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# CITi-ZEN

Living Life Large



ETIHAD'S MAN  
IN MALAYSIA



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## GREETINGS TO OUR CiTi-ZEN READERS

I am so proud to be able to launch this first digital version of CiTi-ZEN as part of our sustainable effort to reduce paper waste and this is a large part of our Go Green policy. Let us have your feedback on how you find this version by writing to Rene Anthony from our Marketing Team – rene.anthony@ireka.com.my

I am confident that the digital CiTi-ZEN would maintain all the quality and standards of our printed version. In this issue, it is our honour to feature David Walsh, General Manager for Etihad Malaysia telling us all about life in Malaysia and at SENI Mont' Kiara. David also shares with us his thoughts on Etihad Airways and how proud he is of its 10 year existence in Malaysia.

To go with the theme of the digital age, we are delighted to have been able to interview the very busy Bernie Quah, founder of Sketch Post, a graphic recording company. Bernie has made her base in Malaysia, Singapore and Hong Kong, and her business is all about turning complex verbal information into visuals. This sketch form of recording meetings is growing in popularity in Malaysia and Bernie gives us a fascinating insight into her illustrative world.

In the last three issues of CiTi-ZEN, we have featured in-depth look into the The RuMa Hotel and Residences and this time we have gone behind the scenes of the construction of this upcoming iconic development in Kuala Lumpur's City Centre. Read all about it on page 5.

Until the next time we meet, remember to Live Life Large!

Lai Voon Hon  
 Group Managing Director  
 Ireka Corporation Berhad

# ETIHAD AIRWAYS BOSS CHECKING IN WITH CiTi-ZEN

**Dave Walsh**, Etihad Airways' General Manager in Malaysia tells CiTi-ZEN about life in Malaysia, in SENI Mont' Kiara and about growing a world-class airline in a very competitive business. Read all about Dave and Etihad Airways' plans in this exclusive interview.

Dave has been in the travel industry for some 21 years and it all started with Ryanair in Dublin where he was a check-in agent. Before joining Etihad Airways, Dave worked for Galileo (a reservation system travel agents use to book flights), British Midland (BMI) and Travelport. In 2012, Dave joined the UAE national airline as its General Manager for Ireland, based in Dublin, and 18 months after that, in October 2013, came the opportunity to move to Kuala Lumpur as Etihad Airways' Malaysia head.



## Move to Malaysia

### How do you find life in KL?

We love it. Of course it was a challenge for us all at first – a different culture, new surroundings, new schools to attend and friends to make for the kids – even more challenging without the support of family and friends we had enjoyed back home in Ireland. But we all adapted quickly to our new life in KL and are now very well settled with the kids really happy at Alice Smith School.

We've made some great friends here and it really feels like home. Plus with so much to see and do in Malaysia and in the region, we're spoiled for choice for things to do as a family on weekends.



### Why did you decide to live in SENI and what do you enjoy about living there?

It was the proximity to schools, the city, shops and restaurants that appealed to us most. Plus the SENI condos were far and away the best we'd seen. We really like the area – it has a chilled, relaxing vibe.

The facilities at SENI are superb. From a swim to various sports to a meal in the restaurant, everything is under the one roof – plus, within walking distance, there are three great precincts for shopping and getting together with friends. What makes SENI particularly special is that most of the residents here are like us – they've come

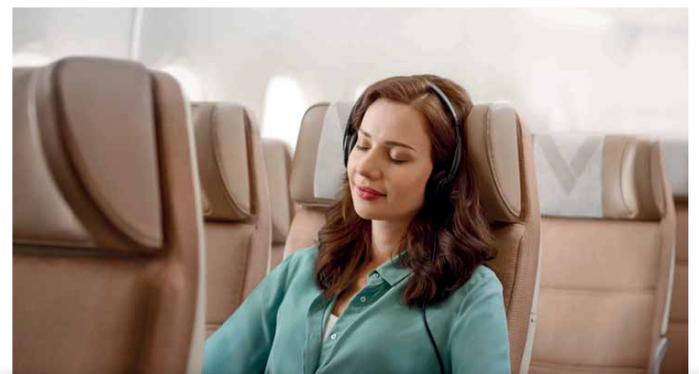
to KL from somewhere else in the world – so we've got a lot in common when it comes to adjusting to a new life in a new country and we've found people are really generous when it comes to offering one another the kind of support we had from family and friends back home and missed when we first moved here.

*What are you really into outside of work?*

I'm a keen but poor golfer and also like to watch and play football (though a recent injury has forced me to 'retire' from Irish Gaelic Football). I like going for the occasional run and enjoy the cinema with the family.

*What are your 3 accomplishments since arriving in KL?*

- The three things I'm most proud of are:
1. Growing the business for Etihad Airways incrementally each year since I moved to Malaysia;
  2. Getting back onto the [Gaelic] football field again with Orang Eire (the local Irish GAA club); and
  3. being actively involved in the airline's support for local charities like Make-A-Wish Malaysia.



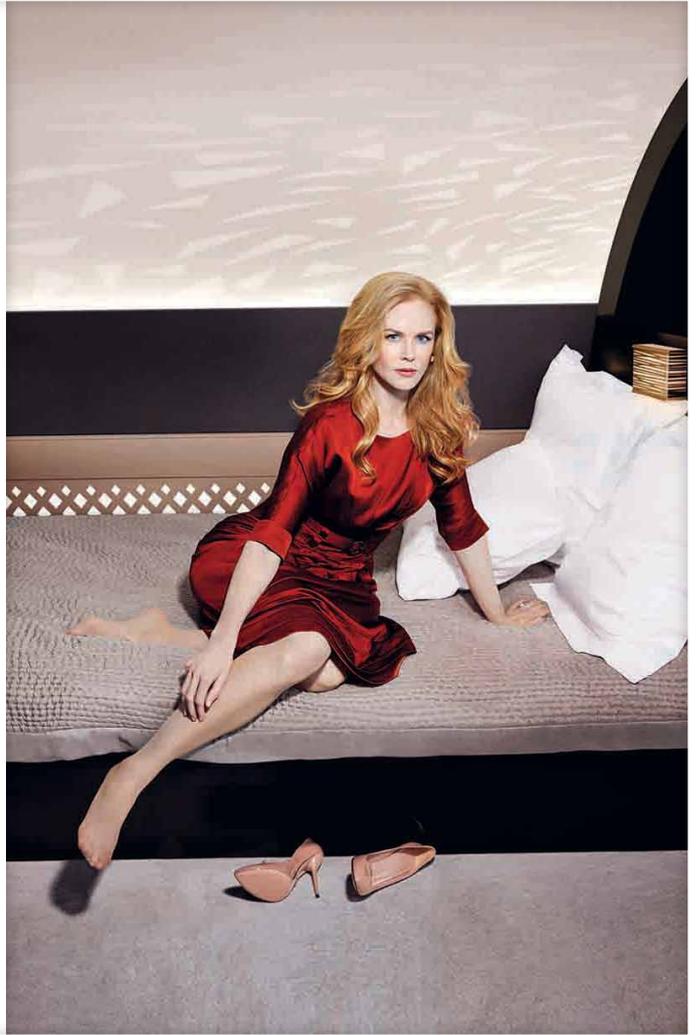
**Growing Etihad Malaysia**

*What makes Etihad Airways different from the many airlines operating from Malaysia?*

Our goal at Etihad Airways is to be the world's best airline – offering our guests the world's best airport lounges and onboard products and services. The number of coveted international awards we win year after year tells us we're well on the path to achieving this goal.

The airline is also distinguished from the competition by our commitment to innovation as well as our distinctive approach to hospitality. It's not the Etihad-way simply to mimic or follow the competition in the airline industry. Instead, we benchmark ourselves against the world's best operators in any given product/service category and it's this approach which enables us to create a truly differentiated guest experience. At the same time, we think of and refer to our customers as 'guests', reflecting the importance we place on hospitality and delivering our signature

service experience. Whether it's The Residence, the world's only three-room private cabin on a commercial aircraft with its own dedicated Savoy-trained butler, available exclusively on our Airbus A380s, or our highly qualified Food & Beverage Managers in Business Class on every flight, or our unique, ergonomically designed Economy Smart Seat in Economy Class, when you fly with Etihad Airways, you're guaranteed that it won't be like any other airline.



### *How do you see Etihad in Malaysia in 2 years' time and how do you see yourself creating that change?*

Next year marks our 10th anniversary of service to Malaysia so it's a very exciting time for me and the team – to build on the foundations laid in our first decade in this market and to help shape the airline's longer term future here. We've experienced tremendous growth and change since we started the Abu Dhabi-KL route nine years ago and this trend is set to continue over the next two years. Some of those important building blocks were put in place this year – with the upgrade of the aircraft operating the route to the state-of-the-art Boeing 777 and through our partnerships with airlines including Alitalia and Air Berlin that enable us to offer more flights than ever before to more destinations – particularly in Europe. The course is well and truly set for this momentum to continue. From a personal perspective, it's incredibly gratifying to be a part of that global story and to contribute to its success in Malaysia.

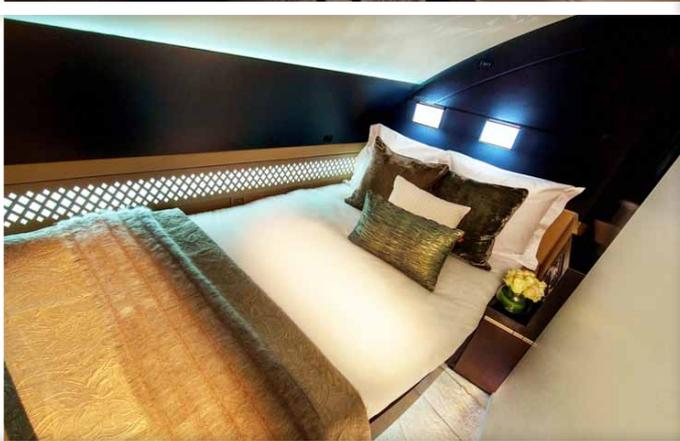
### *What else do you want to say about Etihad Airways?*

First, if your readers have not flown with Etihad Airways yet, they don't know what they are missing. With two wide-body flights a day from KL and seamless connections in Abu Dhabi to more than 90 destinations in Europe, Africa, the Middle East and The Americas we have the network and frequency to meet the needs of the most discerning business and holiday traveller. On top of that, we offer fully flat beds and direct aisle access from every seat in Business Class and an onboard culinary experience that is akin to dining at a top-class restaurant with the added convenience of a dine anytime option and an onboard Food & Beverage Manager, to offer expert food/wine pairing advice. On flights which offer First Class, guests will enjoy luxurious private suites and meals prepared inflight by a professional chef using market-fresh produce. For families travelling with children, our Flying Nannies, trained by the UK's world-renowned Norland College, are on hand to offer parents a helping hand particularly at meal times. Travellers headed to the US will also enjoy a service unique to Etihad Airways among the Gulf airlines – the convenience of US Customs and Border Protection pre-clearance while in transit in Abu Dhabi, saving valuable time when they arrive in the US.

## The Touchdown

### To what do you attribute your successes?

It's really down to the people in your life – at home and at work. I'm only able to do what I do because of my family and my workmates. I have a fantastic team at work – always looking out for each other, helping and encouraging each other, and having fun at the same time.



### When it's all over, how do you want to be remembered?

As someone who put in the effort but who also enjoyed himself along the way and tried to give back as much as possible to others who are less fortunate. On top of that, as a dad who helped raise two super kids of whom a parent can be immensely proud!

# GROWING UP TO BE AN ICON - CONSTRUCTING THE RUMA HOTEL AND RESIDENCES

Ireka Corporation Berhad has a reputable track record for building hotels, with The Westin KL, Four Points by Sheraton Sandakan and The Aloft KL Sentral hotels under its belt. It has been a CIDB Grade 7 and Class A, ISO-certified contractor since 2000. In this issue of CiTi-ZEN, we want to tell you more about The RuMa Hotel and Residences from the construction perspective because this is usually the less glamorous aspect of any property development - it is usually messy, noisy and disruptive. What we don't appreciate is the high level of technical expertise, skill and precision required in working with complex sets of information to ensure effective project management. All this goes into building any property, let alone a tall building, such as an iconic hotel in the middle of Kuala Lumpur's City Centre (KLCC).

**Project Director, Mr Lee Sui San** gave us a very interesting look

behind the scenes of building The RuMa, Ireka's first hotel and service apartment project in one development. SS, as he is fondly known, has been with Ireka for 21 years and his building expertise in the organization is invaluable. He has seen through the development of many of Ireka's top drawer projects like The Westin KL, Seni Mont' Kiara, i-ZEN@Kiara 1, i-ZEN@ Kiara 2 and so on.

The RuMa Hotel and Residences, sited in the heart of KLCC, at Jalan Kia Peng will eventually be a 40 storey tower block comprising of 200 units of serviced residences and 253 luxury hotel rooms with 3 basement floors.

## The many challenges

Undoubtedly, building apartments and a hotel on the same site and in one project brings its own excitement and challenges, especially at the two transfer floors at Levels 7 and 19. The latter is also where the swimming pool for the hotel is situated and where the serviced apartments start. In order to expedite the complexity of constructing Level 7's Structure Transfer Beams, these have been re-designed using steel girders. The level of precision required for the transfer floors is critical because they bear the load for the whole building.

There is also the logistics of not just ensuring there is the available skilled workforce when needed but that they are free to work at the time required. On The RuMa site,



there are at least 100 workers on the structural work at any one time and a total of 300 workers at its peak.

The RuMa project is on a 1 acre where the movement of construction goods, people and general traffic management is tight and logistically challenging. Being a city centre development automatically means that the local authority's rules concerning delivery of materials have to be adhered to. For instance, concrete trucks and heavy vehicles can only deliver their goods after 9.30am and as work on the site starts at 8am, this is an hour and a half lost where concreting work could take place. The restricted site area flanked by an Embassy building and condominium buildings means there is only one main

entrance, thus restricting the access to and from the project site. Two tower cranes are provided to manage the hoisting of materials onto the site, a concrete Placing Boom is provided for concreting works, two twin cage passenger hoists for transporting purposes, steel bars are fabricated off site at the Company's Kajang workshop and so on. Essentially, for the first 10 months, the building materials for The RuMa are stored at the Kajang workshop and transferred to site as required.

One of Ireka's expertise is in fact building modern skyscrapers in confined spaces having completed numerous projects such as The Westin KL Hotel and Aloft KL Sentral Hotel projects.

One characteristic of putting together any building is the silo nature of the industry, with lots of different trades coming together for a particular project. Then the design team, architects and engineers will have their say. The key to the successful completion of any building project is a common understanding that there must be full collaboration and integration between the various parties in the design and construction process. Drawing together all these various players is big part of SS' role as Project Director. Working with the international award-winning designers is exciting because they bring fresh perspectives and SS must work with each outfit, bringing them together to ensure that Malaysian building standards, a heavily regulated industry, are adhered to because often, the latter will not necessarily be familiar with the different systems if they have not worked in Malaysia before.



The dependence on foreign workers, typically from Bangladesh, Indonesia and Vietnam is a given in the Malaysian construction industry and collaboration between different races and building a harmonious working environment are especially critical ingredients for good health and safety on sites. Ireka's safety policy requires that we hold safety briefing which we call The Toolbox, i.e. meetings held every morning for the workers before the shift starts to remind everyone about all aspects of safety management.

As well as the safety briefings, Ireka's Quality Control & Training Unit (QCT) set up in 2009 also undertakes training of site supervisors and workers with trade skills to improve quality of workmanship on site and it has also developed training packs for each work trade for supervisors to carry out training for workers to enhance their skills.

## Green Elements

Environmental management is a critical aspect of The RuMa's development and in fact Ireka is committed towards achieving a Green Building Index (GBI) Gold Rating. This GBI tool evaluates the sustainable aspects of buildings against a set of criteria and environmental management is always a serious consideration on Ireka's construction sites. Being a to-be GBI Gold certified building, the design and operation is optimally designed to ensure significant energy savings, water conservation, to generally be environmentally friendly and to offer comfortable indoor air quality for the occupants. Many ideas, thoughts and efforts from the project team are constantly being discussed, debated and challenged amongst themselves to reach the most comprehensive decisions and green solutions. Some of the green features in the building include:

### Optimised Building Façade

The building façade is designed to minimize heat gain from excessive sunlight by having optimally designed window-wall system with, shading devices and low-E Glass. As a result, the building's air-conditioning cooling loads and the energy consumption is reduced significantly.

### Energy Saving Lighting Design and Control

High efficiency lighting design integrated with natural light source using daylight sensors is being incorporated in the hotel rooms. The lighting design is to facilitate energy saving whereby when there is sufficient light source from the outside, the lighting near the windows will be switched off automatically. The lighting in the hotel rooms will also be further programmed with motion sensors to switch off the lighting automatically when the room is unoccupied.

### Centralized Building Energy and Water Monitoring – Building Automation System

All the major equipment will be provided with sub-meters. The common power meter, water meter and major equipment sub-meters will be linked to a Building Automation System (BAS) to monitor for wastage reduction. An integrated BAS provides valuable data to building operators to identify faulty equipment and energy saving opportunities. It allows the operator to make adjustments accordingly to optimize the building's usage.

### Premium Indoor Air Quality (IAQ)

Creating premium IAQ can translate to greater occupants' health and safety, greater productivity, and decreased maintenance costs and liability. These strategies include identifying and eliminating common contaminants, practicing source control, making wise

choices of materials, following preventative strategies during construction and post-occupancy, and providing good ventilation.

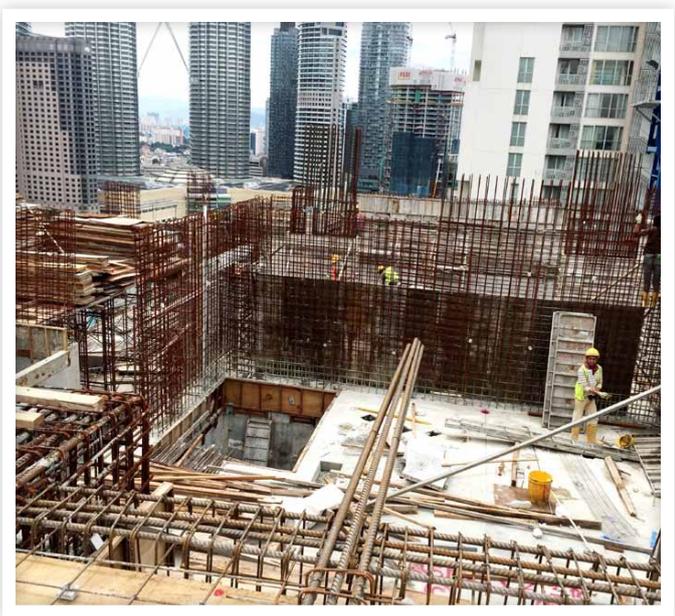
Volatile organic compounds (VOC) and formaldehyde that are emitted from building finishes are publically known to cause adverse effects on human health. The project team has made careful selections in building finishes to ensure they are low in VOC with no added formaldehyde. These products are checked and verified with their test reports and related green certificates. Building flush out will also be carried out when the building is complete to remove indoor contaminants from the building's interior.

### Preferred Green Parking Spaces

Green Vehicles and Carpools/Vanpools parking spaces are provided for The RuMa's Hotel carpark as preferred parking spaces to encourage, reward and appreciate visitors who use environmentally friendly vehicles or who practice carpooling/vanpooling.

### Responsible and Sustainable Construction Activity

Proper construction planning is implemented to reduce pollution from construction activities by controlling soil erosion, waterway sedimentation and airborne dust generation. Ireka is also committed to reduce, reuse and recycle as much as possible to divert at least 50% of the construction waste from landfill sites. These construction activities are documented, monitored and reviewed by a Green Facilitator and continuous evaluation is carried out to measure improvement on construction activities. For instance there is a Wash Trough on site to ensure construction vehicles leaving the site do not pollute the public roads with mud from their huge wheels and good housekeeping is conducted every day to ensure there is no water ponding on the site to attract mosquitoes which can cause the dreaded dengue.



### Green Label Product

Building materials that are produced and extracted locally and/or products that contain recyclable content are always preferred during material selection. For instance sustainable timber is given priority in material selection for The RuMa. These products are checked and verified for their test reports and green certificates.

### Rainwater Harvesting System for Landscape Irrigation

The Rainwater Harvesting System is provided to collect as much rainwater as possible from the roof. The rainwater is collected, filtered and stored in water tanks to be used for building landscape irrigation purposes. It is expected that the rainwater collected will be sufficient enough to cater for the building's landscape irrigation without the need for potable water.

### Dedicated Bicycle Parking Spaces

The building is strategically located close to KLCC Park, which offers various recreational activities including cycling. The residents who enjoy cycling can park their bicycles in the bicycle parking spaces provided.

And finally.....

Giving the last word to The RuMa's Project Director, SS, **"I would like The RuMa to be an award-winning project because its refreshing concept is another first for Ireka. Having a building with two usages, i.e. a hotel and serviced residences built on top of one another has been challenging to construct but very exciting to be part of. I can't wait to experience the finished product because I am confident this is going to be another winner for Ireka."**

For progress update on The RuMa Hotel and Residences, refer to page 8.

# PROGRESS INTELLIGENCE ON THE RUMA HOTEL AND RESIDENCES



The RuMa Hotel structure is now completed and construction of The RuMa Residences which consist of 19-storeys of residential floors, including a mid-level Facility Area and a Rooftop Observation Deck are well underway.

To accommodate the change of building profile for The RuMa Residences on both the Eastern and Western facades, the first two levels, namely, Level 18A and Level 19 are constructed using the Conventional Formwork System which takes longer to construct. However, these works are now completed.

From Level 20 upwards to Level 39, construction has resumed using the Mivan Aluminium Formwork, a speedier construction method with physical works currently progressing at Level 20.

For architectural works on The RuMa Hotel Suites, works have progressed up to Level 15, mechanical and electrical works up to Level 13A and the Mock-Up Room at Level 8 is close to completion.

For information, The RuMa Hotel and Residences has now got its very own Youtube Channel so check it out on the following link and be sure to tell all your friends, family and associates about it! This is only the first episode and over the next few months we will be adding more episodes showing you all aspects of The RuMa's development and progress.

***The RuMa Hotel and Residences Youtube Channel Link:***

<https://www.youtube.com/channel/UCBEnWBGCmmNDhZkBpeQi5Fw>

***Episode One Link:***

<https://www.youtube.com/watch?v=SJTdclhSA2Y>

We look forward to providing you with further progress on The RuMa Hotel and Residences in the next issue.

# A PICTURE IS REALLY WORTH A THOUSAND WORDS

This 1911 English idiom, “A picture is worth a thousand words” suggests that a complex idea is more effectively conveyed through a single image than through a wordy description because at some point, words are inadequate and less effective where images are much more powerful. A Wharton School of Business study of a conference found that 50% of the audience was persuaded by a purely verbal presentation, while 67% were persuaded by the verbal presentation that had accompanying visuals. In fact, this is exactly the case for Bernie Quah who founded Sketch Post, a graphic recording company in 2013.



During her college classes, Bernie would take notes by sketching and this is what helped her to learn. She read that companies in the USA did sketching and illustrating as a business but she never believed that she would be good enough to do it. Her internship in San Francisco at a web design company changed everything. Bernie met graphic recorders in New York and Chicago who were more than willing to share their knowledge and encouraged Bernie that her then slim portfolio was not so amateur!

Born in Ipoh, and raised in Petaling Jaya, **Bernie** lived her whole life in the neighbourhood, even going to First City University College, (formerly known as KDU International College), just down the road from home. From childhood she loved to draw and this was encouraged by her parents but at a young age, Bernie knew her own mind. She refused to go to art tuition classes because even then, she did not want any tutor over-structuring her art. According to Bernie, “I have always free flowed with my art and wanted this to be a hobby and not another lesson to study. Art is my way of self-expression and I have lots of fun with it. Art tuition would only overly structure my style which would take away my enjoyment of it.”

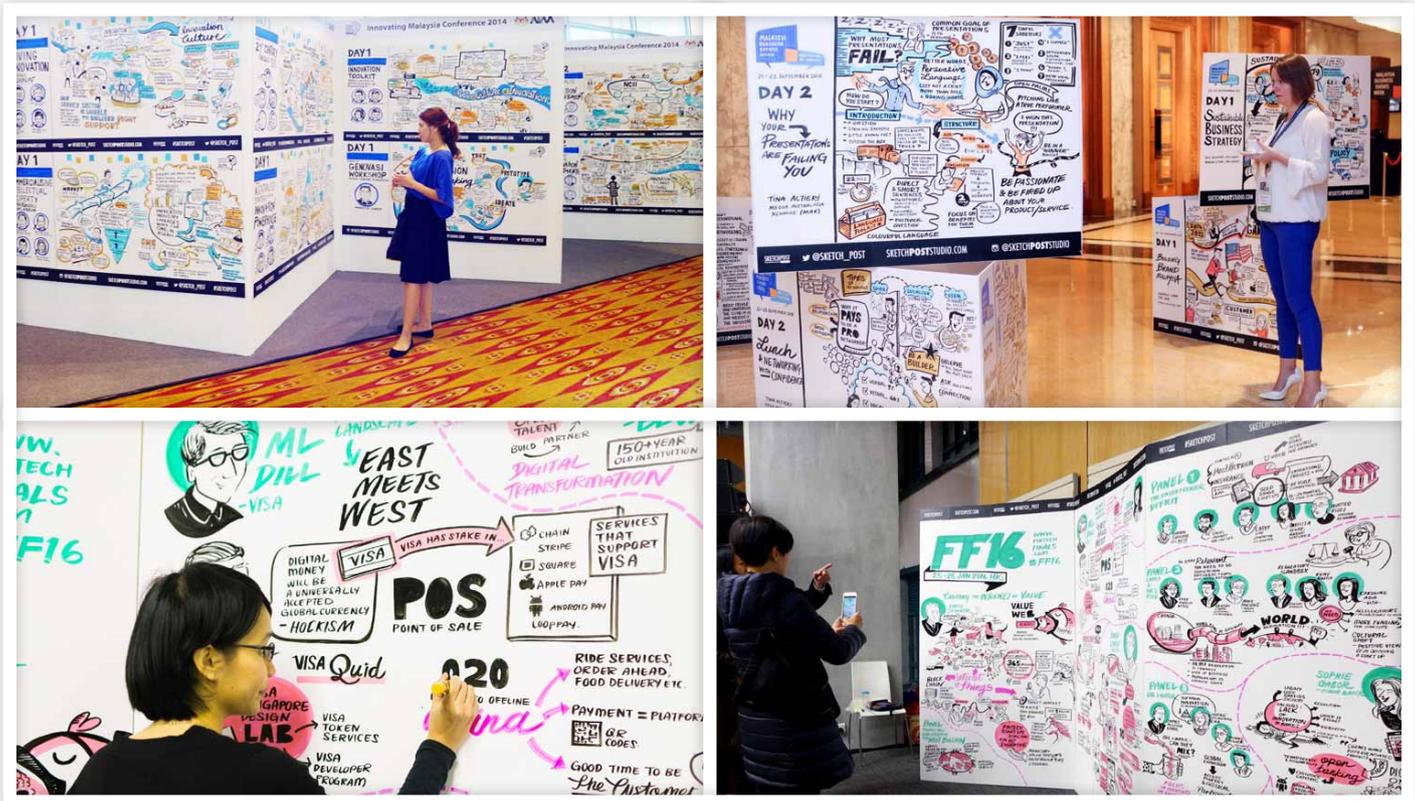
Bernie came back to Malaysia in May 2013 and by the July she had already started her graphic recording company, Sketch Post. Today, they are also in Hong Kong and Singapore, with a core team of 5 people. It is in fact the largest graphic recording company in SE Asia. The Company can boast an elite roster of clients such as Singtel, KPMG, PWC, Deloitte, DBS Bank, HSBC, Hong Kong Trade & Development Council, Barclay Bank, BFM Radio, Petronas, Securities Commission, Malaysia and many others.



At college, Bernie wanted to study Architecture and she enrolled herself into a design course at KDU College, Petaling Jaya. Having studied different art forms and art styles, and having done internships at architecture firms, Bernie eventually decided that neither architecture nor interior design is for her. “I realised that I am no good at thinking in 3-D. My interest lies in illustrations which comes more naturally to me.”



Graphic recording is relatively new to Malaysia but not so in both Hong Kong and Singapore. It is however picking up momentum in Malaysia because companies are beginning to see the value of turning complex verbal information into instant visuals. Bernie is an engaging young woman and there is no doubt that her art would have the same effect. She finds graphic recording enjoyable because she enjoys the adrenaline rush of concentrated listening, making quick decisions understanding what is said and being totally spontaneous. Non-disclosure agreements are signed with every client so there is no worry about confidentiality being breached.



Asking Bernie how she prepares for the events that she has to illustrate, she explains that research into her clients and their businesses is crucial. The current hot topics often discussed these days across the corporate world are about China's economic slowdown, ageing populations worldwide and technology disruption. The skills required to be a graphic recorder are mental alertness and the ability to listen and translate messages being conveyed into drawings, thereby bringing discussions and speeches to life.

So what is the real value of graphic recording? In this increasingly visual age, images really do speak louder than words and studies how that images help people think, help with memory retention (by 30% according to psychologists) and inspires creativity. The immediacy of having your events illustrated means ideas discussed can be shared with colleagues, even those not at the meeting. Very often, the multi-nationals Sketch Post work for will Tweet their drawings around the world to their various regions. There is no more waiting for the minutes to be typed up which is time-consuming. Bernie says, "I draw what I see and what I hear. I understand the themes and outcomes of the meeting and will remain as objective as possible. Hand drawing something immediately is like seeing magic happen. Visuals are definitely the way to communicate today, especially

to the younger generation whose attention span may be shorter and for whom words are drier and stuffer than drawings. Think of the smiley faces and hearts we receive on WhatsApp all the time – impactful!" Sketch Post moves with the times too and today, much of their drawings are done on iPads or tablets. This is instantaneous and the drawings can be shown on the plasma screens.

The illustrations are sketched as fast as possible during the event, fine tuning will take place afterwards if necessary and clients always get to keep the boards at the end of the day. Bernie has had one or two unusual requests too – sometimes people ask to look thinner, be drawn with more hair and to generally be drawn to look good but as they are not portrait artists, these requests are difficult to fulfil. The only instance where visuals don't work as well are for graphs and numbers. The favourite topics Bernie and her team enjoy sketching are on leadership, entrepreneurship and innovation. The added value of Sketch Post is their linguistic skills because between them, they are fluent in English, Chinese and Malay. As a team, they share the excitement for igniting ideas through their visuals in real time and creating lasting records of free-flowing discussions. The future for this form of communicating and sharing learning is indeed bright!



Email : [bernie@sketchpost.com](mailto:bernie@sketchpost.com)

# KOPITIAM NEWS!

The i-ZEN & zenZ Community Page

## TONY ROMA'S – CELEBRATING 10 YEARS IN MALAYSIA

As they say, time flies when you are having fun and that is exactly the case with Tony Roma's. It opened its doors to Malaysians on 4th October, 2006 in Sunway Pyramid, Bandar Sunway. Today, Tony Roma has expanded to eCurve in Mutiara Damansara, Pavilion KL, The Gardens Mall, Setia City Mall, Citta Mall, Nu Sentral, IOI City Mall in Putrajaya, KOMTAR JBCC in Johor Bahru, Vivacity Megamall in Kuching and Mahkota Parade, Melaka. There are more openings planned for 2016 and 2017, an indication of the brand's continued popularity in the country.

Cod with Pineapple Salsa, Shrimp Scampi Pasta, Nick's Ultimate Steak Panini, Mojo Chicken, Steakhouse Burger and unique Mini Desserts.

### The Tony Roma's Story

The Tony Roma's story started in North Miami, Florida on January 20, 1972. The family restaurant had the feel of a neighbourhood bar. The menu was simple and consisted of great tasting food, reasonable prices, late evening service and nightly live entertainment.



Its American-style casual dining family restaurant draws in the Malaysian crowds every day and sometimes, it is hard to believe that Tony Roma's has been around since 1972 because it always has a fresh feel about it – the whole dining experience and definitely its menu. Tony Roma's world famous Beef Ribs remain the #1 in Malaysia and Tony Roma's Malaysia has created Lamb Ribs which have proven to be a runaway hit and is not available anywhere else. Other popular dishes include the original Onion Loaf, one-of-its-kind Kickin' Shrimp to signature dishes such as Steak & Wild Mushroom Flatbread, Filet Medallions, Mojo-Grilled

Baby Back Ribs emerged as the house specialty with people traveling miles to sample the signature product. Tony Roma's soon became one of Miami's most popular and successful restaurants and firmly established its niche in the marketplace. The company has won numerous awards across the U.S. for the "Best Ribs" and also has won nationally acclaimed industry recognition as "The Best Ribs in America".

Today there are over 150 Tony Roma's family restaurants across 6 continents with the first international Tony Roma's franchise, opening in Japan on August 9, 1979.



## Tenth Anniversary Celebrations

In conjunction with its 10th Anniversary in Malaysia this year, Tony Roma's has planned a number of activities, value deals and promotions to reward loyal guests such as 10% discount on your total dining bill on the 10th of every month.

### Who Says There's No Free Entrée?

5 Dine, 1 Free and 10 Dine, 3 Free\*, Kids Eat Free Everyday\* and Set Dinners are also available every day.

According to Johnny Pan, Marketing Manager for Tony Roma's Malaysia, "We want everyone to know that Tony Roma's is a great place for celebrations and great-tasting food at affordable prices."

For more promotions and updates, please visit [www.tonyromas.com.my](http://www.tonyromas.com.my) and our facebook/TRMALAYSIA page.

### Special promotions for i-ZEN readers?

10% Discount on Total Bill (T&Cs apply)

## i-ZEN PRIVILEGES

### IT'S OUR PRIVILEGE!

As an i-ZEN card member, you are the selected few invited to indulge in exclusive shopping, dining and pampering experiences with the premier merchants we have lined up with you in mind. We want to ensure that the experience is attractive and especially for you, presenting special offers and discounts.

Your i-ZEN Privilege Card is welcomed in any of the outlets below and there is no expiry date as we believe your benefits should be timeless! Just show them your card and enjoy the discount privileges today

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



<<<

Scan this with your QR code application or visit <http://www.i-zen.com.my/privilege.html> for more information on the full member privileges available in year 2016/17



## THE i-ZEN PRIVILEGE CARD GIVES YOU ACCESS TO EXCLUSIVE OFFERS AT YOUR FAVOURITE SPOTS

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ProEyes Studio



MAIL BOXES ETC.

#### EDUCATION



#### BEAUTY & WELLNESS

Jurlique

SOTHYS  
PARIS

GNC  
LIVE WELL.

#### ACCOMMODATION

FOUR POINTS  
BY SHERATON  
Sandakan

#### HOME & DECOR

onehygienic  
We Don't Just Clean. We Sanitise.

Slumberland

Alpha removals

AFFORDABLY COMFORTABLE

zaira

dtouch  
LIVING CONCEPT

#### DINING

Coffee club  
a cup above the rest

TONY ROMA'S  
RIBS - SEAFOOD - STEAKS



THE BARN  
WINE - SMALL PLATES  
FIREGRILL

HUBBA HUBBA  
MONT KIARA  
Hooked On Life

Please log on to <http://www.i-zen.com.my/privilege.html> for full information on partner merchants and their participating branches (where appropriate) for your convenience.

Inspired by the soaring imaginations of artisans,  
 SENI Mont' Kiara Penthouses & Plaza Duplexes are truly  
 a collection of praiseworthy homes, peacefully ensconced  
 in one of Kuala Lumpur's most desired neighbourhoods.



WORLD SILVER WINNER OF  
 FIABCI World Prix d'Excellence Awards 2014  
 Residential (High Rise) Category



WINNER OF  
 FIABCI Malaysia Property Award 2013  
 Residential (High Rise) Category

## SENI'S PLAZA DUPLEX EXTRAVAGANZA

With our new 'From Tenant to Owner' Programme, luxe urban resort living in the prestigious enclave of Mont' Kiara can be yours. Live large in SENI's unique Plazas Duplex where you will enjoy the best of both worlds - the space and comfort of a landed property, with upscale condominium lifestyle and security.

Grab your chance to lead the high life now

- Sale with Memorandum of Transfer (MOT)
- SPA and loan legal fees

There's absolutely no place more ideal than SENI to experience the finer things in life. Contact our sales team to find out more.



ACTUAL PHOTOGRAPH OF SENI MONT' KIARA PLAZA DUPLEX



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by  
**i-ZEN**  
 Life, styled.

An IREKA concept

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