

ISSUE 28 | October - December 2013

CITi-ZEN

Living Life Large



Living
the
High Life

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Greetings to our CiTi-ZEN readers!

It is hard to believe that this will be the last issue for 2013 and the next issue when we meet again will be to usher in a new year. The last quarter has literally flown by and it has been another busy one for us.

We have continued to preview The RuMa Hotel and Residences abroad and the last three months have taken us to Shanghai, Hangzhou and Jakarta. The concept of owning a hotel suite in Malaysia such as in The RuMa Hotel remains a relatively new idea to many people and this is why we have featured investing in hotel suites as the main article in this issue.

Sales of our Kasia Greens project are very encouraging and the adjacent development we have underway is the Nilai Phase B development consisting of town villas, courtyard apartments and commercial buildings which will be constructed over three years. First to be built are the courtyard apartments which are starter homes aimed at young families and students. You can read more about this project on page 5.

Finally, I would like to take this opportunity to congratulate Ms Carol Lee, one of our esteemed i-ZEN residents for winning the much acclaimed title of Mrs Universe 2013, becoming the first Asian to win this international pageant. Ms Lee beat 30 contestants worldwide to win this title and aside from making history, she was also crowned Mrs Popularity at the same event. Mrs Universe is awarded to special women who have families, careers as well as involvement in society to make a difference and who take on significant causes to help others. Congratulations Carol on your much deserved title and crown!

Wishing you all a life lived large and with style!

Cheers,



Lai Voon Hon
President / CEO
Ireka Development Management Sdn Bhd

Living the High Life



Investing with a Difference

When we talk about fluctuations in the property market we usually think of the traditional concept of house or condominium price appreciation (or depreciation, as the case may be), and definitely not how the hotel room you own is faring. Investing in hotel suites or condo hotels as they are sometimes referred to, has been a popular concept in America, particularly in places like Miami Beach and Fort Lauderdale for over 30 years. According to Condo Hotel Centre, specialists in this form of property ownership based in America, they say that condo hotels are just another trend in second-home ownership where buyers can purchase a luxury vacation home at a world-class resort and receive rent revenue whenever they are not using the residence, helping to offset the costs of ownership.

Condo Hotel Centre also says that the concept is becoming popular in other parts of the world, including Asia. The Castlewood Group, one of Singapore's top commercial property companies have long been advocates of the idea of seeing hotels as investment opportunities. In other words, think of owning your own hotel suite as property ownership with a difference. The Chief executive, Chris Comer said in a recent interview that, "Part of the appeal also lies in the ability for the investors to benefit from investing in not only brick-and-mortar properties, but also profit from the business of the hotels."

The hotel's management maintains the hotel units and the property's common areas, operates the amenities and provides all guest services. By capitalising on the hotel's name recognition, reservation system and management expertise, hotel suite owners typically receive a higher rental income level than they would from a traditional vacation home like a time share.



Owning a Hotel Suite

Some experts also claim that hotel suites make great second homes and investments. As the owner, you can stay there for a period of time during the year, and when not in residence, it will be rented out by the hotel. Imagine owning a piece of the world-famous Plaza Hotel in New York or the Amari Residences, Phuket? Some analysts even say this form of investment is considered to be relatively low-risk and hassle-free investing because the hotel operator manages the leasing and maintenance of the room (which typically comes with high-end furniture and fittings), as opposed to owning your own place whereby you are solely responsible for everything. It is hassle-free also because you can enjoy a second home or an investment property without having to manage it or find rental tenants on your own. Most importantly, many analysts say this way of investing in the hotel property market, unlike regular residential property, will see values fluctuate closer to the hotel markets, and thus represent a way of investing without increasing your exposure to residential property market.

The RuMa Hotel Suites, Kuala Lumpur

In Malaysia, The RuMa Hotel is one such concept. Aseana Properties Limited, with its joint-venture partner, Ireka Corporation Berhad has entered the hotel suites property market. This exclusive hotel in the heart of Kuala Lumpur city centre will be managed by the award-winning, world-class Urban Resort Concepts Group (URC).

URC, a Hong Kong based hotel management company will add The RuMa Hotel to its portfolio of luxury urban resorts. URC manages some of the world's most renowned luxury hotels, including its famous PuLi Hotel in Shanghai. The RuMa Hotel's 253 boutique hotel suites will provide 5-star plus luxury and all mod-cons, boasting striking views overlooking Kuala Lumpur city centre and the Petronas Towers. Owning a piece of this iconic luxury hotel through the uncomplicated leaseback arrangement allows you to acquire a fully managed hotel suite by an international award-winning hotel operator, with an attractive guaranteed annual return of 6% for the first 5 years.

*The RuMa Hotel and Residences,
Kuala Lumpur*



Hassle-Free Investment

Investing in The RuMa Hotel could not be easier. The hotel suites come fully furnished with a DNA that is all its own, spelling luxury and magnificence. There won't be any need to renovate and fit-out after handover and with URC managing the property, there is no need for owners to appoint a letting agent to manage the property.

The 10 year leaseback scheme provides security on the investment for this period and after the 10 years, owners of The RuMa Hotel Suites can collectively choose to renew and extend this leaseback arrangement. Owners will also have the opportunity to enjoy annual free nights' stay at the hotel and other benefits. The icing on the cake with this investment is the guaranteed annual 6% net yield on the purchase price for the first 5 years from commencement of operations. For the subsequent 5 years, as The RuMa Hotel Suites increase their occupancy and room rates, owners will benefit directly from the performance through a share of the Net Room Distributable Income, forecasted to deliver a net yield of 6.2% in Year 6, rising to 8% in Year 10.



The Future Looks Bright

The two ingredients for the success of hotel suites investment are first class location and the growth of tourism because the latter will affect occupancy rates. Already Malaysia is the ninth most visited country in the world and tourists rank the country as 13th globally in terms of tourist receipts. This global competitive position provides the Government to project that by 2020, Malaysia's tourism industry will provide an incremental contribution of RM66.7 billion to the national purse with a projection of 36 million tourist arrivals.

For more information on The RuMa Hotel, logon to www.the-ruma.com

What It Takes To Run A Sassy Hotel?



Paolo Campillo
General Manager,
Aloft KL Sentral hotel.

Arriving at the Aloft KL Sentral hotel I can see why it is the talk of the town and by the way, Trip Advisor's Top 10 hotels in Kuala Lumpur, at the time of writing. This indicates that KL is ready for the Aloft! It is a truly distinctive arrival experience for the guest. Its funky, industrial chic design in this, the largest Aloft hotel in the world (482 rooms) tells you that it is an informal, yet efficient place to bed down, attend functions and to host business meetings. According to General Manager (GM), Paolo Campillo, "it's the vibe that we want to be informal. We want to create a 'sassy' feel providing everyone who enters with the best service we can." If you are looking for a traditional hotel with a butler service or club floor, the Aloft is not designed to provide those facilities but make no mistake, the mantra of 'exclusive' and 'special' remains paramount. Also, in branding this hotel, it is addressing a segment of traveller that wants a bright, bold and vibrant product.

All eyes in the Starwood Group are upon the Aloft KL Sentral because it is expected to be the benchmark for the Aloft brand in the Asia Pacific region. This poses the GM with the challenge of seeking out the best employees, referred to as "talent", another notch on the cool stakes.

Building talent

Employing the right people to understand and deliver the Aloft brand is the single biggest challenge for the GM. The idea that everything communicates the Aloft brand from how they greet guests to how emails are sent will take time to embed but they seem to be doing a good job so far because many of the Trip Advisor comments centre on the friendly staff throughout the hotel.

Even the hiring process has an alternative feel to it. The talent is auditioned rather than interviewed, with talent coaches (i.e. service managers) responsible for developing and growing the staff. Essentially, the talent are tested to see how they react under pressure and whether they have the ability to sell themselves in the job. Training the Aloft style means creating a fun working environment and building a platform for staff to grow within the organisation.

All hands on deck

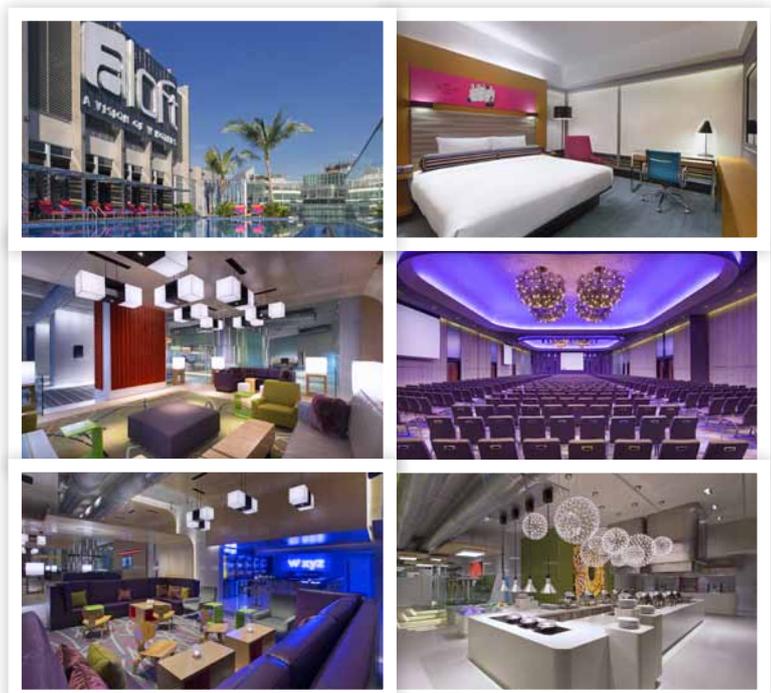
Delivering high quality guest experience means that everyone has to help out and work as a team when the hotel is full - Paolo feels strongly this is a service standard and value to maintain at all times. For example, when occupancy was at 100% recently, the admin staff helped get the rooms ready, the sales team served breakfast and Paolo himself made the beds. As a good leader, this means being integrated with the team and truly 'walking the walk'.

Staying one step ahead

The second biggest challenge is getting ahead and upgrading their product and services regularly, what Paolo calls, "Being different and selling the difference!" In other words, the hotel must always have a consistent feel because that is part of branding and it is important that guests have a similar experience whatever Aloft they go to but having a local feel so that people know where they are is the challenge.

There is a lot of competition in the hospitality industry in Kuala Lumpur so keeping the guest experience fresh, at all times is no mean feat. More from Paolo, "I want to raise the bar and be the most 'on brand' hotel in the region."

Incidentally, in the Urban Dictionary, "sassy" is described as possessing the attitude of someone/something endowed with an ungodly amount of cool. Why not rock up to the Aloft KL Sentral and judge for yourselves?



Aloft KL Sentral Hotel, Jalan Stesen Sentral, Kuala Lumpur | 03 2723 1188

Editor's Note:

Paolo was appointed as GM for Aloft Sentral KL in September 2012. Before this he managed the Four Points Kuching and also had a stint at KL's Le Meridien. Working in the Starwood Group for almost 20 years, Paolo has worked in 7 of its 9 brands.

Nilai Phase B Development



Artist's Impression of Nilai Phase B

The Nilai Surroundings

The whole Nilai area, situated about 30 minutes from the heart of Kuala Lumpur, is a mature and growing residential community with a range of amenities and services necessary for daily living like hospitals, shops and supermarkets; with several international educational establishments such as the Inti University College and Nilai International School. Putrajaya is 20 minutes away and the international airports of KLIA and LCCT will also only take 20 minutes to get to.

Ireka Corporation Berhad's first venture in the Nilai area is the Kasia Greens development which is a new garden lifestyle township offering modern, sophisticated family living in 17 acres of freehold land, with 142 homes built on it. Sales to date have been very encouraging.

The Nilai Phase B Project

Nearby, in the same vicinity is Ireka's second development built on 30 acres of land. Nilai Phase B consists of 6 parcels of residential and commercial properties built around 2.5 acres of a central park and lake which is the focal point of the whole development. Outdoor exercise equipment, modern street furniture, bicycle and jogging paths will be provided to encourage healthy and communal living. Both the commercial outlets and residences overlook the lake and park; and the whole development is situated in a valley with a mountain to the back and the lake to the front, perfect Feng Shui, according to the Chinese geomancers.

Design Type

Nilai Phase B will feature three types of properties – town villas, apartments and commercial buildings to be constructed over three years. First to be built are the courtyard apartments which are starter homes aimed at young families and students. These homes will range from 450 sq ft to 900 sq ft (studio, one two and three bedrooomed apartments).

The Courtyard apartments are also designed as dual-key units for either families to stay with their parents or for students to rent out rooms, without compromising on privacy because each will have a private key to their own accommodation, sharing only the communal facilities such as the kitchen and living room area.



Artist's Impression of Nilai Phase B



Ireka will take into account 'green' initiatives throughout the development like having a facility to recycle rain water for gardening and landscaping, creating a North to South facing building for better air circulation (and heat reduction), water conserving taps and passive design lighting.

The Courtyard apartments can be previewed at a launch event in November. If you would like further information on this development, please contact Eddie Haron on 012 378 3822.

The Art Of Fine Living At SENI Mont' Kiara



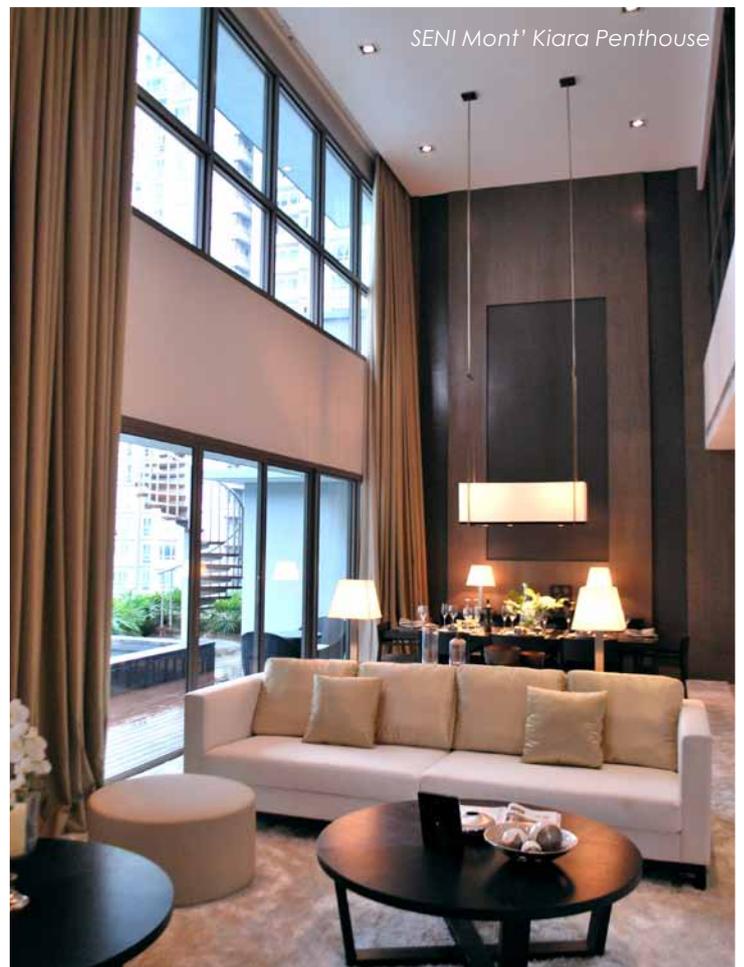
SENI Mont' Kiara is now established in Kuala Lumpur as an undoubtedly stylish and chic development, with its resort-style landscaping, designed by world renowned, Karl Prinsic. This classy development offers convenience, space, security, concierge facility and onsite property management. The public areas have good energy with a modern gym, two Olympic-sized pools, Jacuzzis and cabanas for total relaxation.

The limited 11 duplex and single-level penthouse collection of between 5,900 sq ft to 8,900 sq ft, are located in the luxurious SENI Mont' Kiara development and have never before been previewed since SENI Mont' Kiara was introduced to the market.

The SENI Penthouse has been likened to a bungalow in the sky with all the convenience and facilities of a luxury condominium. Its floor to ceiling windows and open-plan design offer a sense of spacious grandeur. Both the duplexes and single-level penthouses say something special about your home; units that differentiate themselves from the rest.

You would be buying into convenience and security without sacrificing on space. Anyone who has ever come across the i-ZEN brand knows that their properties are anything but ordinary, and they like to do things differently. The SENI Mont' Kiara duplexes and penthouses are no exception.

For more information about the duplexes and penthouses, or for a private viewing, please register for an appointment on sales_enquiry@ireka.com.my



Property Market Intelligence

Sandakan, Here We Come!

Four Points by Sheraton and Sandakan Harbour Mall



Sandakan is the second-largest city in Sabah, East Malaysia, on the north-eastern coast of Borneo. Sandakan is known as the gateway for ecotourism destinations in Sabah, with attractions such as the Sepilok Orang Utan Rehabilitation Centre, the Rainforest Discovery Centre, Turtle Islands Park, Kinabatangan River and Gomantong Caves. Apart from ecotourism, Sandakan is also known for its oil palm plantations and fishing villages.

In terms of real estate development, more and more well-planned properties have been developed on the fringe of Sandakan city and the city itself is gradually turning into a place to both live and work. The development of Sandakan Harbour Square, which comprises a seafront commercial centre, Four Points by Sheraton Hotel and Sandakan Harbour Mall by Aseana Properties Limited, have helped to rejuvenate the cityscape of Sandakan and brought back a lively city centre.

ONE Real Estate Sales Gallery

To tap into the East Malaysian property market, One Real Estate Sdn Bhd plans to open a sales gallery in Sandakan Harbour Mall to promote real estate investments in West Malaysia, particularly those projects developed by Ireka Corporation Berhad, Aseana Properties Limited, and local developments in Sandakan and Kota Kinabalu. The Office will be opened at the end of October.

Having a presence in Sandakan is an exciting step for ONE Real Estate. We are proud to have chosen Sandakan as our gateway to the East Malaysian market because we are also able to tap onto the successful presence of Ireka Corporation Berhad in the city.

Sales, Lettings & Sub-Sales

For information on sales, lettings and sub-sales, kindly contact the any one of our real estate negotiators for assistance: -

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Winson Liew : +6013 – 395 7676 or
winson.liew@onere.com.my

One Real Estate Sdn Bhd is a real estate consultancy firm registered with the Board of Valuers, Appraisers and Estate Agents, Malaysia offering Real Estate Investment Advice, Project Marketing & Consultancy, Development Consultancy & Research, Transaction Management (Lettings & Sub-sale) and Valuation services. We currently focus our estate agency services mainly in the areas of Mont' Kiara, Sri Hartamas, Bangsar, Damansara Heights and Bukit Tunku. Sandakan is our newest office.

Facelift For 1 Mont' Kiara Mall

Plans to refurbish the 1 Mont' Kiara Mall from top to bottom have been approved. The Mall opened its door in early 2011 and has been a bustling shopping centre for Mont' Kiara residents and visitors alike. So, what's going to be different?

Most significant is the plan is to upgrade the front entrance to the Mall with alfresco dining outlets and a designated drop off area. The taxi stand will be moved to reduce congestion to the area.

The rooftop will have a 'green' feel with a covered canopy enabling people to walk from one end to another. The idea is to create a cosy area with F&B outlets at both corners and a family area in the centre for chilling out.

Internally, there will be a terraced balcony with tiered seating areas, providing a 'soft' feel to the atrium. There will also be new escalators installed for ease and extra access to getting around the mall.

Season parking will be moved to another level to make additional parking spaces for shoppers. The ramps will be upgraded and entrance to the car park widened as far as is possible. A Touch and Go system will be integrated into the car park payment system.



It will be business as usual at the mall whilst renovation works are being carried out but patrons are asked to be patient with the cranes and trucks coming in and out of the site, the hoardings and noise created during the renovation works which will take place between October 2013 to April 2014.

Customer safety is paramount and will be considered throughout the period of the renovations. It will all be worth it in the end because the Management Office are already signing up contracts with new outlets who want to be part of the action of the new-look 1 Mont' Kiara mall. Watch this space for further news in the next issue!

KOPITIAM NEWS!

The i-ZEN Community Page

Trailblazing Safer Taxi Rides in Malaysia



Who are they?

MyTeksi is the brainchild of two Malaysian Harvard graduates who were set a challenge by their professor to start a company to address a social issue and to bring real value to society. Not surprisingly they chose Malaysia and they also chose to tackle the taxi system.

MyTeksi's co-founders Anthony Tan and Hooi Ling Tan were awarded first runner up in the Harvard Business Planning Competition, the first Asian team to do so. They received seed funding from Harvard to start up My Teksi in 2011. The company's philosophy is all about changing the taxi industry in Malaysia for the better using technology, and creating value for both the customer and the drivers themselves. This means providing safety, certainty and convenience for the customer and for the taxi driver, a decent livelihood by creating more jobs for the drivers and job satisfaction.

How does it work?

MyTeksi uses GPS and mobile technology so that when a booking is made, MyTeksi will locate the nearest available taxi driver who in turn can automatically detect the caller's location using the smartphone's GPS. The customer will then receive an estimated time of arrival, approximate cost of the journey, taxi number plate and the driver's contact details. The company promises to confirm the customer's booking with MyTeksi within one minute. An added feature is the "Share My Ride" tool which allows the customer's family and friends to track the location of their ride in real time. The App is available for free and can be downloaded from the App Store, Google Playstore and Windows Phone Store. The booking history available to all customers mean that if something is left behind in the taxi, we can call the driver to check.

It's all about attitude

Changing the attitude of the drivers remains a big challenge especially in the use of technology. According to Adelene Foo, MyTeksi's General Manager, "for many of the drivers, MyTeksi is the gateway to the internet." For customers, the challenge is to restore their trust in the Malaysian taxi industry so that they will take this form of transport totally confident of their comfort and safety.



Recruiting taxi drivers

Today MyTeksi has over 2,000 registered taxi drivers on their books operating in Kuala Lumpur, Selangor, Putrajaya, Cyberjaya, Negri Sembilan, Malacca and Johor. The company wants to ensure that drivers increase their revenue and reduce their waiting time (a recent survey by MyTeksi showed that 60% of the drivers' time is spent waiting for fares). Therefore finding the nearest, interested driver to the customer reduces the waiting time (for both parties) and reduces petrol consumption. A

win-win situation! Finding the right taxi driver for MyTeksi means checking their ID, taxi and driving licenses, checking for traffic summonses and inspecting the vehicles for cleanliness, physical appearance and safety.

Future plans

Adelene and her team are determined to grow the business so that in two years, one out of every two Malaysian taxi drivers is registered with MyTeksi. According to Aaron Gill, Regional Head of Product, he would like to restore confidence in the country's taxi system, improving products and creating relevant Apps features for both the drivers and customers. And by the way, they recently launched in the Philippines as Grab Taxi and also have plans to export the Malaysian idea to other Asean countries!

Contact

For more information, visit MyTeksi.com.my or facebook.com/myteksi. The MyTeksi App can also be downloaded for free in App Store, Google Playstore and Windows Phone Store.

i-ZEN Privileges

Life From A Different Angle With The i-ZEN Privilege Card

Creating value for i-ZEN owners is our exceptional privilege. To all our existing merchants we sincerely appreciate the support you have given us over the years and the service you have provided to our cardholders. We cordially invite all i-ZEN cardholders to take advantage of the privileges offered by our merchants. Please flash your card at any of the participating outlets and enjoy! We are delighted to add four new merchants for you:

1. Village Grocer, the supermarket offering quality fresh produce. Free home delivery within Mont' Kiara and Hartamas is offered with every purchase of RM200 in a single receipt. Customers are encouraged to bring home refrigerated products.
2. Pick & Drop Laundry Service will pick up and deliver to your door with a minimum spend of RM50 (Kiara 1 and Kiara 2 service will remain unchanged).
3. Nemo Café will offer a 10% discount on a single dining receipt (except for lunch specials) and 10% discount off catering food orders.
4. Tony Roma's Restaurant and Steakhouse at the Curve, Mutiara Damansara focuses on a variety of food for all customers including their famous onion loaf.

For more information on your i-ZEN Privilege card, contact Rene Anthony, Customer Relations on +603 6411 6388 (ext. 6887) or email toenquiry@i-ZEN.com.my



<<< Scan this with your QR code application or visit www.i-zen.com.my/privileges.htm for more information on the full member privileges available in year 2013/14.



The i-ZEN Privilege Card gives you access to exclusive offers at your favourite spots.

SHOPPING

Party@World

Garden Scents

Pet Lovers Centre

RedRibbon DAYS

Village grocer

TRAVEL

Mayflower Total Travel Service Specialist

Mayflower Car Rental

EDUCATION

supercamp

BEAUTY & WELLNESS

energy

Jurlique

exentra

SOTHYS PARIS

VISTA eye specialist

Leng's Clinic Medical Cosmetic Services

ACCOMMODATION

aloft A VISION OF W HOTELS

FOUR POINTS BY SHERATON Sandakan

HOME & DECOR

PASAYA

onehygienic We Don't Just Clean. We Sanitise.

Slumberland

FELLA DESIGN

Alpha removals AFFORDABLY COMFORTABLE

zaira

dtouch LIVING CONCEPT

Pick & Drop Laundry & Dry Cleaning Services

DINING

Coffee club a cup above the rest

TONY ROMA'S RIBS SEAFOOD STEAKS THE CURVE, MUTIARA DAMANSARA

Café Berlin FINE BAKERY

Little Korea

espressolab

CANTON FARE King of Roasts

NEMO Fish n' chips

CULTURE

A

Keep an eye out for more lifestyle brands in our forthcoming issues.



Rumah Kanak-Kanak Angels, located at Overseas Union Garden in Kuala Lumpur, provides food, shelter, education and love to orphaned, abused, abandoned and neglected children from the ages of 4 to 17. IREKA CARES successfully raised RM15,000 for the Home at its annual fund raising event in August.

Environment 101 for IREKA CARES' adopted home

Ireka's flagship corporate social responsibility programme, IREKA CARES, marks its fourth year under a new banner of the Environment, (part of its acronym 'CARES': Community; Arts; Recreation; Environment; and Sports). These five different areas form the core elements for IREKA CARES' programmes with a charitable home adopted in each year.

Stanley Loo and **Vione Ha** the newly elected Action Committee Head and Deputy Head provide personal insights on IREKA CARES' approach on the Environment with their adopted charity home, Rumah Kanak-Kanak Angels.



Stanley : Environment is an interesting theme to explore and it also spells excitement and challenge for the children. Our objective for this theme is to focus on creating awareness and appreciation for the natural surroundings through fun and educational activities for the children. The activities are centered on four key areas of Reduce, Reuse, Recycle, and Repair which we hope will cultivate a better understanding towards nature and our environment.



Vione : We hope to pique the children's interest and curiosity with the activities that would develop an affinity to care and love for nature. Young children are naturally inquisitive as they are keen to explore with their senses, experiment away, and communicate their discoveries.

How are the activities and programmes planned around this theme?

Stanley : Aside from lots of reading and research work, we also tapped into our every volunteers' brains for ideas and feedback. Once the creative juices started flowing, there was no turning back! Almost everyone shared similar views on the direction which is most encouraging, after all, great minds do think alike! We focused on starting from the basics, more like Environment 101 for the children, but without the restriction of textbook-like materials. That way, the children are more likely to enjoy and benefit from the activities, and foster better rapport with our volunteers.

Vione : All the volunteers are much more acquainted with the children now as we're already into our second year of working with the Home. We always plan activities that would interest the children. We're looking forward to the outing to the Forest Research Institute Malaysia (FRIM) in Kepong; a recyclable art workshop; as well as home improvement projects with the children on top of our other exciting programmes.





What do you hope the children would learn and benefit from this theme?

Stanley : Promoting greater sensitivity, appreciation, and respect towards nature and the immediate living environment through direct experience and creative interaction. We hope the activities would inspire the children to work collectively to preserve the environment. This project is deemed successful if they would spread this message across to their peers by sharing their precious knowledge and experience.

Vione : They say that good habits begin at a young age. When properly cultivated, these values would mature into better understanding of the environment. An old Chinese proverb says, "One generation plants the trees, and another gets the shade". We hope to instill this commitment into the younger generation, so it gets passed along to the next generation.

What does 'Environment' mean to you on a personal level? Does your experience help in the overall planning for this theme?

Stanley : We should be more considerate and mindful towards Environmental issues, strive to live harmoniously with the planet's inhabitants, and to minimise the damaging effects on Mother Earth to enhance its value and natural beauty. My recent involvement in community project 'Jom Lepark' was a humbling experience, as fellow nature enthusiasts like myself collected information on existing parks around the Klang Valley to establish a website to encourage full use of parks in Kuala Lumpur.

Vione : I was humbled by the brain storming and experience sharing session with the volunteers, and I realised how seriously we took to issues concerning the environment. Nowadays, I am more mindful to reduce, reuse, recycle and repair where practicable. Aside from the usual recycling of papers in the office and at home, donating old clothes and books to charity, I am determined to reducing wastage on food and goods by buying only necessary items.



i is for Ireka

Founded in 1967, Ireka Corporation Berhad ('Ireka') was listed on Bursa Malaysia on 12 July 1993. Today, the Group's current activities are divided into three core businesses: Infrastructure, Real Estate and Technologies.

Its distinguished over 40-year track record includes the construction of the Kuala Lumpur International Airport runway, sections of the Kuala Lumpur Middle-Ring Road II and North-South Expressway, Putrajaya Government Administrative Offices, OCBC Head Office, Wisma AIG, DiGi Corporate Office (D'House), Technology Park Malaysia and The Westin Kuala Lumpur. The Group also previously developed and managed The Westin Kuala Lumpur, winner of multiple regional and international awards.

Within its Real Estate business, Ireka successfully initiated the listing of a property company, Aseana Properties Limited ('Aseana'), on the London Stock Exchange on 5 April 2007, paving the way for Ireka to undertake

further property development activities in Malaysia and to begin new ones in Vietnam. Ireka's wholly-owned subsidiary, Ireka Development Management Sdn Bhd, has been appointed as the exclusive Development Manager for Aseana.

Ireka created the much celebrated i-ZEN brand of luxury properties, continuing to raise the bar for contemporary high-end designs in our developments, striving to meet the needs of our customers at all time so that they can live in homes they desire. The essence of i-ZEN is embodied in the 6S Principles of STYLE, SERVICE, SECURITY, SOPHISTICATION, SOUL and SUSTAINABILITY. These are demonstrated in all i-ZEN properties.

In Malaysia, current property development projects managed by Ireka Development Management include Sandakan Harbour Square (Phase 3 and 4). Some of the completed projects undertaken by Ireka

previously include SENI Mont' Kiara, Tiffani by i-ZEN, 1 Mont' Kiara, i-ZEN@Villa Aseana, i-ZEN@Kiara I, i-ZEN@Kiara II, Luyang Perdana (Kota Kinabalu) and Sandakan Harbour Square (Phase 1 & 2).

In Vietnam, aside from strategic minority equity stake in Vietnam developer, Nam Long Investment Corporation, it is also involved in the International Hi-Tech Healthcare Park (an integrated medical-themed development), in Ho Chi Minh City.

In 2003, Ireka expanded into Information Technology, setting up a primary networking and systems integration company, i-Tech Network Solutions Sdn Bhd. i-Tech provides customised IT infrastructure solutions and co-location services in Malaysia and Vietnam. The company has strong alliances with international IT principals such as IBM, Juniper and Schneider Electric. In 2011, i-Tech and IBM co-develop SAFEHOUSE, a green data centre to offer co-location services.

by
i-ZEN
Life, styled.

An  **IREKA** concept

The i-ZEN brand is founded on and driven by six basic principles that ensure its customers' highest expectations are met.

