offering modest Muslim wear such as Creacion, Kashkha and Variante.

Fitness First and Kids Gym cater to the health-oriented. There are many other sporting goods, information technology and home furnishing outlets.

These outlets are complemented by numerous F&B options while a GSC cineplex, karaoke and children's play outlet afford ample entertainment.

Melawati Mall is the result of a fruitful synergy between the two joint venture parties. CapitaLand has a network of over 80 thriving malls in Singapore, China, Japan, Malaysia, Vietnam and Cambodia.

Strategic retail planning is a key factor to a mall's continued success, and leveraging CapitaLand's retail expertise with Sime Darby Property's development capabilities has created a unique retail experience.

## Deserved recognition

Azmir and Lim both see the FIABCI World Prix d'Excellence recognition as inspiration to make what is good even better.

Azmir said, "Melawati Mall is the result of the best use of talent and resources that created a project well-suited for its target users and geography.

"Innovative and sustainable, it has given the township of Melawati and surrounding areas a breath of fresh air.

"Looking back over 47 years ago, Taman Melawati was one of our earliest developments.

"However, in evolving with the times, we continue to stay relevant by adding new features such as this mall.

"We are proud that Melawati Mall caters to the best interest of our communities.

"In developing our townships, we will uphold our vision to build sustainable communities through catalytic township components."

Lim summed it up by adding, "We thank all our partners who have placed their trust in us."





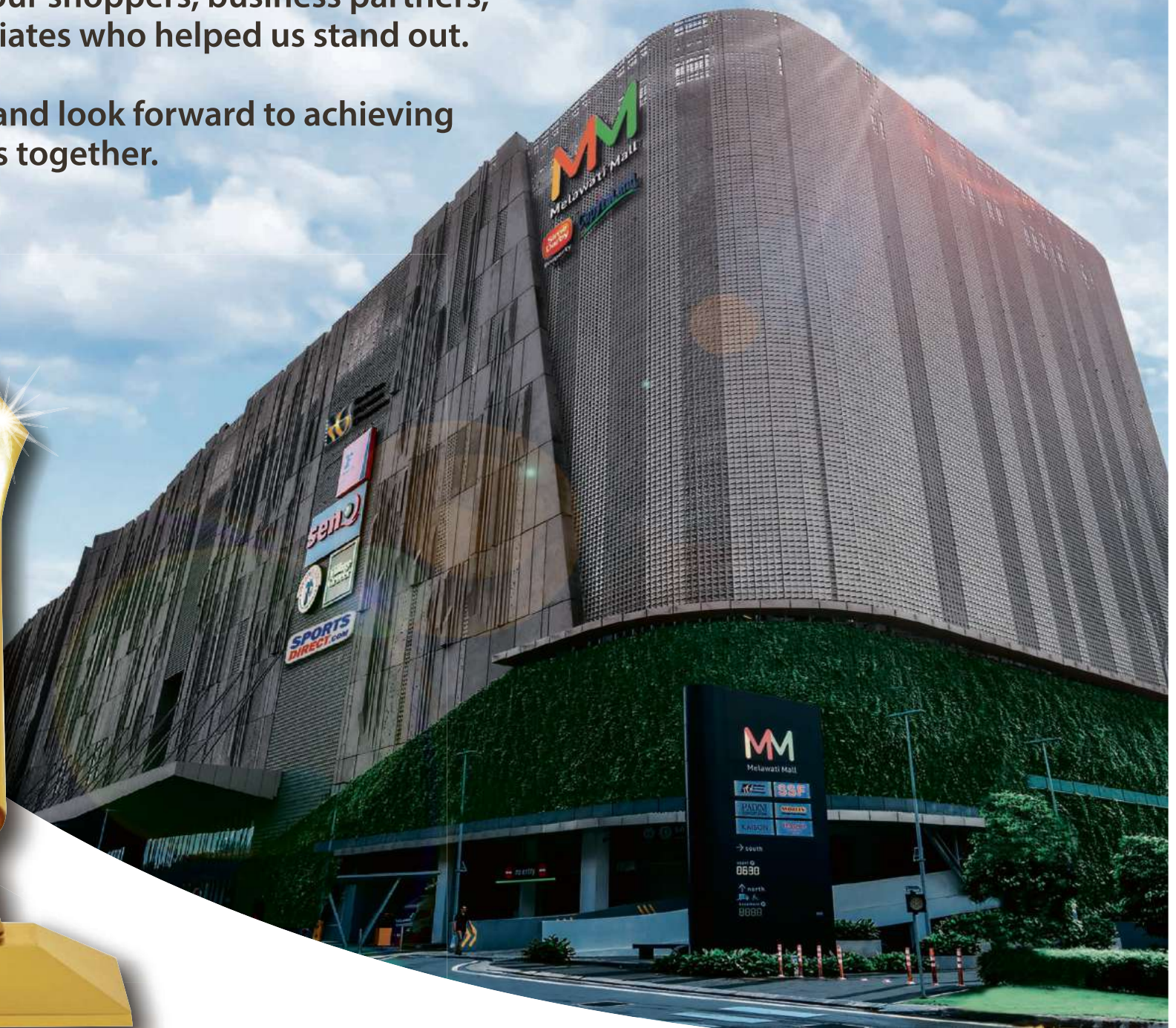
# Winner of The FIABCI World Prix d' Excellence Award (Gold) 2020

Retail Category

We are humbled to be recognised as one of the best Retail developments in the world. This global achievement is testament to our commitment to be the best in what we do.

We offer a gathering space for the community but it is YOU - our shoppers, business partners, staff and associates who helped us stand out.

We thank you and look forward to achieving greater heights together.



**Sime Darby Property CapitaLand (Melawati Mall) Sdn. Bhd.** 201101018108 (946244-M)  
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Pusat Bandar Melawati, 53100 Kuala Lumpur.



Winner  
FIABCI World  
Prix d'Excellence  
Award (Gold)  
2020



Winner  
FIABCI Malaysia  
Property Award  
2019



A joint development by:





Bird-watching is a must as over 100 species call the resort home.



Enjoy the lush surrounds of the Vana Forest Pool Villas.



The Amani Orchard Pool Villas afford guests a palatial setting.

# Nature restored and transformed

MANGALA Resort & Spa in the eastern Malaysian state of Pahang embodies the notion of 'paradise of Earth' with its lushness, tranquility and scenic beauty.

Sprawled across 65 acres in Gambang just outside the capital Kuantan, it has a collection of nature-inspired villas thoughtfully designed to be in harmony with wetlands, forests and a vast lake teeming with flora and fauna.

The captivating setting promises to rejuvenate the minds and souls of all who visit - and many guests are so smitten by its uplifting ambience and unparalleled hospitality that they often make return visits.

It is hard to imagine that the resort was built on an abandoned, 400-acre sand and tin mining site laid barren by over 70 years of activity. But when given a helping hand, nature always makes a comeback.

It came with the vision of owner Datuk Franky Chua Goon Eng, who invested the better part of 20 years and countless resources into rehabilitating the area and turning it into an environmentally-sustainable paradise.

That inspiring journey brought the property much acclaim - including winning the Environmental category in the FIABCI Malaysia Property Award 2017, followed by a World Gold in the FIABCI World Prix d'Excellence Award 2018 for the same category.

It also claimed The Edge-PAM Green Excellence Award 2018 for its innovative and outstanding concepts as well as contributions to the community, and was honoured by the World Luxury Hotel Awards the same year for its world-class facilities and impeccable service.

Last year brought a win in the Resort category of the FIABCI Malaysia Property Award 2019. This led to another World Gold win in the FIABCI World Prix d'Excellence Award 2020 under the same category.

For Chua, such accolades are recognition for the hard work, passion and dedication put in by all at the resort, as well as his development company Franky Land Sdn Bhd.

"We're both delighted and surprised. To be recognised by fellow industry players is highly encouraging and it will only further motivate us to keep up the good work.

"Looking back, we never expected things to turn out the way it did. But I believe that when you take care of Mother Nature, she blesses you in return," said Chua, who is set to receive the latest award in a gala ceremony in Paris in May 2021.



The resort's large infinity pool is a great place to soak up the scenic tranquility.

## Labour of love

Mangala Resort & Spa started off as a plan to build a private retirement home and farm, as the barren nature of the land made a resort unimaginable at the time.

But Chua had a vision for something greater. With properties of this nature and standard not common on the east coast of peninsular Malaysia, there was also niche market to be filled.

Starting with just 30 units, Mangala today has 70 villas designed around the concepts of 'infinity' and 'tropical comfort'. They are also built as small-scale pavilions, allowing greenery to flourish between each structure.

There are four main categories, namely the Wetland Cottage, Forest Villa, Water Villa and Orchard Pool Villa - with generous sizes of between 40sqm and 57sqm that afford guests a relaxing escape from the hustle and bustle of modern life.

It suits different individual needs - be it nature lovers yearning to be in tune with the environment, couples looking for a romantic escape, or even city-slickers wanting a change of pace.

There are also several Family Villas sized between 96sqm and 115sqm, which are great for families wanting to spend quality time together.

Corporate groups looking for a distraction-free environment for team-building activities would also find these conducive.

Nestled between these sustainable, man-made structures are shady palm trees, exotic flower and herb gardens, organic fruit orchards and picturesque water features. It all embodies the essence of Mangala - which means 'auspicious wellbeing' in Sanskrit.

Chua revealed, "We wanted the name to be unique and reflective of the resort's ambience. It's a place you come to feel at peace, reconnect with your inner Zen, and soak up positive vibes."

"I believe that every person desires to be well and happy, and here you can definitely do that. Our logo is an auspicious knot, which symbolises an unbroken cycle of wellbeing that never ends."

Guests seem to concur, as Mangala holds 'Exceptional' and 'Wonderful' ratings of 9.1 (as of 7 July 2020) on popular travel portals Agoda.com and Booking.com.

Currently, rates start from approximately RM500+ per night, which makes the resort a great option if one is planning to 'Cuti-Cuti Malaysia' after being stuck at home for over two months recently due to the Movement Control Order (MCO).

Moreover, the Covid-19 pandem-

ic that is still ongoing has made international travel impractical for the time being, and people fearful of being in confined crowded spaces.

Mangala's vast lands and open spaces offer the perfect antidote. Here, one has boundless personal space to relax or stroll about whilst breathing in crisp, fresh air. It promises to refresh the mind and body after all the recent worries.

Chua added, "When travelling, most people think they need the beach. But when they come to a place like this, they realise this is actually the getaway they want. Some guests have returned up to 20 times!"

"We're proud of how far we've come and constantly try to improve by taking in customer feedback. At the end of the day, the single most important thing is guests enjoying their time here."

Visitors can also take comfort in supporting a homegrown business during these trying times.

Most of the resort's staff are locals, and every guest that checks in helps keep livelihoods.

## Never a dull moment

There is plenty to do at Mangala, such as a dip in the resort's large Infinity Pool.

Seemingly merging with the surrounding landscape, the pool is

highly Instagrammable and often features on social media.

Those opting for the Orchard Pool Villas also have rock salt chlorinated private pools to lounge about and soak up the sun.

Meanwhile, a spa retreat located on a hill overlooking the lake offers a variety of soothing treatments.

Guests can also cycle around in the company of chirping birds, try their hand at archery, feel the calmness of nature whilst kayaking on the lake, or achieve fitness goals whilst working out in the lake-view gymnasium.

Bird-watching is a must, as over 100 species call the resort home. From kingfishers to herons and storks, you never know which you might spot along trails or even on your balconies during the mornings and evenings.

"One recent morning, I opened my doors to find a whole family of hornbills just outside. It's not something you'll get to experience in the city.

"Seeing nature this close is both inspirational and rewarding. It reaffirms what we've always wanted to do - to transform a barren land, into one that's green and full of life.

"Lots of species that were once gone due to the mining activities, have now returned to the area.

"The whole ecosystem has changed. Average temperatures have gone down, and water levels are good even during dry seasons," Chua shared.

Bats, river otters, wild boars, monitor lizards and wild ducks, are some of the other inhabitants guests might stumble across.

There are also pesticide-free fruit orchards (with durians, papayas, guavas and coconuts) and herb gardens, to explore.

Other facilities include the Lakeside Restaurant with all-day dining. True to its commitment to sustainability, much of the food served here is grown locally. Indulging in fresh flavours like this is not only exciting for the tastebuds, but also indirectly benefits local farmers and food producers.

There is also a 5,500sq ft Grand Ballroom and other function halls that can host a variety of events - such as weddings, team building and corporate functions - for up to 400 pax.

Mangala, which is located 30km from the Kuantan city centre, is just a 2.5 hour drive from Kuala Lumpur via the East Coast Expressway. Guests flying in via the state's airport can reach the resort in just 15 minutes by road.

For more information, visit [www.mangalaresortandspa.com](http://www.mangalaresortandspa.com), call 09-5057788 or look up 'mangalaresortandspa' on both Facebook and Instagram.





*Mangala Resort & Spa*

Gambang, Pahang, Malaysia



**World Gold Winner**

RESORT CATEGORY

FIABCI World Prix

d'Excellence Award 2020

**We're honoured to win a second World Gold Award for Best Resort,  
making it 4 awards over 4 consecutive years.**

## A Green & Award-Winning Miracle

Ecotourism done right. This is the golden sentiment behind the creation of this international award-winning resort in Gambang, Pahang which, after 16 years of earnest rehabilitation efforts, transformed 400-acres of abandoned grounds into the resplendent tropical paradise that it is today.



[www.mangalaresortandspa.com](http://www.mangalaresortandspa.com)

Another Prestigious Project By



**World Gold Winner  
of Environmental Category**

FIABCI World Prix  
d'Excellence Award 2018



**Winner  
of Resort Category**

FIABCI Malaysia Property  
Award 2019



**Winner  
of Environmental Category**

FIABCI Malaysia Property  
Award 2017

An affiliate of



*Independently minded*

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# Designed to thrive in new normal



KLEC merges diversity of use with leading sustainable design principles to create a nature-friendly development.



The office buildings were accredited with at least one Gold Certification from an international or local Green Building Rating System.

THE best way to predict the future is to create it.

That was S P Setia Berhad's vision when it set out to transform an urban village in the heart of the Malaysian capital, Kuala Lumpur, into an attractive and coveted destination for city dwellers and visitors alike.

It gave rise to KL Eco City (KLEC) - an imaginatively-curated commerce, retail, residential and leisure enclave where notions of 'live and learn, work and play' are perfectly balanced.

Sprawled over 25 acres of prime land in Bangsar, it was designed as a transit-oriented development from the onset and revolves around the concepts of Integration, Connectivity and Sustainability.

A key component is the Commercial and Retail Precinct (The Precinct) consisting of five office tower blocks that share amenities and conveniences at the retail podium.

All are seamlessly connected to the rest of the development via well-planned infrastructure, modern amenities and other utilities within a 'tropical park' landscaped environment.

The Precinct won the FIABCI World Prix d'Excellence Gold Award 2020 in the 'Office' category. It is S P Setia's 12th FIABCI World Gold award, to go with another 12 FIABCI Malaysia Property Awards it had amassed over the years.

## A landmark development

Bangsar's strategic location midway between Petaling Jaya and the Kuala Lumpur city centre made it the perfect place to build a distinctive landmark development and mixed-use community.

KL Eco City is set to be the new Central Business District of Kuala Lumpur, creating job opportunities, offering a myriad of lifestyle choices, while still preserving the area's history.

S P Setia Berhad Executive Vice President Tony Ling said, "KLEC brings together all the best aspects usually associated with cities within a single integrated project.

It combines the diversity of use with leading sustainable design principles to create an authentic, complex and enriched city district."

These three main pillars of Integration, Connectivity and Sustainability are both the cornerstone of its success, and its key differentiator.

Its integration of commercial offices, retail outlets, luxury residences and chic business-class hotel creates opportunities for social synergy together with the convenience and



RM200mil was spent to enhance the viability of the development for the public's ease of access and connectivity.

efficiency of shared transportation and servicing.

Internally, The Precinct forms one cohesive entity with the other components via a unique two-tier roadway system and an elevated pedestrian walkway.

Externally, The Precinct was also developed to synergise and not to compete with other office products in the Mid Valley City, Kerinchi or Bangsar areas. Its three office types and diversity in sizes are aimed at filling gaps in the market.

Completed in 2018, the Corporate Office Tower offers Grade A offices with bigger floor plates suitable for larger corporations and conglomerates. The three Boutique Office Blocks and Strata Office Tower were all completed in 2016.

The former's mid-sized offices cater to aspiring private tower owners, co-working spaces and investors looking for newer net floor areas, whilst the latter's compact flexi-offices are suited for professional services, new start-ups or SMEs.

## Ultra connectivity

Ling believes that good accessibility not only enhances the viability of a development, but also provides a safe driving environment for all. This was why RM200mil was invested to build dedicated interchanges and the two-tier road system.

He pointed out, "Components are interlinked to provide uninterrupted pedestrian and vehicular circulation. Users can move from one end to the other with ease whether they are using public transport, on foot or in

a vehicle."

Being pedestrian-focused, KLEC has link bridges connecting users to all internal components as well as to the newly-built Integrated Rail Hub and onwards to the nearby Gardens Mall. Those working or living here will have a myriad of lifestyle options.

The Integrated Rail Hub was developed on 6,000sqm of railroad reserve land and costed RM30mil. It combines the existing Abdullah Hukum LRT station with the new Abdullah Hukum KTM Komuter station (Port Klang Line) and serves up to 5,000 passengers daily.

Traffic congestion around the Mid Valley/KLEC area is an age-old issue and likely to deteriorate further if taxed with new developments. This prompted the embedding of superior public transport and pedestrian infrastructure into KLEC's overall plan.

The internal two-tier road system is independent of the Mid Valley Ring Road and facilitates smoother incoming and outgoing traffic flow.

There are also six dedicated access ramps for direct connections to the Federal Highway, New Pantai Expressway (NPE), Jalan Maarof and Jalan Bangsar, ensuring that occupants and tenants alike can commute to and from KLEC with ease.

## Commitment to sustainability

"Forward-looking companies are also increasingly choosing and prioritising green buildings within eco-communities to attract and

retain top talent. In line with this, KLEC was planned and built as Malaysia's first green integrated commercial and residential development.

"We went beyond the one token green accreditation. Every building has achieved at least one Gold Certification from an international or local Green Building Rating System," Ling said.

They include the United States-based Leadership in Energy and Environmental Design (LEED), Singapore's BCA Green Mark and Malaysia's Green Building Index (GBI).

Besides putting The Precinct ahead of its peers, these accreditations are also a testament to S P Setia's commitment towards lowering its carbon footprint.

This creates value for owners and tenants through lower operating costs and better occupant enjoyment.

The Corporate Office Tower is GBI Gold-certified while the Boutique Office Blocks and Strata Office Tower are all LEED Core and Shell Gold-certified. Notably, 21% of open areas in KLEC are also dedicated to landscaping.

The architectural elements are deliberately kept clean and elegant, juxtaposed with greenery in the form of trees and shrubs planted in informal clusters to provide form and shade whilst creating a tropical forest feel.

Moving forward, KLEC has one final office tower block named Aspire Tower, as well as two

more final residential plots to be developed.

Once complete, the enclave would be a sufficiently matured and self-sustained city-within-a-city for a community to 'Live, Learn, Work and Play'.

Ling believes such integration would be increasingly sought after, especially in light of the ongoing global Covid-19 pandemic and lifestyle adjustments required by the 'new normal'.

"KLEC provides a seamless urban lifestyle where one can literally walk to your workplace or get groceries conveniently, given its well-connected design. While we do not see a major change in modern living in the near future, we foresee people will value their homes more post-pandemic. Buyers will be more discerning in choosing functional designs that serve their needs.

"Our development philosophy is more relevant now than ever, as many will want to live in self-contained and sustained developments with good amenities, security, safety and strong infrastructure for internet connectivity.

"In KLEC, the homes and offices feel private but also give a strong sense of community as humans still need to socialise - something that the current pandemic is helping us rediscover," he added.

## Fitting recognition

This latest accolade for KLEC means S P Setia has amassed 12 World Gold Awards from the FIABCI World Prix d'Excellence Awards. It raises both the development and company's brand value to new heights and sets it ahead of others within the industry.

Ling shared, "The wins have spurred us to continue our efforts in delivering innovative and quality in property development so as to solidify S P Setia's presence in Malaysia and internationally.

It is important that we design homes that cater to a variety of buyers from different walks of life and our designs are continually fine-tuned based on surveys, focus groups and feedback from our buyers.

"The challenge is to continually find ways to address all that our customers want. Having said that, we find that our method of identifying possible underserved areas in terms of designs and functionality are key to overcoming it."

KL Eco City is a joint-venture project with Dewan Bandaraya Kuala Lumpur (DBKL) who are the landowners. The undertaking has an overall GDV of over RM7bil.



# Setia

## Keeping our Spirits and Aspirations High

In the past few months, much of the world has changed. But at Setia, our intent has never wavered... and never will. Our pursuit of doing our best and surpassing our best no matter the situation, has continued to guide our every step.

It is this quest that has led us to receive the great honour of being the only property developer to win the FIABCI Prix d'Excellence for a total of **12** times, with KL Eco City taking home the World Gold Award at the 2020 FIABCI World Prix d'Excellence Awards.

This is a distinction we wish to share with you.

From the bottom of our hearts, we thank you for gifting us this moment of celebration.

KL Eco City, Bangsar, Malaysia  
World Gold Winner  
2020 FIABCI World Prix d'Excellence Awards  
Office Category

KL ECO CITY

Stay Together. Stay Setia  
livelearnworkplay



12-TIME WINNER  
FIABCI World  
Prix d' Excellence  
Awards (Gold)







The water play area is simply stunning come night fall.

# Melting pot of harmonious living

A PLACE of exceptional vitality, where masterful design comes together with a strong sense of identity to champion and nourish an integrated and multifaceted lifestyle.

A living place of art, where people, businesses and even the architecture and landscape complement one another in perfect harmony to forge a strong emotional connection.

This is Plaza Arkadia (PA) — the first commercial phase of ParkCity TownCenter in Desa ParkCity, Kuala Lumpur, and the Gold Award winner of the 2020 FIABCI World Prix d'Excellence Awards for Mixed-Use Development Category.

ParkCity Group chief executive officer Datuk Joseph Lau said PA is based on familiar urban elements that people can emotionally relate to and return again and again because of the quality of the place and the rich experience that it evokes.

“We have created a completely new mixed-use district that incorporates traditional urban elements of arcade, park, streets and plazas with modern architectural vocabularies.

“The concept is based on the three objectives of creating a strong sense of identity, transforming the experience and redefining ‘mixed-use’ while reflecting a very modern style of living.

“In short, PA has seamlessly inherited the ParkCity’s DNA of walkability, sustainability and a sense of community in providing an immersive experience to all.”

He explained that PA has a powerful emotional connection with visitors. The architecture resonates strongly with the people, pulling them in to associate with the place and to feel that it has become an important part of their lives.

PA offers an excellent reason to all walks of life for daily visits with its wide range of conveniences ranging from niche services, workout studios, hangout spots, eateries, health and beauty centres to fun learning areas for kids.

“This award is truly a milestone for Desa ParkCity, elevating its status as one of the remarkable developments in the commercial sector that has achieved global recognition,” he enthused.

## The new social heart of KL

With a distinct identity of its own, the revolutionary Plaza Arkadia has taken flight as the new



The multifaceted, community-centric Plaza Arkadia.

social heart of Kuala Lumpur with all that it has to offer.

Be it work or leisure, the vibrant mix of offerings will ensure that PA continues to champion a multifaceted, community-centric lifestyle for Desa ParkCity’s current population of over 16,000 residents, as well as the many visitors that throng the neighbourhood.

Lau said the idea behind PA was to create a neighbourhood shopping mall for residents and the public, catering to their everyday needs and conveniences.

Although PA is situated away from the township’s residential precinct, it remains within walkable distance. It was already decided in the masterplan that was drawn up 20 years ago for PA to have its own access road so as to avoid disruption to the residences.

“ParkCity has reinvented the standard shop office concept by redefining it as a hybrid mixed-use property packaged with contemporary design inspired by British colonial architecture.

“Open-air, pedestrian-friendly, landscaped and safe, PA features ground floor arcade-fronted High Street and first floor Courtyard shops alongside offices and modern small-office-home-office (SOHO) units,” Lau explained.

He elaborated that a significant feature of the development is the emphasis placed on ensuring the visibility and accessibility of units

on the higher floors, generally a challenge with more traditional shophouses.

The first floor at PA is interconnected via a link bridge, making units more accessible and improving walkability. The upper floors come with expansive views, ensuring that all retail shops, regardless which floor they are located, receive equal attention.

This is further enhanced by the landscape planning around the open-air courtyards, which have been crafted so that upper floors also enjoy an immersive open-air experience.

## The success story

The success of Desa ParkCity and Plaza Arkadia lies in the Group’s philosophy of staying guided by its five brand pillars of Family, Neighbourhood, Community, Connectivity and Convenience.

“Our strategy in growing Desa ParkCity’s value as a much sought after address is to continually introduce new concepts and designs at every stage of the development,” Lau said, adding that it has always been the Group’s strategy to build more sustainable master-planned developments for the community.

“We will continuously evolve and initiate world-class designs and concepts based on our DNA of sustainability and liveability. The accolades we have garnered thus



Plaza Arkadia incorporates traditional urban elements with modern architecture vocabularies.

far are a great endorsement that we are on the right track in our journey.”

In addition, he said the Group would continue to engage and listen to its customers and loyalists in meeting their needs.

The Mixed-Use Development is a newly introduced category of the FIABCI World Prix d'Excellence Awards and PA has blazed new grounds by winning the coveted recognition.

Lau said it is very gratifying to be among the earliest recipient of the Gold Award in this category.

“These achievements will further authenticate PA’s ideals, design philosophy and architecture, thus contributing to setting a new benchmark for the Malaysian real estate industry and affirming Desa ParkCity’s position as a world-renowned township.”

He concluded that despite the challenging environment, ParkCity would continue to serve the community and deliver quality projects that it is renowned for.

## Desa ParkCity

Located in the affluent north-western district of Kuala Lumpur, Desa ParkCity is a self-contained township centred on the ideals of good, wholesome living, where its residents are able to foster family, neighborhood and community ties.

Crafted out of a barren quarry,

the 473-acre township is today one of the fastest growing and best-selling communities in the nation after almost two decades in the making.

Touted as the first-of-its-kind New Urbanist community and a multiple award-winning master-plan, the township is regarded by many as an innovative and successful model for a dynamic, safe and sustainable township.

Desa ParkCity consists a total 36 phases of residential and commercial and the mixed-use ParkCity TownCenter centred around a picturesque lake.

Components here include health care (ParkCity Medical Centre), education (The International School @ ParkCity, The Early Years Centre, SJKC Kepong 3, SMK Desa Mahkota), neighbourhood amenities and facilities (The ParkCity Club, The SportsCentre, The Central Park, The West Park, The East Park), and commercial (The Waterfront, Plaza Arkadia).

The township also features a myriad of human dimensions such as tree-lined pedestrian pathways, jogging trails, cycling lanes, thematic parks and public gathering places.

Desa ParkCity is where the community, public places and neighbourhood conveniences converge to make residents’ everyday living all the more special and rewarding.



PLAZA  
ARKADIA  
PARKCITY TOWNCENTER



WORLD GOLD WINNER  
FIABCI World Prix d'Excellence Awards 2020

MIXED-USE DEVELOPMENT CATEGORY

PARKCITY Achieves Yet Another World Recognition

Plaza Arkadia has successfully revolutionised Malaysia's conventional shop-office concept. A hybrid commercial plaza with shops, offices, SOHOs and open spaces ingeniously arranged and presented in beautiful colonial-style architecture; was highly anticipated, eagerly received, and since its operation, much loved by property buyers, the community and the public.





# Rewarding world-class properties



Newly appointed FIABCI World Prix d'Excellence Awards committee president Dr Yu Kee Su.

A TOTAL 33 of the world's best property developments, including five in Malaysia, emerged triumphant in the 2020 FIABCI World Prix d'Excellence Awards.

The names of the winners, comprising 16 World Gold Awards and 17 World Silver Awards, were officially unveiled via live online broadcast through the FIABCI Facebook page.

The winning developments are from Hungary, Republic of Panama, Netherlands, Taiwan, Indonesia, Singapore, Vietnam and Malaysia.

From Malaysia, the four gold winners are Plaza Arkadia (Mixed-Use Development Category), KL Eco City (Office), Mangala Resort & Spa (Resort) and Melawati Mall (Retail), and the silver winner is Pangsapuri Kasturi (Affordable Housing).

The Gold winner of the Master Plan

Category – Gamuda City – from Vietnam is also by Malaysian developer, Gamuda Land.

FIABCI world president 2019-2020 Walid Moussa pointed out that while urbanisation is inevitable in every country around the world, projects that take into account the balance of modernisation, development and nature are greatly needed and appreciated.

FIABCI world president 2020-2021 Florentino Dulalia added that the beauty of an excellent project lies within detailed and meticulous planning incorporating design and architecture, nature conservation and sustainability; in which the final creation shall benefit society in the largest scale possible.

FIABCI World Prix d'Excellence Awards committee president Dr Yu Kee Su shared that this year's competition was as usual closely contested.



FIABCI world president 2019-2020 Walid Moussa.

The Award rewards overall merit and not just aesthetics, functionality or size.

This year, the winners have had to celebrate their victories for this property "Oscar" award differently due to the Covid-19 pandemic.

The 2020 FIABCI World Prix d'Excellence Awards presentation ceremony-cum-Gala Dinner originally scheduled to be held on May 29 in Manila, The Philippines, in conjunction with the FIABCI World Congress, had to be cancelled.

The Prix Awards Committee decided to announce the winners' names via Facebook Live – The Property Oscars – to share with the world the greatest news in the global real estate industry.

FIABCI secretary-general Narek Arakelyan said the presentation ceremony is rescheduled to take place in Paris, France on May 17 next year.

The international property 'Oscar' award – The FIABCI World Prix d'Excellence Awards – is an international property award that recognises projects that best embody excellence in all real estate disciplines involved in their creation.

Organised by International Real Estate Federation (FIABCI), the award illustrates



FIABCI world president 2020-2021 Florentino Dulalia.

concretely the FIABCI ideal of 'providing society with the optimal solution to its property needs'.

It bestows upon the winning projects the right to use the coveted exclusive FIABCI award logo.

Winners also gain access to unique international platforms for their winning projects throughout the extensive FIABCI network of more than 60 member countries and over 120 professional organisations worldwide.

## Recognising excellence since 1992

It is every developer's aspiration to win the prestigious FIABCI World Prix d'Excellence Awards, which is renowned for its integrity for nothing can influence the results.

The FIABCI World Prix d'Excellence Award has been rewarding merits and recognising projects of excellence for almost three decades, with the awards committee working hard to refine the judging criteria and process over the years.

The stringent multi-layered judging process helps to ensure high integrity of the award, of which money cannot buy.

## 2020 FIABCI World Prix d'Excellence Awards



### The list of World Gold Winners is as follows:

#### Affordable Housing Category:

- ▶ Alam Sanggar Indah (Indonesia)

#### Environmental Category:

- ▶ Dongfutian Bridge in Litai River (Taiwan)

#### Environmental Category:

- ▶ Shanzhuhu Hydro-Ecology Park (Taiwan)

#### Heritage Category:

- ▶ Heritage House (Hungary)

#### Hotel Category:

- ▶ The Place Taichung (Taiwan)

#### Master Plan Category:

- ▶ Gamuda City (Vietnam)

#### Mixed-Use Development Category:

- ▶ Plaza Arkadia (Malaysia)

#### Mixed-Use Development Category:

- ▶ Guoco Tower (Singapore)

#### Office Category:

- ▶ KL Eco City (Malaysia)

#### Public Infrastructure/Amenities Category:

- ▶ Reconstruction of Gul Baba's Turbe (Hungary)

#### Residential (High Rise) Category:

- ▶ The Scotts Tower (Singapore)

#### Residential (Mid Rise) Category:

- ▶ Sophia Hills (Singapore)

#### Residential (Low Rise) Category:

- ▶ The Asana (Singapore)

#### Resort Category:

- ▶ Mangala Resort & Spa (Malaysia)

#### Retail Category:

- ▶ Melawati Mall (Malaysia)

#### Sustainable Development Category:

- ▶ Marina One (Singapore)



### The list of World Silver Winners is as follows:

#### Affordable Housing Category:

- ▶ Pangsapuri Kasturi (Malaysia)

#### Environmental Category:

- ▶ Laojie Riverside Park (Taiwan)

#### Heritage Category:

- ▶ Elswout (Netherlands)

#### Heritage Category:

- ▶ Reconstruction of Gul Baba's Turbe (Hungary)

#### Hotel Category:

- ▶ Hotel Pangea (Hungary)

#### Industrial Category:

- ▶ Panapark Free Zone – Phase 1 (Republic of Panama)

#### Master Plan Category:

- ▶ Urban Renewal of Fuzhong District (Taiwan)

#### Master Plan Category:

- ▶ Hsinchu S.M.I.L.E. Waterfront (Taiwan)

#### Mixed-Use Development Category:

- ▶ Watertown & Waterway Point (Singapore)

#### Office Category:

- ▶ Promenade Gardens Office Building (Hungary)

#### Office Category:

- ▶ Vaci Greens Buildings A,B,C, & D (Hungary)

#### Public Infrastructure/Amenities Category:

- ▶ Zhuangwei Dune (Taiwan)

#### Residential (High Rise) Category:

- ▶ The Gate (Taiwan)

#### Residential (Mid Rise) Category:

- ▶ Symphony Suites (Singapore)

#### Residential (Low Rise) Category:

- ▶ The Orient (Singapore)

#### Retail Category:

- ▶ Waterway Point (Singapore)

#### Sustainable Development Category:

- ▶ Ecodome Office Building (Hungary)

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