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CITIZEN

Living Life Large



**THE MAKING OF
A MASTER BAKER**
‘FRANZ NICKL’


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GREETINGS TO OUR CiTi-ZEN READERS!

Happy Birthday Ireka!

The Company celebrates its 50th Anniversary and this is no mean feat for a public listed construction and property company in a highly competitive and volatile industry. I am proud to share some of its many iconic projects on pages 9 & 10 to celebrate half a century of building and service. Ireka is still trying to create many firsts and will soon be launching a new 169 unit development in Mont' Kiara aimed at the growing Japanese community in this upmarket area. You can read more about this and the Japanese community in Malaysia on page 5.

Franz Nickl, Master Baker from Austria and Kiaraville resident is our feature article. He gives us an interesting insight into the world of someone who has succeeded with determination and grit; and who considers Malaysia his adopted home.

Construction progress on The RuMa Hotel and Residences is moving apace. The photos on page 4 attest to this and I am very excited about its completion. We will let you have more information in the next issue on our exciting launch plans for this five-star hotel and residences development under one roof.

Until the next time, wishing you a Life Lived Large,

With best wishes,

Datuk Lai Voon Hon
 Group Managing Director
 Ireka Corporation Berhad

THE MAKING OF A MASTER BAKER

• FRANZ NICKL



There is only one word to describe **Franz Nickl** – energy! From the moment you meet him, his liveliness, enjoyment of everything he does and enthusiasm for life is writ large. It was refreshing to hear someone say, “I don’t really plan out my life. I commit to it and just let it happen.”

STARTING OUT

Franz hails from a small Austrian town, Carinthia which is about three hours south of Vienna. His father was a machinist and his mother looked after their 5 sons. Even as a boy, he never stood still and refused to let the grass grow under his feet, starting off at the age of 9 in a local bakery, cutting bread, cleaning and sweeping the shop or making bread cubes for dumplings. At 15, Franz became an apprentice to a Master Baker. He then enrolled into a professional bakery school in Innsbruck, achieving a First Class Honours Diploma in Bakery. This, coupled with Franz’s in-depth knowledge of the science, technology and ingredients of bread making became his passport to freedom.

AUSTRIA AND THE HUMBLE CROISSANT

Interestingly, Austria has a long patisserie and café tradition, something left behind by the Turks of the Ottoman Empire. In fact, the humble croissant, always considered French in origin, was in fact Austrian. It was introduced by Austrian-born Marie Antionette when she went over to marry King Louis XVI of France in 1770. It was bakers in Vienna who made a pastry in the shape of the crescents they had seen on the battle standards of the Turks. They called this new pastry the “Kipferl” which is the German word for “crescent” and continued baking it for many years to commemorate the Austrian victory over the Turks in 1683.



MADE IN CHINA

Back to Franz – he could not see a future for himself in the bakery industry in Austria and so in 1989, at the age of 22 he left for Beijing to work for the Shangri-La Group. The country was just beginning to open its doors to the world. It was his older brother who showed him the job advertisement, Franz applied and was accepted to work as Chief Baker in the China World Trade Hotel with its 1,200 rooms. He has remained in Asia ever since. This was a particularly brave, life changing decision because Franz spoke no English (he had to have the job contract translated for him because it was written in English) and the furthest he had ever been was to Germany; and had never possessed a passport before.





Franz's parents were not aware that he had left the country because he told them that he was doing a seasonal job at a ski resort which was not unusual for many young Austrians at the time. Franz did not want his parents to worry about him nor did he want to raise their expectations in case he did not make it in China.

This could not have been further from the truth because Franz had the time of his life in China, supervising 80 people in the kitchen and everything was a new experience which he thoroughly relished. This also included learning English as this was (a) the main medium of communication for expats and (b) it was easier than learning Chinese!

STARTING FROM SCRATCH

In Beijing, Franz also had to re-learn and experiment with his craft because the baking ingredients he was used to in Austria did not exist in China and in fact, everything back then had to come from Hong Kong or you made it from scratch. There were different ingredients to learn about – cake flour, bread flour and noodle flour, working with dry yeast instead of the wet yeast he was accustomed to in Austria. 85% of his staff were Chinese and he communicated instructions to them through an understudy or the much trusted “hand and body language” method. Most of his staff

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Our Raw Material Philosophy



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Our Production Philosophy

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Personal Advice

had never seen an oven before either, and so even with these challenges, he managed to serve pastries and cakes to thousands of people daily. It was no wonder that after only 3 months Franz was promoted from Chief Baker to Pastry Chef.

KEEPING IN TOUCH

Of course he credits the success to the team he had in the kitchen and their determination to be pioneers. He keeps in touch with many of them - his understudy is now a pastry chef, another is a General Manager of an international chain of hotels and another is a team leader for the National Pastry Chef for China. He says, "Keeping in touch with old colleagues is important to me because the pastry world is like a unique family who spend a lot of time together under pressurised conditions every day and we learn a lot about each other."

NEW ADVENTURES

After 2 years in Beijing, Franz moved to Singapore to be the youngest Specialist Baker Pastry Chef at the Pan Pacific Hotel. He wanted to make Asia home so then it was the Shangri La, Manila, Tanjung Aru Resort in Sabah, East Malaysia and The Westin Surabaya.

On May 1, 1997, Franz arrived in Peninsular Malaysia. Soon after a friend approached him about going into partnership to set up a frozen dough company and at the time there was only really DeliFrance to provide to and frozen dough was not so popular. The business went into receivership in 1998 but Franz always saw light at the end of the tunnel and refused to give up. In 1998, Franz sold the Bangi factory to Freddie Hiestand (Swiss Baker) and ended up as the manager there, building the business from virtually nothing to being an RM88m a year company in 2014 when he left to set up on his own again. His business toolkit was by now full of valuable learning and Franz has not looked back since. Today, he is Chief Operating Officer of De-Luxe Food Services Sdn Bhd with its well-known brand, Hearty Bake. They provide premium frozen bakery products to hotels, restaurants, airlines and the like.

LEADERSHIP AND PASSION

Leadership and management are all self-taught to Franz. "Your product must speak for itself and be consistently good. Determination, integrity, motivation and lots of common sense is what good management is all about. Most of all, be yourself and love what you do 100%." Franz is not above rolling up his sleeves to do what needs to be done. "When something breaks down in the factory, I fix it. I don't wait for someone to come from Europe to fix it" Franz's first love was fixing bicycles, cars and motorbikes which he used to do with his uncle in Austria and so building and repairing industrial ovens and baking machinery just seemed the natural next step! Having someone who not just understands but has hands-on knowledge of the whole bakery process and its machinery is not only an asset but a necessity.

This accomplished 'Jack of All Trades' still regards himself as a humble baker and it is this humility that enables him to build lasting relationships with all his

customers whether they are Subway (their baguettes are supplied by Hearty Bake) or the grocery store in Kampung Baru. He remains very passionate about his craft, using the finest raw materials to get the best end product as a given and insisting on handling the dough with respect.

Getting skilled people to work in the business plus the availability and cost of raw materials are challenges for Franz. Today it is the increased cost of butter and the best place to source for it; another challenge will present itself tomorrow but truth be told, Franz thrives on it. Positive thinking is his drug of choice and this will keep him going on and on and on...

More recently, Franz turned his hand to writing a book on his brand of leadership because he wants to pass on his knowledge and experience to encourage more young people to consider a life in baking and being a pastry chef. He asks that people look beyond the early rising (usually starting work at 4am!) to the benefits and good living.



MALAYSIA IS HOME!

Kiaraville Condo is home to Franz and his family. He enjoys the community living ambiance and regards the property as a good investment. In fact, Malaysia is where Franz wants to retire in because here, he still sees the opportunity to do lots of things, even in retirement. One such retirement dream is to set up an apprenticeship programme for pastry chefs in Malaysia. Franz is not done achieving, so retirement will not be knocking just yet!

When he is not working, Franz is out riding on his beloved Harley, playing tennis, badminton or in the gym to allow for the pastry eating. As I started out by saying, there really is nothing flaky about Franz Nickl, he really is pure energy!

PROGRESS INTELLIGENCE ON THE RUMA HOTEL AND RESIDENCES

The RuMa Hotel and Residences' construction has progressed up to Level 36 averaging at a 9-day cycle per floor. The architecture works are fully completed to Level 24, the mechanical and electrical works, plus internal finishes works are now up to Level 18.

The prototype room for the hotel's Grand Suite is well underway and current works include timber backing, ID panelling and M&E works. For the Residences, the mock-up room, floor screed and wall skimmed coat are now completed, with the tile setting-out currently in progress.

Two 80x40 ft tall giant banners with final release and contact details for the whole project have been unveiled and proudly drape on both sides of the building. This joint venture project between London-listed Aseana Properties Limited and Ireka Corporation Berhad is eagerly awaited, providing a rare find for both residents and visitors to Kuala Lumpur. We look forward to bringing you further instalments of the RuMa's progress in the next issue.



A NEW HOME IN THE SUN



Ireka Corporation Berhad continues to set new trends, even after 50 years in the construction and property development business. One of its latest projects is developing condominiums aimed primarily, although not exclusively at the Japanese community in Mont' Kiara and they will be working with **Ishihara Shotaro - san, Managing Director of Cosmos Plan Sdn. Bhd.** to market it. Incidentally, Mont' Kiara is home to a large proportion of the Japanese community who live in Malaysia. In fact 40% the Japanese population in Greater KL live in Mont' Kiara, according to Ishihara-San.

NEW PROJECT PLANNED IN MONT' KIARA

Ireka's recognizable and iconic i-ZEN brand, has many fans among the Japanese community and so this latest venture with Ishihara-san and the Cosmos Plan Team is the logical next step. The concept is to create a condo dedicated to Japanese lifestyles where the design features and facilities built to a high standard will be Japanese-friendly so to speak. For example, there are plans for a Japanese restaurant, convenience store, Japanese Garden and Onsen (hot-spring), not to mention the whole development being pet friendly which will definitely appeal to this community. One of the most popular requests from current Japanese tenants and home owners is to

have a centralized maintenance, repairs and defects team to deal with when they need help rather than having a plethora of workmen to negotiate with. Ireka will meet this need in the new 169 unit development expected to be completed around 2020. The launch date is expected to be the third quarter of 2017.



EXPERT PARTNERSHIPS

Ishihara-san has lived in Malaysia for the last 25 years, so to say he knows a thing or two about living in Malaysia is an understatement. His company, Cosmos

Plan Sdn. Bhd. specializes in property transactions for the Japanese community in KL and another of his company called Tropical Resort Lifestyle (MM2H) Sdn Bhd specializes in the Malaysia My Second Home Programme (MM2H) for the Japan market. MM2H has been attracting many Japanese retirees who tend to be long-stayers escaping the winter months. It is also popular among Japanese parents who want to educate their children in Malaysia's many international schools and colleges.

Visiting Malaysia many times as an investment banker in the 1980s enabled him to see the potential of investing in Malaysia, both from a professional and personal perspective. Initially Ishihara-san settled in Penang where under a Malaysian/Japanese venture, he project managed the building of the then Kristal Golf Resort, which was subsequently sold in 2007. This was around the same time that Ishihara-san set up the MM2H agency (previously called the Silver Haired programme), providing a service to Japanese people in the main

MM2H AND THE JAPANESE

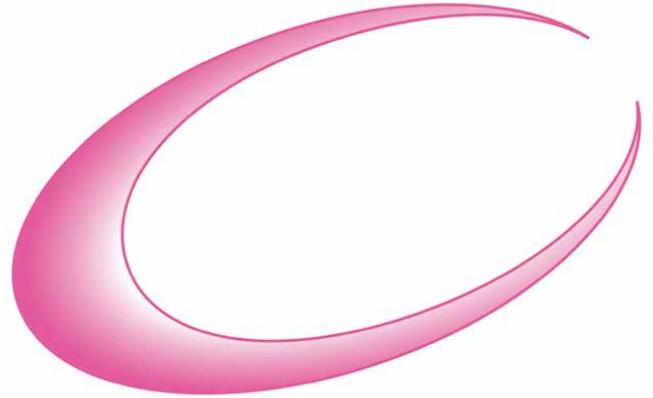
The MM2H programme is a Malaysian Government initiative to enable non-Malaysians to live in the country for an extended period of time, usually with a 10 year residency visa. Since its introduction in 2002, the MM2H programme has been very popular with the Japanese and today, they make up the second largest group of applicants after the mainland Chinese, according to Government statistics. So, what does Malaysia have to offer the Japanese?

Ishihara-san doesn't hesitate to list out the benefits of the wall-to-wall warm weather, relatively stable political situation, cheaper living cost compared to Japan, the multi-ethnic society provides variety to the food, culture and daily living; and most importantly, international standards of educational and medical facilities. The 20,000 strong Japanese community in KL (30,000 in Malaysia) has seen the growth in support facilities such as supermarkets stocking Japanese groceries and familiar brands, Japanese restaurants, hairdressers and everything required to feel home away from home. The Japan Club, one of the World's largest is also a good starting point to help Japanese people living in Malaysia to keep busy with the many activities on offer and to make new friends. The Japanese School in Kuala Lumpur is the fifth oldest Japanese school overseas, established in 1966, with extensive premises that include a kindergarten, primary and secondary schools.

JAPANESE INVESTMENT IN MALAYSIA LIVES ON

Many of the Japanese living in Malaysia tend to be linked to the electrical, electronics and car industries but increasingly this is giving way to the logistics, financial and service industries (e.g. F&B). What Ishihara-san's companies offer are a complete service to Japanese individuals and corporate clients interested in making Malaysia their new home. Tropical

Resort Lifestyle (MM2H) Sdn Bhd has sponsored more than 2,000 Japanese MM2H cases and is a one-stop-shop service to walk you through everything you need to do to start life in Malaysia. Cosmos Plan Sdn. Bhd. has been serving the Japanese community in Malaysia to find suitable rental condos and Japanese investors to purchase quality properties for investment or for their own use.



Cosmos Plan

Cosmos Plan Sdn Bhd, beside property transactions, they support Japanese companies coming to invest in the Malaysian Markets and in fact, Mitsui Outlet Mall near the KL international airport (KLIA) is one of the companies they have successfully negotiated to start their business in Malaysia. Ishihara-san expects more Japanese companies in the auto industry, food industry, retail, F&B, banking & insurance industry, and the real estate related industries to set up businesses in Malaysia in the coming years.

Ishihara-san also observes a new kind of MM2H resident emerging in the Japanese community, and that is parents (usually mothers) accompanying their children to study in one of Malaysia's many international schools and colleges. The thinking behind this big commitment is to give their children the opportunity to learn English and Chinese, the languages of business and getting ahead, as their parents see it. According to Ishihara-san, "Their children can learn diversity and communication with other races, which they can't really learn in Japan." Some international schools are already capitalising on this trend and have targeted recruitment drives to attract students from Japan. Even Tourism Malaysia have been represented at education fairs in Japan!

All this places Ireka's impending Mont' Kiara project on a sound footing to take off and can only be a move in the right direction! Look out for more information on this project in the next issue. If you would like to find out more about this new Mont' Kiara project, please contact Senior Vice President, Head of Sales & Marketing, Judy Loo on 019-600 3168 or email to judy.loo@ireka.com.my

UP CLOSE AND PERSONAL WITH FIREMEN FROM THE KL FIRE & RESCUE DEPARTMENT

Saturday, 25th March 2017 | Plaza Mont' Kiara

Everyone craves a secure, comfortable home and environment as a high priority. But how many of us have actively engaged in preparing our homes in case of fire? The Mont' Kiara Community Society (MKCS) and KL Fire and Rescue Department teamed up to bring the Mont' Kiara community an 'up close and personal' experience on Saturday, 25th March 2017 at the Fire Precaution, Prevention and Protection Event, which was sponsored by Henry Butcher Malaysia (Mont' Kiara) Sdn Bhd. The event received an overwhelming response from the local Mont' Kiara community, especially families with young children.

The Director of KL's Fire and Rescue Department, PKPjB Khirudin bin Drahman gave a very interesting, helpful and informative talk which had everyone listening intently. The whole team of fire fighters present at the event were interacting with the crowd to develop a bond, winning respect and allies to their cause. Their mission statement for the day was, "If a victim is knowledgeable, there will be no victims". This message was powerful and the crowd loved it.

The abseiling demonstration had everyone clapping at the fire fighters' skills, especially the 'upside down' abseiling, where the fire fighters, with a miraculously quick flip, came down head first. This impressed us all no end! Everything was set up for the crowd to have a go at climbing up a ladder to the first floor and abseiling down to the courtyard entrance. Alas, the storm closed in and sadly the activity had to be abandoned for safety reasons. It was soon forgotten though, with so much else going on.

Vendors selling basic fire fighting equipment set up booths all around the main entrance to the Plaza, offering good deals and also different designs of fire extinguishers to appeal to customers. The Fire Protector's Society was also there to support the event, offering to conduct free fire safety awareness programs in schools, condos and companies. The KL Fire and Rescue Department had itself set-up a booth, to provide information on fire safety.

To make it fun and educational for the children, BOMBA set up "Stop, Drop and Roll", a giant sized emergency escape floor game that the children queued to have lots

of turns at playing. There was also a colouring contest and sand art activity, to keep the children occupied while parents got a chance to visit the booths and also to participate in the presentation session.

The most popular activity of the day was the fire truck riding up and down Jalan Kiara 4 with lights flashing and sirens blaring, much to the delight of the children. Parents and children went first, but towards the end of the event the fire fighters let the adults pile in, and went round several times more. Everybody got out of the fire truck smiling, so definitely one for the bucket list!



When asked about the event, Patricia, a Mont' Kiara resident said that she likes to know her family are safe and the event helped her achieve that. Over the years she's bought and replaced more fire fighting equipment than she can remember. She laughs when she says that she's never even had to use one. As far as she's concerned, it's insurance and teaching her family what the equipment is for starts the discussion on fire safety awareness raising. Coming to the event

was for her grandchildren, who thoroughly enjoyed themselves. Her objective was to create awareness for her grandchildren before they need it, by exposing them to good fire safety habits and situation alertness. In the process, Patricia also go to refresh her own knowledge.

Esther, another Mont' Kiara resident agrees. Her child had recently practised a fire drill at school, and Esther wanted to reinforce the message. She heard about the event and was interested to find out more about what she could do at home with her children to get them involved from a young age.

It was so heartening to have the support of our Mont' Kiara residents to the Fire Safety event and more importantly, that people found it very helpful. This has encouraged us to plan more such events in the future for our local community.

Best wishes,

Carol Lee

Chairperson, Mont' Kiara Community Society



PKPjB Khirudin capturing the attention of the audience.



Token of appreciation to Ronny Yong from Henry Butcher Malaysia, Tuan Khirudin b. Drahman & Tuan Samsol Maarif from the KL Fire & Rescue Department, Tuan Armdan b. Mahat from Balai Bomba dan Penyelamat TTDI, and Shukry from Plaza Mont'Kiara. Accompanied by Bomba's Mascot Eddie and muscular firemen by the Chairperson of the MKCS, Carol Lee.



A fireman, Azhar, connecting with the participants at the event.



Great turnout for the Fire Safety Awareness event.



Parents and children queuing-up for the fire truck ride.

ABOUT THE MONT' KIARA COMMUNITY SOCIETY (MKCS)

The Mont' Kiara Community Society of Kuala Lumpur (MKCS), previously known as the Mont' Kiara Consultative Council (MKCC), was established since 2013. There are currently 54 properties under the MKCS, which includes condos, houses, schools and commercial buildings. The objective of the MKCS is to bring all properties in Mont Kiara together to achieve a common vision, which is to make Mont Kiara a better place to live in. The MKCS also represents properties in Mont' Kiara to speak to the local authorities, such as the police, DBKL etc. on issues pertaining to road improvements, traffic, safety and security, illegal advertisements and other matters.

CONTACT DETAILS:

Wong Wai Ping - 012-3682931
(Head of the MKCS Events Sub-Committee)

Carol Lee - 012-2077103
(Chairperson of the MKCS)

PKPjB Khirudin bin Drahman - 014-2535737
(Director of the KL Fire & Rescue Department)

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1 Mont' Kiara



Harbour Mall Sandakan & Four Points Hotel by Sheraton



ALOFT Kuala Lumpur Sentral Hotel & NU Sentral Office Tower



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Taiping

Tapah Water
Treatment Works

Kedah State Assembly

KOPITIAM NEWS!

The i-ZEN & zenZ Community Page

DELICIOUSLY LUSCIOUS



Three years ago a young Citibank banker, who is also a Mont' Kiara resident, decided to change paths to become a baker and in this short period of time has made a name for herself supplying cakes to cafes and restaurants in the Klang Valley. Recently, Lisa T opened her own café in 1 Mont' Kiara Mall, invitingly called Luscious which she is rightly proud of.

When Lisa and her husband, Shawn started out, they would deliver cakes in their Perodua Myvi and today they have a brightly coloured 'Luscious' van and also a kitchen in Ara Damansara on the outskirts of Kuala Lumpur to bake their products. The Klang Valley's growing artisanal coffee shops appreciates the brightly coloured cupcakes and today, they are her biggest customers.

Luscious is a brand concept Lisa designed and one day has ambitions of taking it beyond the shores of Malaysia. "I wanted to create cupcakes that are fun, decadent, beautiful and colourful to look at, yet not sweet." Lisa is particular about using the finest ingredients and punctuated much of the interview with this sentiment. The Sakura cupcake for instance, is made with green tea powder from Japan and when blended with the chocolate, this gives a bitter sweet taste from which the distinct green tea flavour comes through.

Infusing Malaysian flavours into her cakes is also something Lisa is proud of. For instance the D'Lisa cupcake has bandung syrup buttercream and there is a lychee in the cupcake itself. The Fazura cupcake has pandan and gula Melaka ingredients decorated with local flowers.

Luscious café, situated on the ground floor of the Mall is striking from the outset. The custom-made cupcake light shades and cupcake dance floor will draw you in without you even realising it! Once inside you can sit in the main section or tuck yourself away on the giant



lip sofas to be decadent without anyone noticing. As Lisa wisely says, "If you are going to eat cake, make sure it's worth it and make the calories count." This is definitely a woman after my own heart!

The other Luscious treat to have is their gelato made from Australian Jersey cows milk and there is even a Malaysian twist here – Assamboi flavoured ice cream. The café will also soon be looking to provide more savoury dishes like a variety of meat and vegetarian pies. There really is no stopping Lisa and Shawn because they want us all to have a Luscious experience.

As far as I am concerned, Luscious is all about giving yourself permission to be decadent so there is no point resisting the temptation!

For more information, contact **Lisa** on **017 685 7735** or lusciousbylisat@gmail.com

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“

We lived in SENI Mont' Kiara for over 4 years and loved every minute of it. We particularly liked the sports facilities and the unique layout of the condo. We always felt that the atmosphere was very positive and that our experience in Malaysia was highly enhanced by living in such a complete condo with easy access to international schools, restaurants, supermarkets and speciality shops. We will always remember our time in SENI.

”

Gonzalo and Micaela, Switzerland



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