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CITIZEN

Living Life Large



Ready, Get Set, Go!

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GREETINGS TO OUR CiTi-ZEN READERS!



The pre-opening of any hotel project is both exciting and challenging at the same time. It involves working with a dynamic new team to put together the pieces of a giant jigsaw puzzle to bring the hotel's concept to life. It forces you to think outside the box because the prep work is all done in the absence of the physical hotel experience. There are constant adjustments and changes made during this time to make sure that "it'll be all right on the night!" As developers, we have been involved with the pre-openings of The Westin KL, The Four Points by Sheraton, Sandakan, The Aloft Sentral, KL and now our latest, The RuMa Hotel and Residences in the heart of Kuala Lumpur City Centre. We are all excited and looking forward to The RuMa Hotel and Residences opening its doors to the world later on this year.

Guido Farina, The RuMa's General Manager features in this issue, sharing his vision of the new hotel and explaining the heritage story behind a few of its iconic designs. Alongside him, we also get behind the scenes of what goes into delivering a top notch hotel with 3 key members of his team, learning about their little-known roles that make the guest experience a memorable one.

The "new" theme continues in this issue with features on 2 very different businesses - SOCAR, the country's newest car sharing platform and an already popular new café in Mont' Kiara called Ra.Ft. We hope you enjoy reading all about them.

Until next time, remember to Live Life Large!

Warmest greetings,

Datuk Lai Voon Hon
 Group Managing Director
 Ireka Corporation Berhad

HERITAGE CHIC AT THE RuMa HOTEL, KUALA LUMPUR

Excitement is in the air as the much heralded RuMa Hotel, KL's newest hotel, opens its doors for business later in 2018. The RuMa Hotel, situated in the heart of KLCC will be operated by renowned international hotel management group, Urban Resorts Concept (URC). If you have visited their flagship PuLi hotel in Shanghai, you will know what's in store for you at The RuMa Hotel, Kuala Lumpur – chic, top notch and luxury are 3 adjectives that will do for now!

In this issue of CiTi-ZEN, we are honoured to be given an exclusive interview by **The RuMa's General Manager, Guido Farina** whom, since taking up his post 8 months ago is already making his mark. His ever growing pre-opening team live and breathe the setting up of The RuMa Hotel to ensure that the guest experience is spot on from the moment "Go"! Let's read all about Guido's vision for the hotel and the reasons behind these.

What is your journey to KL and how did you come to settle here?

I have always believed that a path has been set for us, both in terms of our career and our private life; and they both actually go hand in hand. My experiences as a hotelier over the last 27 years have taken me to the four corners of the globe, but the turning point of my journey to KL I think started back in 2009 when I joined The Datai Langkawi as Executive Assistant Manager. I was so impressed with the resort, set amongst the one million year old rain forest with some amazing wild life surrounding it. Here, I learnt about the fascinating culture of Malaysia, deeply rooted with the traders and settlers from India and China arriving as early as the first century AD, to the people of the Malay Peninsula influenced by the religions of Hinduism, Buddhism and eventually Islam.

I became interested in the importance of Melaka as a key commercial centre attracting trade from around the region and across the oceans. In 1511, Melaka was conquered by the Portuguese, after which it was taken by the Dutch in 1641. In 1786, the British Empire established a presence in then, Malaya and eventually Malaysia was created in 1963, made up of Peninsular Malaysia and two other states (Sabah and Sarawak) in East Malaysia. I make it a point to learn something about the culture and history whenever I live anywhere new.



GUIDO FARINA | General Manager, The RuMa Hotel

Then in 2010 I "got attached" to a lovely Malaysian lady, who became my wife in 2014. Together, we in fact decided to travel abroad (to Mauritius) for work for about 3 years, but always had a clear objective to come back and settle down in Malaysia. This call came in May 2017 when we came back to live here, to search for the right career opportunity and to begin planning our future in Malaysia. Eventually, I will call Langkawi home because that is where I will retire to, on a little farmstead with a vegetable garden and an adjoining restaurant seating only 10 for passers-by to while away their time.

Why attracted you to the URC brand?

I received quite a number of job offers since I came back to Malaysia, but I already knew that being attached to a big hotel chain even if they had a brand reputation in the market was not what I wanted. I preferred to look out for a small group, with a niche brand in a luxury setting, whose DNA is deeply ingrained in hospitality.



The RuMa Hotel (The Lobby)

Let me explain what I mean. A strong existing brand and hotel chain has great history and a large portfolio of guests, but the hospitality industry has seen many changes in the last few years with mergers to create luxury super brands like Raffles and Fairmont merging with Accor Group and other brands like Luxury Collection and St Regis now sitting under the Marriott/Starwood umbrella.

But I found new players coming into the market, who also portray, in my opinion, a distinguished approach to the hospitality world, with their more traditional ventures going back to the "ABC" of customer service or going back to basics, to ensure that everything is delivered with perfection, with intuition and in a genuine and sincere manner. It's all about the sense of hospitality.

So when I was contacted by URC and after doing some research on them, I understood what they were trying to establish and both our understandings of today's hospitality world were aligned. URC's pioneers took me through their brand positioning and philosophy, and almost immediately, I was convinced this is what I was looking for and wanted be part of.

I also think that my own background and experiences in the range of hotel types have contributed to me being selected as the final candidate. In fact, URC's management team have themselves worked for some of the hotel groups which I was attached to in the past, so we had plenty in common for both sides to be able to match our expectations.



The RuMa Hotel (The Library)

What is so special about The RuMa and what will you do in your role as GM to make The RuMa stand out and be outstanding?

It starts from the name, The RuMa which is a play on the Malay word for home (Rumah), so the guest experience is all about feeling at home. The building has a great design and unique perspective; and already brings a feeling of 'soul' to KLCC, with its myriad of neighbouring developments, both commercial and residential.

We have to remember and honour how much time has been dedicated to perfecting The RuMa Hotel and Residences by the developer (Ireka Corporation

Berhad), the engineers, architects, interior designers and so on. They have travelled around south east Asia and China to select specific materials, components, props and decorations to bring this project to life. Soon, it will be ready to be handed over to URC, and to me for managing the operations on the ground and to start welcoming our first guests.

I have been living and breathing this project for 8 months now, and I have seen a tremendous amount of work shared by many parties, everyone coming together to make sure to deliver an uncommon hotel. In fact, there will be nothing run of the mill about The RuMa Hotel. The attention to detail in the common areas and rooms will, in my opinion take everyone by surprise and will create a memorable first impression for our guests. We want to be able to create a hotel as a “Story” rich in Malaysian heritage from the moment you step onto the premises. There will be signature features, bespoke artwork and statement lighting fixtures around the hotel.

There is an audience of travellers, whether as holiday visitors or those on business, who will hand pick the RuMa brand and they will wish to be connected with us. From my experience, guests are in search of the uncommon, they will love to hear the RuMa story which we will train every member of staff to be familiar with and feel connected to. The RuMa Hotel is designed around a few key themes. For example, upon arrival into the lobby area, guests will be met with the Rotunda with its birdcage and fountain which will have day and night light settings. Bird cages are a typical aspect of many Malaysian homes and birds were also sent down the tin mines, a big part of Kuala Lumpur’s (KL) industrial history, to test the air quality. So, there is a ceremony and a story to the guest entrance. Next, is the grand spiral staircase in the reception area which represents the drilling machines boring into the mines and the copper ceiling above pays homage to KL’s tin mining past. The black stone flooring from China pays tribute to the traders and settlers who plied their porcelain, silks and spices trade centuries ago. This is only in the lobby area!

Tell us something about the pre-opening team and their roles

I have a clear objective, I wanted to build a team with great personality and charisma as well as with a wealth of good experiences in the field. I conducted several interviews for each of the senior positions to ensure we got the right candidate with the right attitude for the role they would embark on. Jaya Nazreen, the Executive Assistant Manager is well known to me and URC, and so that was an easy position to fill. The Executive Chef, Tyson Gee came highly recommended by the Chef at The PuLi Shanghai. He was flown in from Australia for a food tasting, where he prepared lunch for 12, including the owners and the senior management of URC. He received a resounding thumbs up from all of us.

And so with the other Executive Team members, Michaela Brasse, the Director of Rooms, the HR Director,



Kartini Fletcher, Financial Controller, Daniyal Ng, Balan Manikam, Director of Engineering and Sharon Teo, Director of Sales & Marketing, we have started work on recruiting the heads of department and managers. It is a lengthy process but I know it will be worth it in the end and to be honest, I am looking forward to working with each one of them.

Every person has a clear job scope and in a nutshell the pre-opening work involves setting up their respective departments, establishing a critical path, creating policies and procedures, writing job descriptions for other team members about to join and working backwards to the opening date. It takes years of experience to do this part of the job well because we have to imagine the hotel as up and running. We all work closely together and with our Ireka colleagues too. We meet regularly to monitor the progress, we brain storm and make important decisions to move ahead because somehow we are all connected to each other, whether it is choosing the toothpick for the restaurant or the hand gel for the rooms.



The RuMa Hotel (Recruitment Day)

For our staff, I would like them to not only feel as employees but to make them understand the profound meaning of "Hostmanship", a facet of our culture that is uniquely RuMa. "Hostmanship" will be our signature experience that embraces authenticity, local identity, sensorial intelligence and human intuition. This is the RuMa culture that I intend to create and nurture.

What is the next big thing for the pre-opening agenda?

As soon as the RuMa Hotel is handed over, the training programmes for the different service roles will start with gusto. We will all have to familiarize ourselves with the premises, find our way around the hotel and be absolutely ready for the first guests when they arrive.

We are also currently working on the brand positioning and collaterals, as well as the fact sheet, working closely with a PR company who will set the stage for us to reach out to the desired audience.

As well as getting the hotel ready for its opening, we are also planning the pre-opening party, with the A-list of invitees. In fact there are multiple key factors that are coming together which are all so exciting and is difficult to prioritise one job area over another, because, I think, we treat everything with equal importance. It feels like putting a giant jigsaw puzzle together! I am really looking forward to benchmarking The RuMa Hotel against the best in the region.



BEHIND THE SCENE OF LUXURY (2) – PROVIDING A TOP NOTCH SERVICE, EVERY TIME

In the last issue of CiTi-ZEN, we introduced 8 senior team members leading on the pre-opening work programme. In this issue, we meet 3 managers whose job will be to make sure that everything is seamless for guests in the luxury RuMa Hotel, soon to open its doors to the public. No request should be too big and no detail overlooked – this is exactly what **Raja Kamal**, **Alison Hiew** and **Tan Mei Hoong** are all about. They are only too aware that a certain level of service is expected at an establishment such as The RuMa Hotel and so their work behind the scenes (and that of their staff team) is mission critical, every single day! Let's take a closer look at how they plan for the guest experience to be the best ever.



RAJA KAMAL | CHIEF STEWARD

Kamal has been a hotelier for almost 30 years, starting off as a dishwasher straight from school in 1989. He was in fact waiting for his SPM results (Malaysian Certificate of Education taken by fifth year students) but he thoroughly enjoyed the work at the then Holiday Villa Subang and thus started his career in the hotel industry. Kamal only wanted to do stewarding work in all the hotels he had worked in (Pullman Putrajaya, Four Seasons Langkawi, Datai Langkawi, Legend Hotel, Kuala Lumpur etc.) and continues to find this job motivating, although his role as Chef Steward these days is a far cry from the dish washing role he started in.

There is more to stewarding than making sure everything is spotlessly clean. A Chief Steward supervises and co-ordinates the activities of staff working in the stewarding department which includes people working in the storeroom, pantry and kitchen (except for the chefs and cooks). The core functions include stock management of kitchen and restaurant items (e.g. placing orders and keeping check to ensure there is enough inventory to meet demand, and all within budget, of course) and being responsible for meeting the highest standards of cleanliness and hygiene in the kitchen and restaurant areas. This is Kamal's most critical role, i.e. supervising his staff cleaning the kitchenware and silverware, as well as the floors and walls of the kitchen to protect the public health of guests and to ensure they are always up to standard. In practice this means making sure the right amount of cleaning materials is used to avoid accidents or even affect the taste of the food if too much cleaning agent is used on the crockery and cutlery. In The RuMa Hotel, Kamal will be responsible for the hygiene of 4 outlets – the coffee house, banquet rooms, lobby lounge & bar and room service.

Kamal is fiercely proud of his role and says that “stewarding is the back bone of the hotel. It is an unseen role but a critical one”, and it is this vision that he tries to instill in his staff. Kamal is well aware that there are opportunities waiting for stewards within the hotel industry to move on in their careers if they seek it and take pride in what they do. Kamal encourages his staff to look ahead and is proud to have “grown” about 20 staff who have worked under him, for instance, rising to the ranks of management, assistant chefs, sous chefs or assistant stewards. Kamal is determined to ensure that standards are maintained throughout the stewarding role, and via the national Chief Stewards Panel, has established a well-respected National Occupational Skills Standard for hospitality that colleges use for training up and coming stewards to regularize and formalize their roles.



TAN MEI HOONG | EXECUTIVE HOUSEKEEPER

The position of Executive Housekeeper is a key one because it is the housekeeping department that ensures the quality and cleanliness of every room is met or exceeded, prior to a hotel guest entering the room. They are also responsible for all of the laundry operations within the hotel.

Having worked for the last 22 years in the hotel industry across Kuala Lumpur, such as at the Melia Hotel, Pan Pacific Hotel, Legend Hotel and latterly the Saujana Resort Hotel, Mei Hoong is entitled to call herself an expert in everything housekeeping. There is nothing she won't know about amenities to have in a hotel room for the guests' ultimate comfort, cleaning chemicals and equipment to be used or the perfect thread count for the sheets. Even with the humble bedsheet, there are important things to consider such as the thread count being too low thus causing damage more quickly or too high thus lengthening the drying process.

The housekeeping role can ensure a standout experience for each guest because they have to anticipate the comfort of the occupants like ensuring that pillows are firm and beds have no creases (except at the corners) and everything in the room is positioned just so – The RuMa way! Most guests have no idea what it takes to properly prepare rooms prior to guests' arrival and the housekeeping team have to ensure all aspects of the rooms are ready and perfect – every time.

Mei's background is actually in culinary arts because she wanted to be a chef, and when she was seeking her first employment in 1996 at the Legend Hotel, none of the 3 positions on offer involved being a chef but the housekeeping role was available, and she has not looked back since. "I am still passionate about

housekeeping because it requires a lot of management and co-ordination every single day; and because housekeeping is about customer service, it therefore offers something new every day too."

Being part of the pre-opening team for Mei means being able to start from the beginning, like creating a RuMa Hotel Standard Operating Procedure for housekeeping, drawing on her vast experience, being involved with staff recruitment from the beginning, working closely with Kamal to get the right equipment and chemicals, using the right pest control company and even starting the hotel off with the right products like ashtrays, bins, umbrella stands etc. *Is the colour right, will they be easy to clean, is the size right* are just some of the many considerations to bear in mind.

Mei is determined to create a personalised service for RuMa's guests and wants to train her staff to be proactive in asking guests if they have everything they need for the perfect stay. Incidentally, Mei will undertake much of the training herself.

According to Mei, "Guests always remember the service and their experience, which is why it matters, especially in this age where bad news goes viral quickly. I don't want to get to the recovery level so we have to get it right from the beginning. Housekeeping is part of a big wheel which is why everyone in the hotel has to work together with us so trust is critical."



ALISON HIEW | TRAINING MANAGER

The training manager is another critical role in any hotel. Alison will be broadly responsible for identifying and assessing training needs; drawing up overall training and development plans, resolving specific



The RuMa Hotel (Restaurant)

problems, monitoring the effectiveness of training programmes and deploying a wide variety of training methods to ensure maximum learning and ongoing development. The training role is a unique one in hotel hospitality because it is so varied and goes across all the departments. Alison's clients are therefore everyone in the hotel, i.e. both the front and back of house staff. In a nutshell, the training manager's role is to drive suitable and tailor-made training initiatives that build loyalty to the hotel, enhancing skills, productivity and quality of service.

With her degree in Psychological Science from Australia, Alison knew from a young age that she wanted to be a trainer in behavioural change and before joining the hospitality industry, she worked for a corporate training provider. She already has some experience of being part of a pre-opening team having cut her teeth at Le Meridien, Putrajaya. The excitement for Alison in being part of The RuMa's pre-opening team is to set up the whole learning and development agenda, drawing on her experience of typical issues faced by hotel staff at the coal face and behind the scenes. Alison refers to the biggest advantage of working at The RuMa as "starting from a blank canvas."

Alison makes no apology for making it her business to know everything about people's roles in the hotel and to be hands on like helping out with stripping the rooms, because this is where she draws inspiration to tailor-make the training programmes. She plans to walk around the Front of House at The RuMa Hotel as she has done in previous hotel roles, having breakfast with staff, meeting the banquet and security team, looking

in on housekeeping and stewarding, and meeting guests to identify service gaps. Added to this, she will also spend her time with the heads of departments to understand what is happening in their teams.

The training Alison designs and organizes for the team varies in length because most hotel staff work shifts and they don't have the time to spare for lengthy training. Necessarily however, training such as first aid and food safety training will take place in a classroom setting but others like customer service training on for instance, seasonal promotions, credit card promotions or policy changes could take place for 15 minutes either before or after shifts in the departments themselves.

"The RuMa is both guest centred and exclusive at the same time; and having a blank canvas to work with in terms of training for the staff and adding value for guests is so exciting. I am particularly looking forward to remembering everyone's names and roles (268 staff at The RuMa Hotel). In my last job, I memorised 240 names!"

FINALLY...

One thing Kamal, Mei Hoong and Alison share is that they are all stamped with the same hospitality DNA, understanding the guest experience to be their *raison d'être*. The idea is to offer guests a level of service that goes beyond what's expected and this top-notch service becomes The RuMa Hotel's norm, so that they (i.e. the guests) wouldn't think of staying anywhere else!

PROGRESS INTELLIGENCE ON THE RUMA HOTEL AND RESIDENCES



The RuMa Hotel and Residences is well on the way to completion and everyone is looking forward to them making an imprint on Kuala Lumpur's hospitality and branded residences scene.

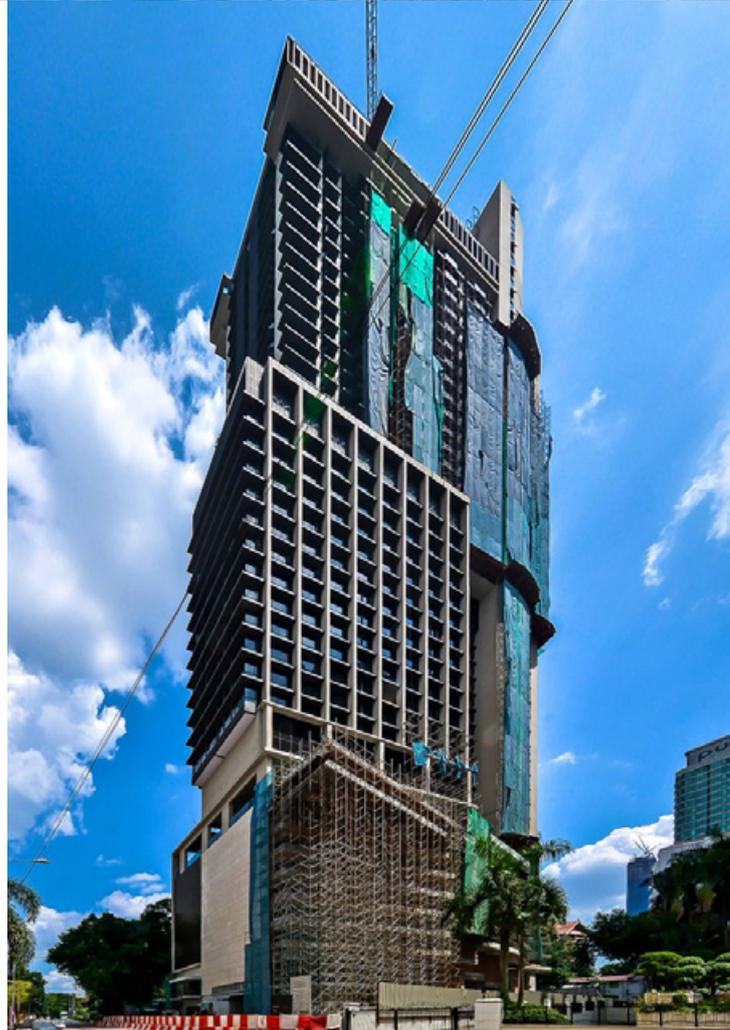
Structural works to the Fin Wall and architectural works have now reached Level 37 and therefore fully completed. The mechanical and engineering works are completed up to Level 36, with the internal works completed up to Level 29.

The external scaffolding is now removed along the building's façade facing Jalan Kia Peng and Changkat Kia Peng, with only 20% of scaffolding remaining on the façade facing Kia Peng Condominium.

Activities on the Hotel's Front-of-House, Back-of-House, Common Areas of both the hotel and residences are well on the way, with works being done to the ceiling, floor and wall finishes.

The show unit for the residences is now fitted out at Unit 1905. It is inspired by creating a refined living feel of Modern Malaysian Heritage, taking cues from the hotel's interior design concept and the hallmark open living space in light coloured palettes with dark timber accents.

We look forward to sharing more news with you about progress on The RuMa Hotel & Residences in the next issue of CiTi-ZEN.



NEW i-ZEN LUXURY DEVELOPMENT IN MONT' KIARA: KaMi MONT' KIARA



The Japanese inspired designer by Masaki Morinobu, an award-winning Japanese interior architect will create a Zen like ambiance within a tropical setting, to create i-ZEN's lifestyle concept of Sophistication, Style, Security, Soul, Service and Sustainability.

KaMi Mont' Kiara is perfectly situated between the two shopping areas (with its array of retail amenities and F&B outlets) of Solaris Mont' Kiara and Publika, as well as a number of transport links including the Sprint Highway, NKVE, Penchala Link, Kerinchi Link, Jalan Duta Expressway and the DUKE Highway. The forthcoming MRT line near the Matrade Centre is 10 minutes' walk away. This prime location is also serviced by 3 international schools, international golf, equestrian and cricket clubs, a sports stadium, the National Science Centre and the 470-acre Bukit Kiara Park.

Despite what has been a stalling property market in KL, Ireka has been surprised by the high interest level in i-ZEN's newest development, KaMi Mont' Kiara during the preview at the end of last year. It is worth stating that KaMi Mont' Kiara is also i-ZEN's eighth development*, this, from a brand that has successfully and proudly delivered over 2,000 homes to its exclusive buyers.

Ireka will be formally launching the KaMi Mont' Kiara development in April 2018, which features 168 apartments with a choice of sizes ranging from 850sq ft to 1,600 sq ft, set within a private, Japanese -designed landscaped grounds and accompanied by at least one car parking bay, depending on the unit's size. Residents will also be able to make the most of the round-the-clock concierge service which i-ZEN popularized in its Kiara 1 and Kiara 2 properties.

The landscaped gardens offer respite from the bustle of city life, with water features and lush plants in bloom all year round, as well as an infinity pool and Japanese Onsen Spa for the enjoyment of the residents. These shared facilities will be made complete with a BBQ area, multi-purpose hall, library/games room, children's play area, modern gymnasium and pet play yard. All this will be supported by lifestyle F&B outlets and a convenience store on site.



Good news for savvy investors and owners, the serviced residences of KaMi Mont' Kiara comes with a fixed rental guarantee for 5 years (Years 1-2 @ 5% and Years 3-5 @ 6%).

For more information or to book an appointment, call either 018 388 6988 or 03 6211 3338 or visit the KaMi Mont' Kiara show unit from 11am to 5pm daily. This is situated at the SENI Mont' Kiara Condominium.

(*The i-ZEN developments include i-ZEN @ Kiara 1, i-ZEN @ Kiara 2, Villa Aseana, Kiaraville, Tiffani, SENI Mont' Kiara and 1 Mont' Kiara)

ASTA ENTERPRISE PARK, KAJANG



There is no doubt that ASTA Enterprise Park (ASTA) in the Bukit Angkat area of Kajang is the Klang Valley's new industrial benchmark. Aside from the Taisei Lamick (formerly known as Maypak) factory currently built on 5 acres and on the Phase 4 vacant land, this industrial development has 3 other phases. ASTA totals 31.53 acres and is made up of the following:

Phase 1 – 18 Type A units which are the 3-Storey Semi Detached Industrial units measuring 8,594 sq ft each. This phase is under construction with building structure works progressing to the second floor.

Phase 2 – 6 vacant industrial land plots.

Phase 3 – 18 Type B units which are 3-Storey Semi Detached Industrial units with a basement level measuring 12,565 sq ft each.

Phase 4 – Taisei Lamick factory has successfully relocated to ASTA. The factory is now complete and the opening ceremony was held on March 7th, 2018.

Relocating to ASTA:

It couldn't be easier to either relocate or to site your business in ASTA and there are 4 good reasons for doing so:

- It is in a highly accessible location not only for the ready labour pool in neighbouring Bangi, Balakong or Sungai Long, but it is also within easy reach of both the North South Highway or the Silk Highway.
- ASTA is located in an approved industrial zone where factory owners should not have problems applying for operating licenses and obtaining the various local authority approvals.
- There are ample multi-functional spaces to suit all kinds of different businesses from warehouses, publishing houses, electrical manufacturers, wine importers, packaging companies, etc. The Type B units in Phase 3 have basement levels measuring 5,675sq ft (even larger for the corner lots) which are perfect for storage. All the units have access to the 1.5 ton service lift.
- There are enhanced security features which include CCTVS and motion sensors, 24/7 security patrol guards and security boom gates.

If you would like to find out more information about ASTA, please contact the **Sales Office** on **03-6211 3338** or **018-388 6938**



A TRIP TO THE MOVIES

To watch a movie time with the children was always on the “to-do list” for volunteers from IREKA CARES. IREKA CARES brought 13 children from Open Hands Home, Kajang to IOI City Mall to watch the recently released, “Maze Runner 3: The Death Cure” by popular request.

Special thanks to GSC Malaysia for providing the popcorn and soft drinks for the children.

The two-hour movie did not disappoint its audience with its interesting storyline, and most importantly the children enjoyed the show!

It was certainly a fun and interactive outing for everyone, big and small; and most of all; it was the quality time of volunteers and the children spending together that was special! For this reason, volunteers from IREKA CARES will organize more events again for the children in the near future.

According to IREKA CARES' Action Committee Head, Ms Najla, “Today was our first outing with the kids in 2018, they really enjoyed the show. The kids have been talking about watching a movie with us since last year, and I am happy we could organize it for them. The time spent together is special and we look forward to seeing the children again for our next activity.”



KOPITIAM NEWS!

The i-ZEN & zenZ Community Page

CAR SHARING – THE ALTERNATIVE TO CAR OWNERSHIP

Your Car, Anywhere, Anytime
#SOCARmy #TapUnlockDrive

The car sharing economy is said to expand in the Klang Valley because there is pressure to reduce congestion, something that car sharing companies like SOCAR can help achieve through the reduction of vehicle ownership. Its London equivalent, Zipcar is already making a difference. According to the Carplus Annual Survey of Car Clubs 2013/14 (London), "One Zipcar helps take 17 privately owned vehicles off the road in the UK."

The challenge for SOCAR will be weaning Malaysians off their love affair with the automobile culture, especially when fuel is subsidized and public transport is not yet universally accessible. SOCAR, the car sharing platform is however, confident that its keyless driving service will succeed in Malaysia, and it is already proving popular in the Klang Valley having only been launched 8 weeks ago. Today, SOCAR Malaysia has tens of thousands of members on its platform with thousands of bookings completed since its official launch.

What is SOCAR?

SOCAR started in 2011 and first launched its operations in South Korea. It is currently the largest car sharing platform in the country with over 3 million registered members. Its purpose is to create an eco-friendly, socially conscious car sharing community. SOCAR's first overseas expansion is to Malaysia and what it aims to do is to give people the convenience of driving a car without the commitment of owning one.

With a growing and easily accessible fleet, SOCAR's multi-flex transportation model enables members to enjoy the benefits of both public and private transportation from just a few taps on their smartphones. According to CEO, Mr Leon Foong, "In Malaysia, we are starting to see the transportation preference move from private car ownership to what we call multi-flex transportation.

With new public transportation options like the MRT and LRT, one can now enjoy the same flexibility as having your own car, but combining car-sharing



with other public transportation options. We aim to empower 1 million Malaysians to become multi-flexers and go car-less by 2020."

The smartphone application lets their users book, unlock and drive their car just with a few taps, ushering in a whole new era of keyless driving in Malaysia. Over the next 12 months, SOCAR Malaysia aims to grow their fleet of cars to over 1000 cars (they currently have 240 cars ranging from the Perodua Axia, Honda City, Honda HRV and the Mini Cooper). Starting with the capital city Kuala Lumpur, SOCAR Malaysia aims to make it as easy as possible for Malaysians to go car-less.



Leon Foong, CEO SOCAR Malaysia and Y.B. Dato' Sri Nancy.

How does SOCAR work?

SOCAR is a car-sharing app that enables members to book a car from anywhere at anytime. To use the services effectively, SOCAR members need to first download the app to their smartphones. They also need to verify their identity by uploading a photo of their IC or passport (in case of non-Malaysians) and a photo of their driver license details.



Once registered, members can log into the app, select a car of their choice that is nearest to their vicinity and start their journey as early as 10 minutes before the reservation start time. Once the member has finished his/her booking, the car can be returned to a designated SOCAR parking space, ready for the next member. It really couldn't be easier

Follow the steps below and book your very first SOCAR ride today!

- Download the SOCAR app from app store. It is available on both Android and iOS.
- Sign-up with a valid driver's license, ID, and payment information (credit/debit card).
- Verify your account (you will receive a verification code via SMS) and can start making your reservation.
- Head over to the SOCAR Zone and find your car. Take photos of the front, rear, right side, and left side of the car and send it to us through the app. You're all set!
- Ensure that the car is returned on time and in a clean condition with 50% of petrol tank filled. If you need to refuel, simply use the petrol card that's readily available in the car.

Why SOCAR?

- **Affordable prices** - SOCAR members get to book cars and enjoy rides from rates as low as RM8/hour. The range of cars includes its impressive fleet of Mini Coopers
- **On Demand Car Sharing** - Registered members can book cars from anywhere and you only need to make your reservation 10 minutes in advance. Be it in the heavy traffic areas like KLCC or popular hangout spots like Bangsar or Damansara Heights, SOCAR currently has more than 110 designated pick-up spots across the city.
- **Inclusive of Petrol** - SOCAR users get to enjoy 30km of complimentary mileage per hour booked, capped at 300km per day for every 24 hour booking.
- **Flexible Timing** - Drive at anytime you need for however long you want. Say goodbye to waiting times. Be it for 30 minutes or a whole week, just ensure you book 10 minutes prior to the start of your reservation. SOCAR offers its members the flexibility of time. You can even extend your Return Time from 10 minutes, 30 minutes or even an hour easily from the app.
- **Designated Parking Spaces** - Have you experienced difficulty in securing a parking spot just about anywhere in Klang Valley? Drive your parking worries away with SOCAR's guarantee of hassle-free parking because the car sharing app comes with designated parking spaces for each car.

- **Personal Safety** - Every SOCAR reservation includes full comprehensive and personal accident insurance for the time reserved to ensure safety standards are met.
- **Multiple Payment Options** - Payment options will be made available upon user registration. SOCAR services are extended to both debit and credit card holders. Every member can add up to three payment cards.
- **Live Customer Care Assistance** - Stuck on the road? Just tap on our 'Live Hotline' function and the app will prompt SOCAR's 24-7 Customer Support hotline number for ERS (Emergency Roadside Service). Users can still submit their inquiries via the 1:1 Inquiry feature by tapping on the 'Live Hotline' function during non-reservation hours.
- **D2D Car-Sharing** - Members can now enjoy the benefits of an additional service, Door-to-Door (D2D), where your reserved SOCAR can be delivered straight to your desired pick-up and return points. It's similar to a valet service, except that you can choose your pickup and return location. The D2D delivery fee is RM5.00. (This service is currently only available in Bangsar, Damansara Heights and Mont' Kiara)
- **Stress Free Pass** - The SOCAR Stress Free Pass is the answer to getting SOcial after work hours without the worry of flexible and easy transportation. You can now choose to book a car from 7pm to 8am for as low as RM28.00. A late night movie? Yes please! Just apply the Stress Free Pass Coupon upon payment. It's valid until the end of March 2018 and you can apply for your Stress Free Pass from 5pm onwards.

SOCAR Stress Free Pass

Monday to Thursday (7pm - 8am)

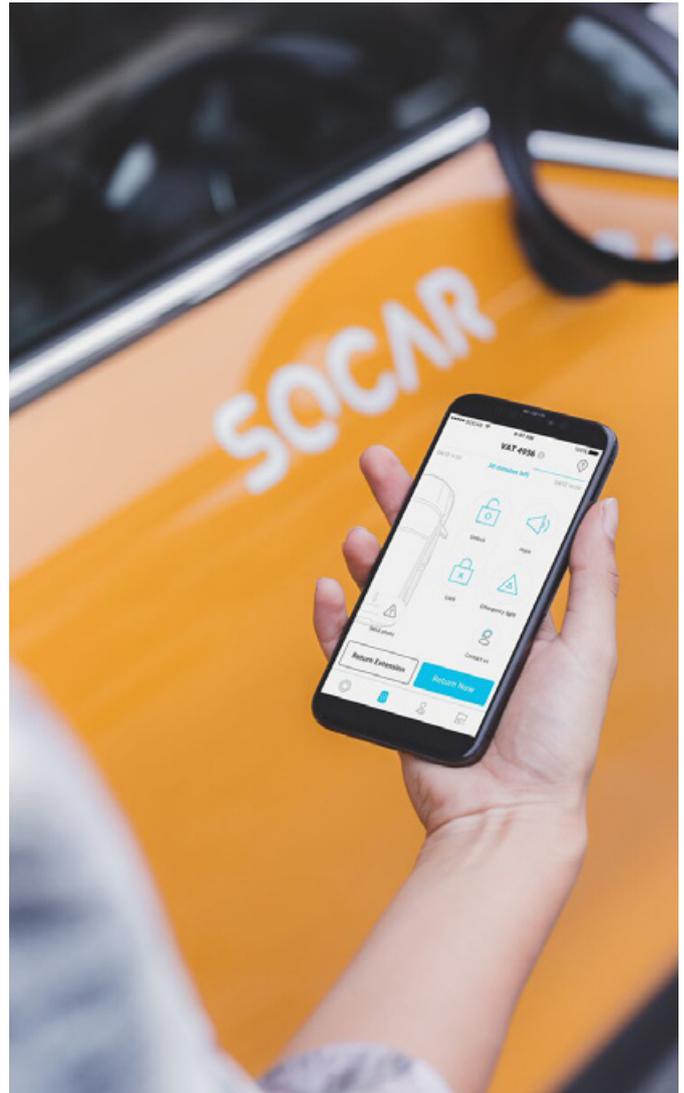
Perodua Axia	Honda City	Honda HRV
RM28	RM37	RM69

SOCAR Malaysia Pricing

For more information on pricing, please visit www.socar.com.my.

	Hourly Rates / Weekday	Hourly Rates / Weekend
Perodua Axia	RM8.00	RM11.00
Honda City	RM9.90	RM15.90
Honda HR-V	RM18.90	RM25.00
Mini Cooper	RM25.00	RM30.00

*Prices are exclusive of GST



A SOCAR Everywhere

It won't be long before SOCAR will be all over the Klang Valley and no matter where we are, there will be a SOCAR available for hire near you. Once a member, just choose your make and model from the selection parked around your local area; and start driving in a matter of minutes. The keyless technology allows users to book, unlock and start these shared cars, all using just a mobile phone without the need for the owner and renter to meet. Not owing a car will no longer need to be an excuse to limit your life!

SOCAR made my weekend road trip with friends a breeze! Great to have a professional service like this that doesn't burn a hole in the pocket. - Zaran

The new kid on the block - SOCAR Malaysia, where you have a combination of services at your fingertips. As end users, we are now spoilt for choice in the modes of transport that we can choose. - Anand

SOCAR

Experience our Door-2-Door service now available in MONT KIARA.

Sit back, relax and let us deliver the car to you.

promocode

D2MK

RM10 off Reservation
(One time use only)



How It Works

Be sure to tick the D2D selection (dark blue pins) before checking out. Apply the promo code upon the checkout page and you're all set!

D2D Operator

Tell us your preferred pick up and drop off locations via our D2D Operator.

Find out more here:
goo.gl/iDVp5W

Download our app now from



KOPITIAM NEWS!

THIRD WAVE CAFÉ RA.FT TAKES MONT' KIARA BY STORM

Ra.Ft (so called after the initials of its Italian owners, Andrea Rossi and Filippo Tomelleri), opened its doors in Mont' Kiara 8 weeks ago and since then, they have taken well over 6,000 covers. So, what is the secret of their success?

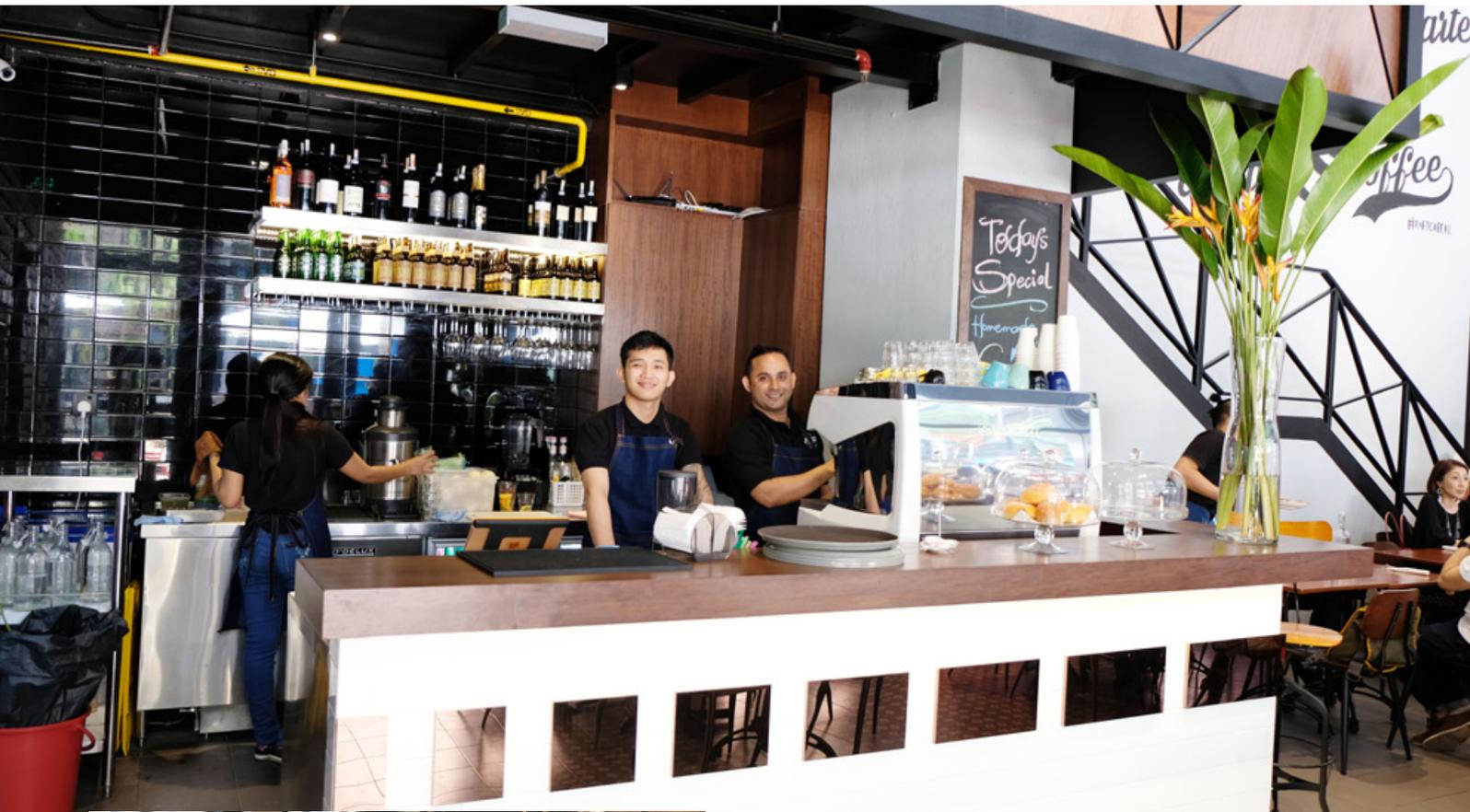
The first thing to say is that Ra.Ft is not an Italian restaurant and the two charismatic owners couldn't be clearer about this. The concept is an Italian style café where customers can either seat themselves outside overlooking a beautifully landscaped plaza or inside where it is cooler, to while away the hours over breakfast, lunch, dinner or just coffee.

Kuala Lumpur's love affair with the huge array of coffee shops open for business across the capital shows no sign of running out of steam and column inches have been written about this trend. In fact, cafes like Ra.Ft are described as "Third Wave Cafes". The first being the old-fashioned Kopitiams, the second wave being the larger commercialized brands like Starbucks or The Coffee Bean & Tea leaf and then fast forward to the third wave which are the independent cafes that are stylish and trendy sanctuaries to relax in the company of family and friends.

Bingo! This is exactly the environment Andrea and Filippo have created in Ra.Ft – "a space to bring people together at different times of the day for any reason they like." The freshly roasted coffee with beautiful etching on top of the milk foam, the made-on-the-day dishes, own home cured salmon and home-made breads are what will keep customers returning time and again. Yours truly has been 5 times in the last week!!

The menu is kept deliberately small so that they can produce what's on it more than well which is reassuring for customers. The staff are expected to know the food on the menu inside and out. What stands out is Vietnamese Pho (flat noodle soup) which is the only Asian dish on the menu. This is homage to a Vietnamese lady who cooked this well-known local dish for them when they were both ill in Vietnam. It also reminded them of a similar Italian chicken soup.





Interestingly, they chose the end of newly developed Plaza Arcoris to site their café when they could have chosen a place nearer the front for immediate visibility. This was deliberate because they wanted to create an urban café amongst greenery, a place that people would stumble across and discover; and feel they had found an oasis. This is exactly the same idea for their first café at Binjai 8 in Ampang. Andrea and Filippo have always wanted to open a café in Mont' Kiara but could not find the ideal location. They knew however that one day the right place would jump out at them. Arcoris plaza was their answer and choosing Mont' Kiara to open their second café (within a year) is definitely our gain.

Service and quality are what Andrea and Filippo are all about. They talk about a “crazy passion” for this by which they mean trying to personalize the service from the moment customers walk through the door. Waiters, Nino and Jim are testament to this because they show a genuine interest in their customers and they are “present” throughout. There are no titles for their staff in the café because each role is critical.

According to Andrea, “We look at the attitude and personality of the people we hire. We can teach about serving sequence and service standards but not the first two qualities.” Filippo adds, “I tell the staff that I am proud to be the dishwasher here because I know how important this role is!”. If you look at their business cards, Andrea is the Director of Coffeebean-Counting and Filippo, the Director of Storytelling. This is where the joking stops - having nearly 30 years in the F&B business between them,

Andrea and Filippo know what they are talking about when they say that their priority is to make each visit for their customers enjoyable and to strive to do things better than the day before.

If you know what's good for you, hurry down to Ra.Ft and experience this amazing new kid on the block for yourself!

Ra-Ft @ Arcoris Plaza (Mont' Kiara)
 Lot G16 & G17, Ground Level, Arcoris Plaza,
 10 Jalan Kiara, 50480, Mont' Kiara, Kuala Lumpur
 Phone (+60) 3 6412 2127 • Open Daily: 7:30am–10pm

KOPITIAM NEWS!

HUBBA HUBBA BREAKFAST

Eat breakfast like a king, lunch like a prince, dinner like a pauper... you may certainly do so at Hubba Mont Kiara!

Take your pick from Hometown Delights like the yummy Chee Cheong Fun, the delectable Loh Mai

Duck or Western Favourites like the scrumptious Baked Spinach, Mushroom & Cheese or the satisfying Hubba Big Breakfast!

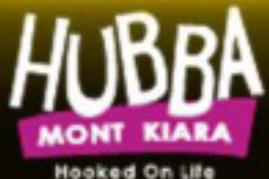
Starting at RM15, all sets come with a buffet of Coffee Tarik, Tea Tarik or Chilled Juice. Brekkie is served from 8am till 11am, every day.

WITH COFFEE TARIK / TEA TARIK / CHILLED JUICE BUFFET!!!



8AM - 11AM
HOMETOWN DELIGHTS

8AM-3PM
WESTERN FAVOURITES



Level G, Seni Mont Kiara, 2A, Changkat Duta Kiara, 50480 Kuala Lumpur
Reservations : +603 6211 1318 / +6012 205 0442 Functions & Catering: +6012 939 0811 W : www.hubba.asia

www.facebook.com/Hubbamontkiara @Hubbamontkiara

Pictures are for illustration purposes only. All prices are in RM and subject to 10% service charge and 6% GST. T&C's apply.

KOPITIAM NEWS!

A WINDOW TINT FILM MADE FOR THE COMFORT OF i-ZEN READERS



By now, the public is familiar with the dangers of prolonged exposure to the sun's UV rays – premature aging, wrinkles, damaged skin and increased potential of skin cancer. Still, even though we are aware of the dangers of UV exposure, we tend to think of the risks in the context of being outdoors. Consequently, protection from UV rays is usually not our first concern when we are driving or in our homes. In fact, too much sun exposure, wherever it takes place is capable of skin damaging effects that are gradual and cumulative. This is why car window tinting can provide the protection our skin needs from the harmful UV rays, as well as preserving our car's interior at the same time. Quality window tinting can block out almost 99% of the sun's UV rays.

David Lee, CEO of Jasa Sarjana Sdn. Bhd., is proud to be Malaysia's sole distributor of ICE-μ window tint, developed by Konica Minolta, using Japanese technology with a long track record in optics, including being Japan's first brand named-camera with over a century's investment in R&D. He is confident that this window tint caters to both our cars and our homes.

"We believe that technology makes everyday living more comfortable," claims David Lee, "This means putting advanced technology to the best use in making improvements to people's everyday lives. Jasa Sarjana wants the best for everyone and it is a no-brainer that partnering Konica Minolta will provide the solution."

ICE-μ was developed by Konica Minolta for the Malaysian climate based on their insights into the everyday challenges faced, i.e. heat, visibility, and security. Strong sun all year long is a fact of life that makes us use maximum air conditioning, whether in the car or at home. The result offered by the partnership of Jasa Sarjana and Konica Minolta is a window film that can be applied to both cars and homes, without using dark films that cut out natural sunlight, thus creating a comfortable environment. For cars especially, it does not reduce visibility and is no danger to road safety.

ICE-μ, like all Konica Minolta products, is internationally certified and tested by JUSE (Union of Japanese Scientists and Engineers) and JIS (Japanese Industrial Standards). As a car window film, it is fully compliant



Far right ; David Lee, Jasa Sarjana Sdn. Bhd. CEO

with the Malaysian road authorities. Wavelength Control Technology makes use of alternate layers with high and low refractive indexes to keep out harmful ultraviolet and infrared rays which heat up environments and are harmful to skin. These layers are produced quickly and precisely with High Precision Coating Technology. The Ultra Nano Particles of their nano technology have high Visible Light Transmission, letting in visible light while keeping harmful rays out. This gives both homes and cars greater comfort and clearer visibility.

Additionally, ICE-μ is designed so that in the event of an impact the glass is held in place, protecting users from stray shards as well as preventing vehicle or home break-ins. So on top of having a more comfortable environment and a clearer view, there is an added layer of peace of mind.

"We wanted to give Malaysian drivers and building owners a practical solution for everyday problems, and our partners have delivered," said David Lee. "The results have exceeded our expectations, and we are proud to be the distributors of this window tint which we are certain will make everyone's lives easier."

I-ZEN card holders will receive a 20% discount for both building and automotive packages, with an additional 5% discount for birthday specials. For further enquiries or additional info about Jasa Sarjana Sdn. Bhd. or ICE-μ, they can be contacted by phone at +603 5569 2230 or online at customer_km@jasasarjana.com.my

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 **Priya, Customer Relations** on **+603 6411 6388 (ext. 6889)** 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 2018



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

SHOPPING



EDUCATION



HEALTH



BEAUTY & WELLNESS



ACCOMMODATION



DINING



SERVICE



MAIL BOXES ETC.



We Don't Just Clean. We Sanitise.



AFFORDABLY COMFORTABLE



Functional window film



Technology to Make Driving More Comfortable

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.

i is for Ireka

Founded in 1967, Ireka Corporation Berhad was listed on the Second Board of Bursa Malaysia on 12 July 1993. The Group's current focus is mainly on three core businesses: Infrastructure, Real Estate and Technologies.

Its distinguished infrastructure portfolio over 50-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 Head Office (D'House), Technology Park Malaysia, The Westin Kuala Lumpur and Aloft KL Sentral. The Group also previously developed and managed The Westin Kuala Lumpur and Aloft KL Sentral, both are the winners of multiple regional and international awards.

Within its Real Estate business, Ireka initiated the listing of a property company, Aseana Properties Limited ('Aseana'), on the London Stock Exchange on 5 April

2007, to undertake property development activities in Malaysia and Vietnam. Ireka's wholly-owned subsidiary, Ireka Development Management Sdn Bhd, has been appointed as the exclusive Development Manager for Aseana.

Ireka also 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 embodied in the 6S philosophies of Style, Service, Security, Sophistication, Soul, and Sustainability. These are demonstrated in its portfolio of properties.

In Malaysia, current property development projects managed by Ireka Development Management include Sandakan Harbour Mall. The current projects under construction include The RuMa Hotel and Residences in Kuala Lumpur City Centre and ASTA Enterprise Park in Kajang. Ireka's latest projects in Mont' Kiara under the i-Zen

brand, namely, The KaMi Mont' Kiara Residences is soon to be unveiled. Some of the completed projects undertaken by Ireka include SENI Mont' Kiara, Kiaraville and Tiffani by i-ZEN, 1 Mont' Kiara, i-ZEN @ Villa Aseana, I i-ZEN @ Kiara I, i-ZEN @ Kiara II, Luyang Perdana and Sandakan Harbour Square (Phase 1 & 2).

In Vietnam, IDM manages Aseana's developments such as the City International Hospital, a flagship development of the International Healthcare Park (Binh Tan District), which formally opened in January 2014.

In 2003, Ireka's Technologies arm, i-Tech Network Solutions Sdn Bhd (i-Tech') was set up as systems integration and networking company, offering customized IT infrastructure solutions and outsource services. From there, i-Tech expanded to provide co-location services, disaster recovery services, hyper-converged infrastructure, and managed services in Malaysia and Vietnam.

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.

STYLE
EACH i-ZEN DEVELOPMENT EMBODIES AN EXTRAORDINARILY HIGH STANDARD OF CONTEMPORARY STYLE. NOT MERELY IN TERMS OF AESTHETICS BUT ALSO IN THE WAY IT IS CONGRUENT WITH FORM AND FUNCTION.

SERVICE
i-ZEN OPERATES TO THE HIGHEST STANDARDS, BENCHMARKING ITSELF AGAINST THE FINEST TO EXCEED THE EXPECTATIONS OF CLIENTS AND STAKEHOLDERS IN THE HOSPITALITY AND PROPERTY INDUSTRIES.

SECURITY
AS SECURITY IS OUR TOPMOST PRIORITY, ALL SYSTEMS AND PROCEDURES ARE ROUTINELY MAINTAINED, UPGRADED AND TESTED TO ENSURE COMFORT AND PEACE OF MIND FOR ALL.

SOPHISTICATION
IN SYNERGY WITH STYLE, i-ZEN INCORPORATES CUTTING-EDGE INNOVATION AND TECHNOLOGY TO INTRODUCE EASE AND EFFORTLESSNESS INTO EVERY ASPECT OF THE i-ZEN LIFESTYLE.

SOUL
SOUL LIES AT THE VERY HEART OF EVERY i-ZEN DEVELOPMENT. THIS ENCOMPASSES A STRONG SENSE OF BELONGING, PRIDE OF PLACE, AND IDENTITY AS A COMMUNITY - WHICH IS ACHIEVED WITH THE FULFILMENT OF THE OTHER ESSENCES.

SUSTAINABILITY
THROUGH INNOVATIVE TECHNOLOGY AND DESIGN, i-ZEN ENDEAVOURS TO STYLE LIFE THAT EMBRACES ENVIRONMENTAL CONSERVATION. WITH SUSTAINABILITY IN MIND, i-ZEN SEEKS TO MEET THE NEEDS OF THE PRESENT WITHOUT COMPROMISING ON THE NEED OF OUR FUTURE GENERATIONS.