

ISSUE 14

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CITI-ZEN

Living Life Large



Vietnam Revisited

1 Mont' Kiara

A First Neighbourhood Mall

The Ascott and i-ZEN

score a double first in Mont' Kiara





Greetings! As we enter the Year of the Tiger, it is evident that many of us harbour apprehensions even though we welcome new challenges.

As one of the most dynamic and powerful animal signs in Chinese astrology, the tiger's nature is unpredictable and explosive, promising big upheavals - on a global as well as a personal scale.

Be that as it may, I see no reason to be pessimistic. As CiTi-ZEN's credo of "Living Life Large" reminds us, let us maintain a wider perspective. If we see the world as abounding with opportunities and plenty of room to manoeuvre, any problems we may have in front of us will suddenly look small and insignificant.

Which is precisely why travel is good for the soul and the theme for this issue.

For example, when I first stepped foot in Vietnam in 1996, I saw a country hobbled by inadequate infrastructure and underdeveloped public services. However, I could also admire the tremendous strength and courage in a people who yearned for opportunities to catch up with the rest of the world.

One thing led to another, and I am proud to say Ireka Development Management Sdn Bhd is today working with Hoa Lam Services Co Ltd of Vietnam, Shangri-la Healthcare Investment Pte Ltd of Singapore, and Aseana Properties Ltd of UK to develop the country's International Hi-Tech Healthcare Park - an undertaking which is expected to span over 9 years and spearhead improvements to a healthcare system that serves 86 million people.

Speaking of strategic partnerships, we had a joint celebration with The Ascott Limited recently when they secured their first corporate leasing tenant after we awarded them management contracts for 147 residences at Tiffani by i-ZEN in January.

A testimony of the strong cachet Mont' Kiara continues to hold as a residential enclave for the expatriate community, it has also raised the bar for luxurious condominium living in Mont' Kiara since it marks the corporate leasing debut of The Ascott - the world's largest international serviced residence owner-operator - in this vicinity of Kuala Lumpur.

Meanwhile, the exciting countdown continues for 1 Mont' Kiara, a lifestyle mall that is jointly developed by Aseana Properties Limited (exclusively managed by Ireka Development Management) and Singapore-listed CapitaLand. When its doors open in the second half of this year, it will have the distinction of being the first truly one-stop retail and gastronomic destination for residents and professionals working in Mont' Kiara. Forming part of an integral development which consists of serviced residences and offices, it will also galvanise community-building, and promote cross-cultural exchange and diversity - an important part of our corporate vision.

Is there any doubt that the key to improving the world is to connect and work with others to generate more benefits for all?

Cheers,

Lai Voon Hon
President/CEO
Ireka Development Management Sdn Bhd

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Cover shot
An internal courtyard within
i-ZEN@Villa Aseana



PUBLISHER

**Ireka Development
Management Sdn Bhd**
G-1, Kiara II
No. 1, Jalan Kiara, Mont' Kiara
50480 Kuala Lumpur
Malaysia
T +603 6203 6688
F +603 6203 6868
W www.i-zen.com.my
E enquiry@i-zen.com.my

PRINTER

**NPP Marketing
& Services Sdn Bhd**

**FOR ENQUIRIES,
PLEASE CONTACT**

T +603 6203 6688
F +603 6203 6868
E citi-zen@i-zen.com.my

VIETNAM ★ REVISITED

...Thirty years later, Vietnam is one of the world's most dynamic emerging economies.

The year was 1989. Hollywood was abuzz with excitement that production had begun on "The Lover", which would be shot in Ho Chi Minh City - the setting of the controversial semi-autobiographical novel by Marguerite Duras that inspired the film.

A massive undertaking by the studio, it held an even greater significance for Vietnam as it would be the first western film to be shot in the country since the reunification of the country in 1975.

Imagine then the uproar when French film director Jean-Jacques Annaud, who flew into Ho Chi Minh City, was quoted by The Los Angeles Times as complaining that the city's "best colonial hotel" offered "rats as big as this running through the corridors."

If that was not bad enough, he said "when I tried to use the sink, three drops of brown water - I presume from the Red River - came out of the faucet."



Main picture

Apparently, Graham Greene wrote part of his famous novel "The Quiet American" staying here in Hotel Continental, Room 214.

Inset

Although the country's infrastructure is still underdeveloped, signs of affluence are evident in Vietnam's cities.



Everywhere, in some alley or around the corner, someone is making a deal or trying to sell something: jewellery, lacquer ware, a portrait in oil of Barack Obama, toy helicopters made from Coca-Cola cans, and Good Morning Vietnam T-shirts.

Fast forward to the present. Thirty years later, Vietnam is one of Asia's most dynamic emerging economies.

The world's largest producer of cashew nuts and black pepper, it is also the world's second largest rice exporter after Thailand, the world's second largest exporter of coffee after Brazil, and Southeast Asia's third largest oil producer.

Vietnam's construction sector, which grew by a whopping 11.4 percent last year, is also expected to continue booming as the government approved an urban development master plan last year that will roll out 1,000 major urban hubs in the country by 2025.

Meanwhile, much as the country's infrastructure and public services still need improvement, Vietnam's economy is predicted to grow by as much as 6.5 percent in 2010 and attract as many as 4.5 million foreign tourists!

So, what is it about Vietnam that draws the world to its doorstep?

One foreign travel writer has waxed lyrical about Vietnam's "chaotic beauty" with traditional communal houses arranged around courtyards flanked by precariously tall brick and plaster buildings or colonial homes with wrought-iron balconies à la parisienne.

Another writer has extolled the "humble gentleness" of the Vietnamese people... girls in white *ao dais* swaying like rice stalks in the wind, wizened old men sitting in darkened doorways, and young men on bikes weaving in and out of traffic to flirt with the girls.

In due course, however, it is the visitor who cares to look deeper who will be rewarded by glimpses of the 'real' or 'new' Vietnam.

For example, it is amazing how entrepreneurial industry has sprung out of the devastation and decay. Everywhere, in some alley or around the corner, someone is making a deal or trying to sell something: jewellery, lacquer ware, a portrait in oil of Barack Obama, toy helicopters made from Coca-Cola cans, and Good Morning Vietnam T-shirts.

Below
People's Committee Building
in Ho Chi Minh City





Time is precious, and people seem to be in a big hurry - whether on pedal rickshaws called *cyclos* (pronounced “see-klos”) or on foot, or scarfing down a bowl of *pho bo* or beef noodles - with making money on their mind. (It is said that the Vietnamese build their lives on the four Cs, i.e. colonialism, communism, capitalism and Confucianism).

This is especially true in Ho Chi Minh City, Vietnam’s economic centre (as opposed to Hanoi, which is the seat of the country’s government). Housewives and college students line up at brokerages to hitch a ride with the stock market. Taxi drivers are well-versed in the latest amendments to regulations for private joint ventures, and tailors - who are able to deliver made-to-measure suits within two days - stay in touch with their customers by email.

Strangely enough, many foreigners think that Vietnam is still trying to come to terms with the war. They note the remnants of bomb craters, scraps of old U.S. military vehicles, and casualties of landmines and Agent Orange. Many of these same foreigners also revel in wartime nostalgia: squeezing themselves through the underground passages at Ben Duoc, which are larger replicas of the original tunnels in Chu Chi (which was a key factor in ensuring the victory of the Viet Cong); visiting the Reunification Palace, the decadent former residence of President Nguyen Van Thieu; and viewing the site of the former U.S. Embassy to imagine the chaos on the last day of the American pull-out from Vietnam.

By contrast, the Vietnamese will not flinch from discussing the war but they will let you know that they have since moved on.

Perhaps this indomitable Vietnamese spirit is best symbolised by the country’s traffic. Small motorbikes, some of them carrying entire families, will charge straight at you four or five abreast - horns tooting non-stop to warn you that they are about to come around you.

Indeed, the economic outlook in Vietnam is ready for brighter times. There’s no looking back, and the only way to go is to zip ahead. At full speed.

From left
One of Ho Chi Minh City’s oldest and most popular landmarks, Ben Thanh Market has over 1,500 stalls selling everything from A - Z: antiques to fake Zippo lighters.

Bounded by the South China Sea and criss-crossed by rivers and streams, Vietnam is blessed with an abundance of seafood. Sampling the incredibly fresh shellfish at Ben Thanh Market is a must.

In Vietnam, women motorcyclists wear hip-hop style crush hats, elbow-long gloves to prevent their forearms from tanning, and face masks to protect from dust and pollution.

Planning to visit Vietnam?

Daily flights to Ho Chi Minh City or Hanoi are available from most Asian capital cities. Airfares have become very attractive with the entry of low cost airlines such as Tiger Airways and Air Asia.

Unless you are a citizen of an ASEAN (*Association of Southeast Asian Nations*) country, you need a visa. Tourist visas are generally for 30 days and may be extended or subsequently converted into business visas.

Foreign currency in excess of US\$7,000 in value must be declared on arrival. The dong is the Vietnamese currency, although the US dollar is favoured. Credit cards are generally accepted by western-oriented hotels, restaurants and shops of the larger cities. For more information on tourism in Vietnam, visit <http://www.vietnamtourism.com>

Turning Health into Wealth



Above
The International Hi-Tech Healthcare Park is Vietnam's first and only premier international healthcare development that features a complete, fully integrated healthcare environment for patients and medical professionals alike

If people represent the true wealth of a country, then the two most important indicators of a country's wealth would have to be the country's expenditures on its education and healthcare systems.

This being the case, Vietnam has clearly done well for itself.

Up until the mid-80s, the healthcare system in Vietnam was fully subsidised by the government. From 1989 onwards, however, to ease the country's burden of limited public resources, the government sought additional means to finance and support healthcare services - embarking on a healthcare sector strategy that emphasised active prevention, public service delivery at the grassroots level, the expansion of health insurance cover and the active participation of the private sector under the government's leadership.

Fortunately, concurrent with the Vietnamese government's decrease in its share of expenditure, the country's high annual Gross Domestic Product real growth rate has enabled the country's over 86 million people to pay increasingly out of their own pocket - by far the most important source of financing.

According to the WHO (*World Health Organisation*) Report on World Health Statistics 2009, Vietnam's private expenditure on health as a percentage of total expenditure on health in 2006 was 67.7 percent, compared to 55.4 percent for Malaysia.

In fact, just as the Vietnamese have invested enthusiastically in their education and human capital development, they have also responded favourably to group health insurance programs to support their healthcare as living standards continue to rise.

In such an environment, it is not surprising to find the International Hi-Tech Healthcare Park coming up 20 minutes from the Central Business District of Ho Chi Minh City via the newly completed East-West Highway.

Close to Chinatown, the one and only project of its kind in Vietnam, the master plan development covers 37.6 hectares (*93 acres*) in Binh Tan District, Ho Chi Minh City and will feature a world-class healthcare environment catering to medical professionals and patients, locals and foreigners.

Spanning over a development period of 9 years, the 'Medical City' will offer world-class medical facilities with top specialist centres and support facilities such as serviced residences, an international school, a hotel, a retail mall, corporate offices and community facilities.

The International Hi-Tech Healthcare Park is developed by Hoa Lam-Shangri-La Healthcare Limited Liability Company (*51% owned by London-listed Aseana Properties Limited*), with Ireka Development Management Sdn Bhd as the development management company.

For more information on Vietnam's International Hi-Tech Healthcare Park, please contact:

Khanh Chau

THE HUB

HCMC Hi-Tech Healthcare Park
532A, Kinh Duong Vuong Street
Binh Tri Dong B Ward, Binh Tan District
Ho Chi Minh City, Vietnam

T (848) 6266 1188

E enquiry@hoalam-shangrila.com

W www.hoalam-shangrila.com

Another Landmark Project by:



Project Owner:



Development Manager:



OUT OF A BACKPACK



Above
Taking delight in the unusual, Zhang Su-Li snapped the Salvador Dali Museum in Figueres, Spain



For some rare travel insights and useful travel tips, CiTi-ZEN sought out Zhang Su-Li, Malaysian author of “A backpack and a bit of luck”, a collection of “stories of travel with no sense of direction” published by Marshall Cavendish (2007). Zhang, a copywriter by profession, also conducts writing workshops for Travel Writing, Personal Narrative, Flash Fiction, Copywriting and Flash Fiction for Children.

*www.zhangsuli.com
http://writingworkshops.webs.com*

C CiTi-ZEN
Z Zhang Su-Li

C *You have visited over 40 countries around the world. How did you develop your love of travel?*
Z I remember - when I was five or six years old - leafing through a copy of the National

Geographic. I saw a fascinating picture of a man reading a newspaper and ‘sitting’ on a lake with no visible means of staying afloat. That Dead Sea photo was one of many that stayed in my mind until I was old enough to travel and put myself in one of those pictures.

- C** *More and more people are travelling on business. How best can one see more of a city or squeeze in a little side trip after the deal is done?*
Z After the deal is done, do the exact opposite of what you do on a business trip - follow no schedule, no plan, no map, use no logic.
- C** *Other than one’s passport and money, what are the three most important things to pack on a vacation?*
Z Disposable underwear, echinacea (*it’s an excellent immune system booster for when you feel that you’re about to fall sick*), an international plug adapter.

“After the deal is done, do the exact opposite of what you do on a business trip - follow no schedule, no plan, no map, use no logic.”

C People tend to overpack and end up lugging twice the amount they need. Do you have any advice to lighten a traveller's load?

Z Pack a few basic items that can create numerous combinations so you don't look like you're wearing the same clothes. Different accessories also give a fresh look to the same clothes. When packing, lay out your clothes flat so that there are no air pockets. Stuff your individually wrapped disposable undies into several layers of socks and stuff them into your shoes or boots, and in the corners of the suitcase (since socks are L-shaped).

C Travelers in a foreign country tend to stick out and draw unnecessary attention to themselves. Without being unduly paranoid, what are the basic guidelines one should observe when travelling?

Z Look like you know exactly what you're doing, especially when you don't. Try dressing like the locals (unless you're visiting the Padaung tribes of Burma or aborigines of Papua New Guinea). Take public transport instead of taxis. And in general, try to blend into your environment.

C Which do you prefer: travelling in a group, travelling with one other person or travelling alone? And why?

Z Alone. I see more, hear more, smell more, feel more. I can totally immerse myself into, and be at 'one' with my surroundings. The locals also tend to talk to you more and take you places if you're not with a travel partner or group. That makes the travel experience more authentic.

C How do you prefer to travel: by air, by sea, by rail, on horseback, donkey, camel etc.?

Z Anything but the sea. I get seasick walking around with a glass of water in my hand.

C More people seem to come back tired and disappointed from a vacation than refreshed. Is it all a matter of attitude?

Z Well, it really depends on your objective, and what you want out of a holiday. For people who work hard, and have only 2 weeks holiday a year, I think their concern is 'getting the most out of a holiday'. That, ironically, can be the main cause of tiredness and disappointment. My advice is not to have any expectations at all, and be prepared to 'waste' time. Just chill. Do not do any research or planning, and just take things as they come. Have an open mind, and you will appreciate the value rather than the cost of the trip.



“...Try dressing like the locals (unless you're visiting the Padaung tribes of Burma or aborigines of Papua New Guinea). Take public transport instead of taxis. And in general, try to blend into your environment.”

C Describe your worst travel experience. Is there anything you could have done to ensure a better outcome?

Z My worst travel experiences have all turned out to be the best. So, for me, I never try to ensure a 'better' outcome.

C Is there anywhere in the world you have enjoyed so much that you could see yourself possibly relocating there to live for a while, if not permanently.

Z I love it wherever I go, but if I were to 'relocate', it'll probably be for a few years in Tuscany for its physical beauty and lovely smells of lavender fields and lemon trees, India for its endless adventures, Prague for its architecture, and London for its vibrance and diversity.

C Would you like to say something about Vietnam, since it is our focus for this issue of CiTi-ZEN?

Z Vietnam is so much more than can be said in a few words, but the images that moved me most were those of toothless old ladies with leather brown skin and slitty eyes selling croissants and baguettes, and speaking in French; half-castes with large brown eyes and fair hair speaking Vietnamese. The aftermath of war lingers on long after the debris has been cleared, and in Vietnam, it just seemed beautiful, sad and haunting at the same time.

Above

At four in the morning, Zhang checks out the tuna at Tokyo's Tsukiji wholesale fish market - the largest such market in the world.



1 mont' Kiara

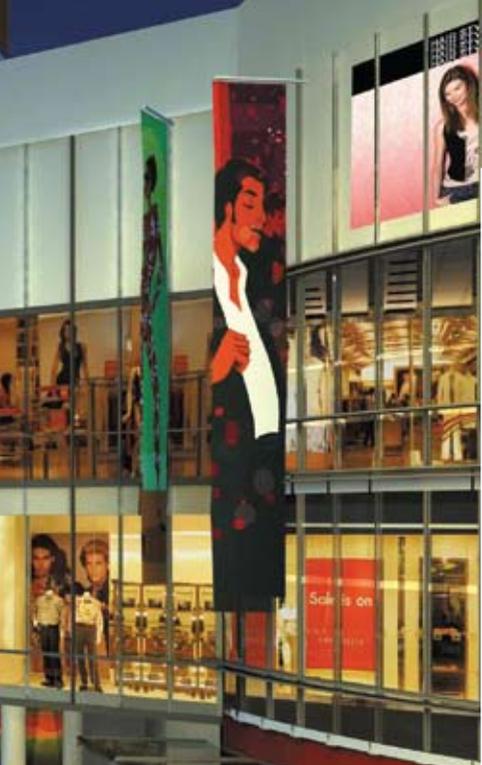
A First Neighbourhood Mall

...The neighbourhood mall will be a positive contribution to the local landscape offering a one-stop, indoor shopping experience with a range of retail and services as well as a plethora of gastronomic delights – all under one roof.

Mont' Kiara is a bustling neighbourhood, one of the most ethnically diverse in Kuala Lumpur. Throughout the day, Mont' Kiara is teeming with children playing and walking to and from school. Daytime foot traffic around the Mont' Kiara area is heavy from both expatriates and locals as they visit the shops and eating establishments along Jalan Kiara that radiates from the neighbouring commercial and residential developments.

Standing tall overlooking Jalan Kiara at the entry point of this international enclave and easily accessible from the Sprint Expressway, is the new 1 Mont' Kiara. Set to open its doors in the second half of 2010, it offers much for residents of Mont' Kiara to look forward to.

The 350,000 sq ft retail haven, 1 Mont' Kiara is part of a fully integrated development encompassing an office tower, office suites and serviced residences. The neighbourhood mall will be a positive contribution to the local landscape offering a one-stop, indoor shopping experience with a range of retail and services as well as a plethora of gastronomic delights - all under one roof.



“I Mont’ Kiara will be the area’s centre-stage for a myriad of colourful events, a hot spot for meeting and getting together, and a one-stop shopping and dining destination.”

President and CEO of Ireka Development Management, Lai Voon Hon said the mall’s location, ample parking, and accessibility via major roads that converge there are pulling factors for residents of neighbouring suburbs such as Sri Hartamas, Bangsar and Damansara Heights. With more than 3,000 condominium units within Mont’ Kiara, high foot traffic is also encouraged offering residents the opportunity to leave their cars at home and walk to their neighbourhood mall. “I Mont’ Kiara will be the area’s centre-stage for a myriad of colourful events, a hot spot for meeting and getting together, and a one-stop shopping and dining destination,” Lai said.

The best shopping centres, vibrant and customer-oriented, combine retail provision with a range of community facilities. The social focus is a

complement to the retail focus, both reinforcing a sense of place which underpins retail vitality and serves the immediate needs of the community. “We intend I Mont’ Kiara to be the social and geographical heart of the local neighbourhood, with a strong sense of community,” Lai said.

Shoppers will find a variety of outlets covering fashion, home furnishings, electronics, fitness, health and beauty. The Village Grocer, a gourmet supermarket will be the anchor tenant of I Mont’ Kiara, occupying a retail space of approximately 25,000 sq ft. Whether one is looking for gourmet ingredients to impress guests at dinner or simply to stock up the pantry, Village Grocer will offer a wide selection of choice from the freshest greens, fine wines to imported meats.

Other notable tenants include Tony Roma’s flagship restaurant of 6,000 sq ft with the largest island bar and alfresco dining area, Sushi Zanmai offering over 200 kinds of sushi and the ever popular Nando’s Restaurant. Many more discerning retailers are joining in the rush to make I Mont’ Kiara their next home such as Thai Odyssey offering alternative healing therapies from traditional massages to aromatherapy treatments, and jewelers like Habib Jewels, Goldheart and Aurora.

I Mont’ Kiara’s Centre Manager, Evelyn Tan said the neighbourhood mall serves the community’s everyday needs and wants, yet offering something special to get people coming back for more. “Making the ordinary, extraordinary is what we seek to achieve in I Mont’ Kiara, to go the extra mile in creating extraordinary shopping experiences for all ages,” Tan said.

“Pre-opening is an exciting stage in our planning process. We take pride in our work towards getting I Mont’ Kiara ready encompassing all aspects of creating an ambience of warmth and friendliness - a personal shopping haven. From the architectural design to the right tenant mix, our commitment is to create a friendly shopping experience for the Mont’ Kiara community,” Tan added.

By personalising the I Mont’ Kiara experience, residents of Mont’ Kiara are welcome to send in their thoughts and comments on the type of activities they anticipate, to enquire about the features of the new mall or just to share their experiences leading up to the launch. Feedback and comments on I Mont’ Kiara Facebook Fan Page or email to lwish@lmontkiara.com.my.

For enquiries, contact

Retail Mall Leasing	+6012 668 6601
Office Tower Leasing	+6012 668 6602
Sales of bz-hub Office Suites	+603 6203 6688

The Ascott and i-ZEN

score a double first in Mont' Kiara



The property is strategically located in Mont' Kiara, Kuala Lumpur, a landmark commercial and lifestyle development that offers excellent connectivity and convenience.

Keys exchanged hands, then a firm handshake, as applause broke amidst smiles all around.

Main Picture
"Breathtakingly spacious" is just one of the many positive reactions to the dining and living area in a three-bedroom premier unit.

Inset
The master bedroom in a three-bedroom premier unit.

For all, it was cause to celebrate as the announcement of the very first corporate leasing tenant for Tiffani by i-ZEN came so soon after operations commenced on the management contracts awarded to The Ascott Limited for 147 residences in Tiffani by i-ZEN by Aseana Properties Limited.

For The Ascott Limited, the occasion held even greater significance as it marked the company's debut in corporate leasing in Mont' Kiara.

Traditionally, other properties under The Ascott Limited have mainly focused on city centre living. The strong allure of Mont' Kiara combined with

the demand from international clients for corporate lease units in a residential enclave, however, have resulted in this new offering by i-ZEN.

Joining in the celebrations was Mr. Lim Ech Chan, Chief Operating Officer of Ireka Development Management Sdn Bhd (exclusive development

manager for Aseana Properties Limited), who declared that

Ireka was pleased to be associated with The Ascott Limited in a

synergistic alliance that

has set a new standard for luxurious condominium living in the established international community of Mont' Kiara, Kuala Lumpur.

The Ascott Limited is the world's largest international serviced residence owner-operator with a portfolio of over 19,000 operating serviced residence units in key cities of the Asia-Pacific, Europe and the Gulf region, as well as around 6,000 units that are under development – bringing it to a total of 25,000.

The Ascott Limited, a wholly-owned subsidiary of CapitaLand Limited, pioneered Asia Pacific's first international-class serviced residence in 1984. It also established the world's first pan-Asian serviced residence real estate investment trust, the Ascott Residence Trust, in 2006. Today, the company boasts a 25-year industry track record and serviced residence brands that enjoy global recognition.

The Ascott Limited's recent awards include TTG Travel Awards 2009 'Best Serviced Residence Operator'; Business Traveller Asia-Pacific Awards 2009 'Best Serviced Residence Brand' and 'Best Serviced Residence in Asia-Pacific'; and DestinAsian Readers' Choice Awards 2009 'Best Serviced Residence in Asia Pacific'.

Below
All units in Tiffani by i-ZEN come with fully fitted and equipped kitchens.

Said Mr Tony Ho, Area Manager Malaysia of The Ascott Limited, "We're very pleased to be working with the Ireka Group on managing

Tiffani by i-ZEN. The property is strategically located in Mont' Kiara, Kuala Lumpur, a landmark commercial and lifestyle development that offers excellent connectivity and convenience."

Residential units in Tiffani by i-ZEN managed by The Ascott Limited are fully furnished and fully fitted two- and three-bedroom apartments. A concierge is available at the condominium's two adjoining lobbies, while housekeeping and laundry services are provided on a pay-per-use basis.

Tenants may also avail themselves of such fine facilities as game courts for tennis, squash and half basketball court, a jogging track with exercise stations, a gym and The Sanctuary, a 4,000 sq ft wellness courtyard.



For corporate leasing enquiries, please contact
Lily Leong
Senior Manager, Sales & Marketing
Ascott International Management (M) Sdn Bhd
9, Jalan Pinang, 50450 Kuala Lumpur

T +603 2140 2223
F +603 2140 2227
lily.leong@the-ascott.com

Ascott and Ireka Showcase Tiffani by i-ZEN

Below left
Guests getting a feel of the unique Ascott experience at Tiffani by i-ZEN.

Below right
The lucky draw winner, Theresa Saw (centre), was thrilled to get a complimentary one-night stay at Tiffani by i-ZEN.

With the release of corporate lease units in Tiffani by i-ZEN in the safe hands of The Ascott Limited in Mont' Kiara, it is now possible to enjoy a refreshing Ascott experience by leasing a fully furnished unit in Kuala Lumpur's most desirable international residential enclave.

At a cocktail party jointly hosted by Ireka Development Management and The Ascott Limited in January, more than 60 of Malaysia's leading real estate agents were invited to an exclusive

preview of the newly completed development. A key highlight of the event was the escorted tour of the four types of units that are available for corporate leasing: the two-bedroom deluxe; the three-bedroom deluxe; three-bedroom executive; and the three-bedroom premier.

The attention of the distinguished guests were drawn to the show units that had been specially styled and fully furnished to meet the requirements and tastes of the expatriate market - for both long- and short-term stays. Indeed, it was clear to everyone that tenants could literally move into a double- or triple-bedroom unit with just their suitcases!

What the agents also found particularly impressive was the wide range of amenities and facilities, including the housekeeping and concierge services exclusive to Tiffani by i-ZEN.

The event ended on an exciting note as five lucky winners walked away with complimentary stays at Tiffani by i-ZEN.



Events Gallery

A Tribute to Tan Choon Ghee at Art Salon @ SENI

21 November 2009: Art Salon @ SENI hosted a tribute exhibition to Penang-born artist Tan Choon Ghee as documented by his exquisite drawings and sketches, a combination of British watercolour approach and treatment with calligraphic brushstroke aesthetics from the Chinese painting tradition.

- 1 From left: Chairman of Tenaga Nasional Berhad YB Tan Sri Datuk Leo Moggie, Puan Sri Elizabeth Moggie with art curators Ms Tan Ee Lene and Dato' Dr Tan Chee Khuan.
- 2 Honourable guest Ms Elizabeth Cardoso (right), Executive Director of the Malaysia Heritage Trust is given a personal tour of the artist's collection by Dato' Dr Tan Chee Kuan (left).
- 3 A gathering of contemporary art fans to witness and commemorate the launch of the Penang artist's collection.



SENI Mont' Kiara and Tiffani by i-ZEN Gain International Interests

Following three recent roadshows in China and Vietnam, both SENI Mont' Kiara and Tiffani by i-ZEN received a warm welcome in Beijing, Shanghai and Ho Chi Minh City.

- 1 7 to 8 November 2009: Strong interest from invited guests to the China roadshow in Shanghai.
- 2 14 to 15 November 2009: Beijing guests progress to detailed explanation at the tables while visitors view the presentation boards in the background.
- 3 Through PROPEX Vietnam 2009 (17 - 20 December) in Ho Chi Minh City, more than 200 Vietnamese and international visitors registered their interest in SENI Mont' Kiara and Tiffani by i-ZEN.



New Year, New Home for Bernard Chandran

21 December 2009: Malaysia's Prince of Fashion, Datuk Bernard Chandran, received keys to his new home in Tiffani by i-ZEN.



- 1 Datuk Bernard Chandran (right) proudly receiving keys from President and CEO of Ireka Development Management Sdn Bhd, Mr Lai Voon Hon (left) and Ms Carmen Chew of Tiffani by i-ZEN Management Office (center).
- 2 Malaysia's top fashion designer is taken on a tour of the facilities in Tiffani by i-ZEN led by Mr Lai Voon Hon (left).

Construction Update



All three and four storey shop lot (Phase 2A / B) are completed and handed over to purchasers. Structural works in Phase 3 and 4 (Hotel and Mall), level 6 and 7 are in progress.



Structural works for Office Suite and Office Tower Block are completed. Architectural and M&E works for both blocks are progressing well.



KL Sentral Office Tower and Hotel

Site bulk basement excavation works are completed. Excavation of pile cap and piled raft, and substructure works (pile caps construction) are progressing well.



Structural works are in progress at Levels 37 and 38 for Block A, Level 2 at Block B, Upper Roof Level at Block C, Roof and Upper Roof Level at Block D, and Levels LG4 to Landscape Plaza Level at car park podium. Structural works on retaining walls and suspended driveway are completed.

ACCESSORIES & GIFTS



ACCOMMODATIONS & VACATIONS



FURNISHING & INTERIORS



EDUCATIONAL



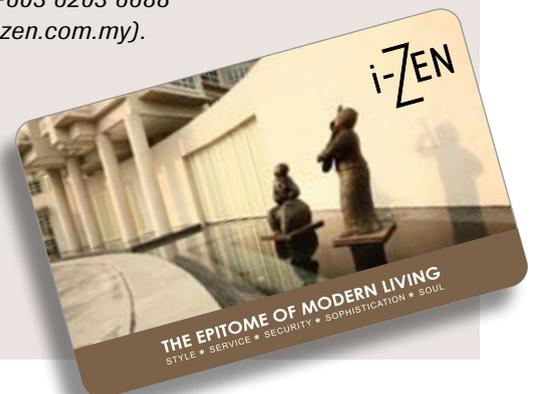
FOOD & BEVERAGES



'Live Life Beyond the Ordinary' this New Year with the i-ZEN Privilege Card

i-ZEN Privilege Card promises a selection of lifestyle experiences befitting your position as a proud member of the i-ZEN community. With the growing list of meticulously chosen lifestyle brands, spoil yourself with unsurpassed fine dining experiences, pampering health and wellness retreats and exotic vacation getaways, not forgetting the exclusive privileges on home furnishing products, lightings, kitchenwares, gifts, accessories and even educational camps!

For more information on the full member privileges available in year 2010, log on to www.i-zen.com.my or contact +603 6203 6688 (enquiry@i-zen.com.my).



“i” is for Ireka

Ireka Corporation Berhad (ICB) is a publicly listed company involved in construction, property development, hospitality & leisure and IT. Its distinguished over 40-year track record includes the construction of the KLIA runway, Kuala Lumpur’s Middle-Ring Road II, the North-South Expressway, Putrajaya Government Administrative Offices, Technology Park Malaysia, DiGi Corporate Office (D’House), Wisma AIG and OCBC headquarters. The Group also previously developed and managed The Westin Kuala Lumpur, winner of multiple regional and international hospitality awards.

Ireka Development Management Sdn Bhd (IDM) is a wholly-owned subsidiary of ICB and is also the exclusive development manager of Aseana Properties Limited, a company listed on the Main Market of London Stock Exchange. Its development and management portfolio comprises the following:

- The i-ZEN brand of luxury properties, namely i-ZEN@Kiara I, i-ZEN@Kiara II, i-ZEN@Villa Aseana, Kiaraville, Tiffani by i-ZEN, SENI Mont’ Kiara and I Mont’ Kiara, all of which are located in the prime neighbourhood of Mont’ Kiara, Kuala Lumpur.
- Luyang Perdana (Kota Kinabalu) and Sandakan Harbour Square, an award-winning seafront urban renewal project in Sabah.
- In Vietnam, aside from strategic minority equity stake in Vietnam developer, Nam Long Investment Corporation, it is also involved in the International Hi-Tech Healthcare Park (an integrated medical-themed development) and Queen’s Place (a residential and commercial development) projects.

Supporting IDM are two key ICB subsidiary companies: i-ZEN Hospitality Sdn Bhd, tasked with the management of completed i-ZEN properties; and i-ZEN Property Services Sdn Bhd, which is responsible for the sales, marketing and leasing services for all i-ZEN properties.

i-ZEN@Villa Aseana

i-ZEN The Epitome of Modern Living

i-ZEN is a brand founded on and driven by five basic principles that ensure its customers’ highest expectations are met.

Style

Every one of i-ZEN developments embodies an extraordinarily high standard of contemporary style, not merely in terms of aesthetics but in the way it is congruent with form and function.

Service

i-ZEN has set the highest standards by benchmarking itself against the finest in the hospitality industry, and then recruiting the best talent and training them to exceed the expectations of i-ZEN’s discerning stakeholders.

Security

Security being our topmost priority, all systems and procedures are routinely upgraded, checked and rehearsed to ensure an unwavering readiness to deal with every emergency.

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, a pride of place, and an identity as a community - all of which is achieved with the fulfillment of the other four principles.

