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CITi-ZEN

Living Life Large



Dr. Zam

**A Doctor
Without
Borders!**


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Greetings to all CiTi-ZEN readers!

The once-in-a-lifetime (thankfully) Coronavirus pandemic has turned all our lives inside out and has consumed our every waking moment. It has changed everything, from the way we interact with each other to even how we conduct daily life. Therefore, as a nod to a strange year, and in this last issue of 2020, CiTi-ZEN is focusing on how various individuals and companies have survived the pandemic and come through the other end.

We are honoured to have Dr Zam, one of the Government's advisors on handling the Coronavirus, especially in the quarantine centres, talk to us and I am also delighted to feature organisations like the successful online snack company, Signature Market and the ever expanding online fintech company, GrabPay. I am proud to also feature a 15-year old teenager, Eunice Lai who has turned a hobby into a modest growing business whilst still pursuing a school education. Vital service providers such as INTuition centre in Mont' Kiara managed to continue teaching its students and Mind Hub continued to support those with mental ill health. We are delighted to feature their work in this issue. For all these individuals, their "new normal" is already here to stay!

I am also delighted that the RuMa Hotel and Residences has opened its doors to welcome guests for staycations; and to sample its excellent F&B and Spa services. I am confident that the experience of successfully and safely opening The RuMa in a socially distanced environment has provided important learning and will enable us to deliver the highest standards to our guests.

Until we meet again, in the hopefully bright new dawn of 2021, I wish you and your loved ones a safe remainder of the year and continue to keep well.

Datuk Lai Voon Hon
 Group Managing Director
 Ireka Corporation Berhad

| A Doctor Without Borders!

Refreshing! This word aptly describes **Dr. Mohd Shuhaizam Mohd Zain** or just **Dr Zam** to his friends. His enthusiasm for learning literally everything about improving the patient experience and enhancing patient care are, pardon the pun, infectious! He is all about promoting health as well as treating the health problem. Dr Zam qualified as an aeronautical engineer in the 1990s but couldn't see a future for himself in this field so he opted to spend another 6 years in academia studying medicine. Its breadth of subject areas, and range of job opportunities, ergo different life challenges appealed to this doctor who thrives on being kept on his toes and successfully spinning many plates. I think the term variety being the spice of life was coined with Dr. Zam in mind!



More Than a Doctor

Being a doctor took him beyond the science and practice of diagnosing, treating and preventing disease. For Dr. Zam, it led him to be a practicing plastic surgeon, healer, teacher, inventor, mentor and businessman. More on each of these later! Dr. Zam's medical learning took him to both the Republic of Ireland and to America in the 1990s. He holds a Bachelor of Medicine and Surgery from the Royal College of Surgeons in Ireland and Dr. Zam also pursued his surgical fellowship at the world-renowned Mayo Clinic in America to enhance his knowledge on reconstructive surgery.

More to learn

Being curious about patient-centric health care delivery and being singularly focused on recovery risk (as opposed to the risk of dying), Dr. Zam spent 3 months in China, speaking no Chinese, to learn at first-hand about China's approach to breast reconstructive surgery. He wanted to learn about their practice of undertaking partial mastectomies (removing only

the cancerous part of the breast tissue) and using herbal therapies, which have been practiced for centuries, in the treatment of cancer alongside cancer drugs. In China, the two are not mutually exclusive. The idea is that, as a natural medicine, herbal therapies have the advantage of lower adverse reaction and lower toxicity compared, perhaps, to allopathic anti-cancer drugs and treatments.



Beyond Doctoring

In 2017, Dr Zam was appointed CEO of the Malaysian Bio-economy Development Corporation, the Government's economic development agency dedicated to driving the growth of the bio-based industry in

the country. His background and expertise in Government policies, engineering, biomedical innovations, medicine, delivering healthcare, plus steering successful businesses in multiple industries have all combined to lead him to take up the role, until recently, as one of the health advisors on handling the COVID-19 crisis in Malaysia. More specifically, it was his direct involvement in the invention of the COVID-19 rapid test kit that brought Dr. Zam to the attention of the Prime Minister's Department, advising the 'Angkatan Pertahanan Awam' (APM- Malaysia Civil Defence Force) on developments in all the quarantine centres, especially those handled by government agencies and also on the Standard Operating Procedures (SOPs) for COVID patients and the front liners in the quarantine centres.

Taking responsibility

Dr. Zam warns us not to underestimate the Coronavirus because it spreads quickly and stays on surfaces more than other viruses. However, he stresses that with good immunity,



personal hygiene and nutrition, we can curb the spread. "It is an individual's prerogative to take care of themselves and to be responsible for their health status," says Dr. Zam. He goes on to advise that the all too familiar procedures of frequent hand washing, mask wearing, sanitizing, physical distancing and avoiding crowded places are also effective deterrents, at least until a vaccine is found. With patience and cooperation, we can all do our part, according to Dr. Zam. The silver lining to all this improved personal hygiene will hopefully and organically spread to other parts of society where public health habits such as keeping cleaner public toilets perhaps might be the positive outcomes!

Invisible Glove Protection

The pandemic has also created urgent demand for healthcare technology that is safe to use. Dr. Zam put his engineering, biomedical and medical expertise into practice successfully designing a personal spray-on PPE called "Invisible Glove Protection. This water-based zinc oxide anti-bacterial spray will stay on your clothes or hands for up to 25 washes. Unlike alcohol, the zinc oxide will not evaporate.

The nanoparticles just sit under the skin and cannot penetrate the body's fat tissues so there is no danger of harmful absorption into the body. Electronic charges are needed so the atomizer spray can be recharged. The technology exists and Dr. Zam has patented this device for which there is already interest shown from home and abroad.

A cautious future

Dr. Zam foresees that COVID-19 will be around for at least 2 years and thinking about it, a year has almost gone by when the outbreak was first identified in Wuhan, China, in December 2019. The World Health Organization declared the outbreak a Public Health Emergency of International Concern on 30 January, and a pandemic on 11 March.

According to Dr. Zam, "This is not a human adaptive virus because it originated in animals. The scientists and doctors are learning new information almost weekly about it, and until we have definitive, empirical information, we must remain vigilant." Thus, raising awareness is critical so it is not unusual to see Dr. Zam at mosques and community associations talking to people about how everyone can play their part to stop the spread of the deadly Coronavirus.

As countries continue to plan for lifting lockdown restrictions, governments are desperate to create a future that is workable and that preserves the things in life that we have got used to, like attending a birthday party or going dancing together. Dr. Zam does not compromise on his message that fighting the virus and breaking the chain of COVID-19 requires everyone to collaborate and practice good hygiene because until a vaccine is found, everyone is at risk all of the time.

Signature Market – Appetite for Success!

When thinking of entrepreneurs with foresight, you need not look much beyond **Edwin Wang** and **John Cheng**, the brains behind Signature Market, the thriving internet-based healthy snack and organic product business. This online business sells quality, affordable products directly to the customer, often at 20% to 50% below the retail price; and they are able to do this because they have cut out the “middle-man” distribution costs. Today Signature Market has a 300,000 strong customer base.



Edwin and John met each other in 2008 as housemates, both with IT backgrounds. John had then also started a blog on shopping and value buying, especially for high-end branded clothing and accessories. Fast forward to today, Signature Market's growth and revenue has gone from RM13m in 2018 to RM23 in 2019. Edwin and John built up Signature



Market from scratch to today's success story, selling in both Malaysia and Thailand. From a business that started out with only 2 people six years ago, they now have a workforce of 100 people.

Making e-commerce work

Signature Market has ridden the online shopping wave since starting out 6 years ago. The current global pandemic has turned the tables on how we do our shopping, bringing e-commerce retailing into the spotlight and frankly, has quickened the shift in consumers' shopping habits. The COVID-19 movement restrictions drove us towards online shopping and digital payments as being part of the “new normal”. The pandemic also led people to think more about healthy eating. Signature Market was therefore well placed to seize on this shift in consumers' shopping habits and it was no wonder that the company was

able to exceed their projected 2020 sales target. They are currently working hard to get their Halal certificate which they hope to achieve by the end of 2020 and this will be a real feather in their cap.

All about quality!

It won't be a surprise to Signature Market aficionados that they don't compromise on the use of natural ingredients, free from additives in the products they market, nor are they in the mass production snack market. Their suppliers are largely SMEs, many of whom started in food bazaars or farmers' markets, producing small batches of food for freshness. Signature Market and their suppliers deliver to order or “bake to deliver” as John describes it. John and Edwin are always confident that their products speak for themselves with best sellers ranging from healthy nut mixes, dried fruits to chunky peanut butter.



Both partners are sticklers for only selling quality products and John makes it his business to try all the food products before unleashing it to consumers who are of course, the ultimate judges. He travels around Malaysia meeting suppliers, tasting their wares and checking out their production methods before they are accepted to the Signature Market e-commerce platform. The do the leg work to choose the best for their customers and selling online enables Signature Market to offer so much choice. Edwin brings his business and fundraising talent to the duo, setting the vision for the whole company. Given its upward trajectory since business started in 2014, he is clearly doing something right!

Supplier with a story to tell

John and Edwin have deep respect to their suppliers saying that each merchant has their own story to tell behind their creations. For instance, they have merchants who have spent years perfecting their sugar-free products because



they themselves are not able to take sugar for health reasons. So, Signature Market does the distribution for their merchants, presenting customers with a plethora of healthy tastes and products without compromising on quality and freshness.

Feedback welcome

Signature Market encourages and values receiving feedback from customers. With 8 employees (most of who are either nutritionists

or have a food science background), dedicated to this role, they are definitely serious about hearing from the public. The Company regularly analyses customer ratings to tweak and develop new products and product combinations; and to understand their customers' preferences. It also helps them decide on unpopular products which can be quickly dropped. The data is also used for their distribution strategies and to encourage customers to try different products; and move out of their comfort zones!

Continuing to serve

It is not all plain sailing. Signature Market works hard to ensure their website is fresh looking with weekly value buys and marketing limited edition snacks. To Edwin and John, it is all about affordability, accessibility, trust and safety. Convenience, speed and personalizing health snack deliveries to suit customers' preferences are the secrets of their success. Even though the business has grown under their leadership, Edwin and John refuse to rest on their laurels, they want to continue to tailor new products for local markets and are still be curious about what else is out there, in order to make their online business ever better.

www.signaturemarket.com.my
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| Cashing in on e-wallets

The Coronavirus pandemic has changed everyday life for many of us and this includes our daily business transactions whether it is buying a cup of coffee or doing our grocery shopping. The e-wallet has become a way of life because where people might have in the past questioned how safe e-wallets are from fraud, now many are questioning how safe cash is from virus transmission! Therefore, not surprisingly, the current pandemic has driven momentum towards the digital economy worldwide. This is one more thing to chalk up to the new normal!

GrabPay, which started operating in January 2016, is one of Malaysia's fastest growing mobile wallet platform. CITI-ZEN is delighted and honoured to hear more about this growing business from **Head of GrabPay, Malaysia, Priyanka Madan**. Here are her responses to our questions.

What is GrabPay and what are its benefits? How and why did Grab make the transition to GrabPay?

As a homegrown tech enabler, we introduced GrabPay to provide Malaysian consumers with a safe, convenient and seamless digital payment experience, allowing them to pay for services on the Grab app and in-stores (payments to merchants). Consumers can also earn GrabRewards, making it more rewarding for them to adopt digital payments with GrabPay. Additionally, we also want to help cash-based merchants to embrace the digital economy, and through GrabPay, merchants can increase productivity, easily receive payments and track transactions, as well as save on the additional costs of managing cash.



Since the introduction of GrabPay, we are continuously enhancing our e-wallet system and have introduced more features and safety measures to make it even more user-friendly and secure including:

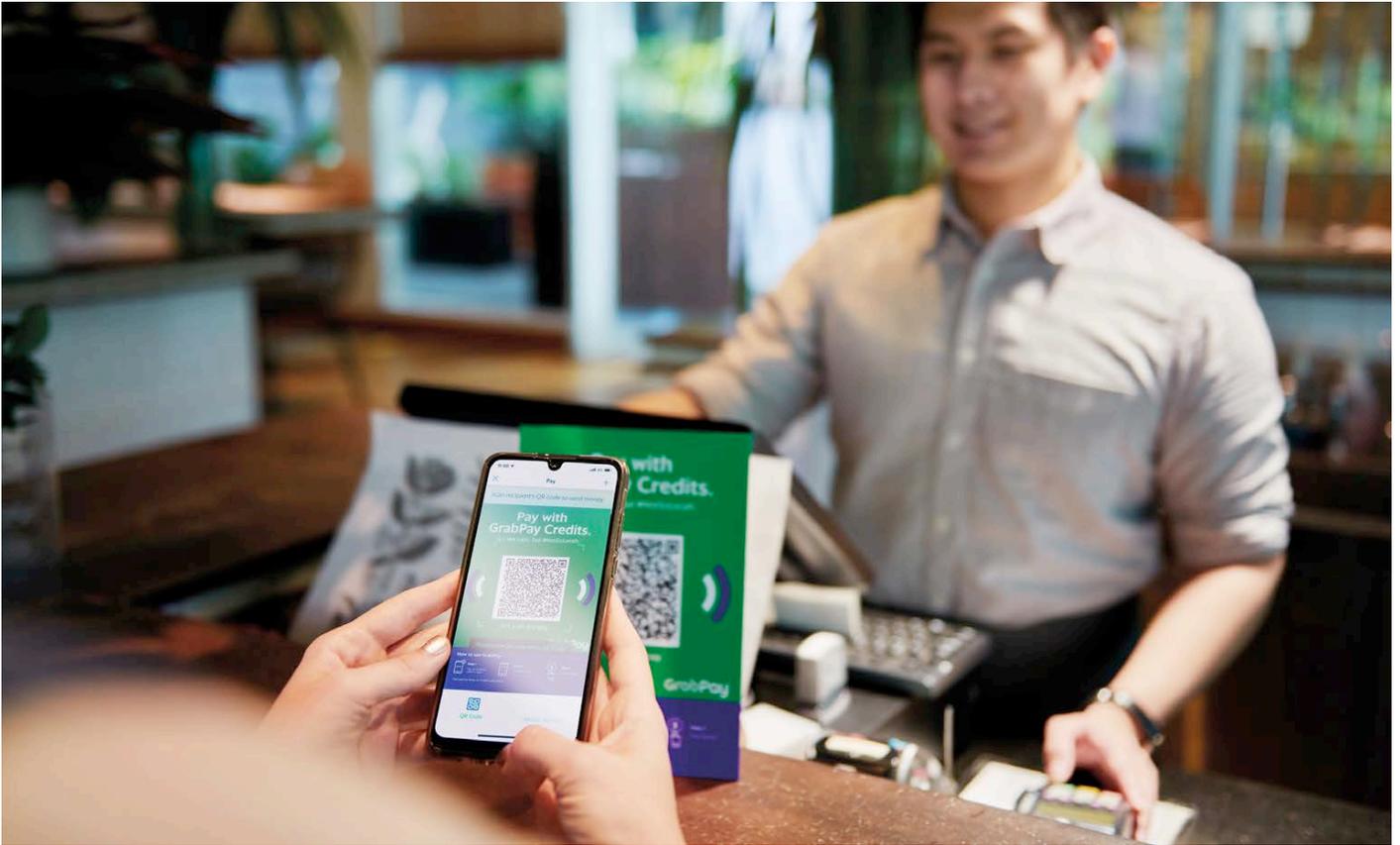
- Auto Top-Up - automatic top-up when your GrabPay Credit balance is low.
- Pay-with-Points - makes the process of adopting digital payments so much more seamless and hassle-free.
- Wider Acceptance by popular everyday household brands - Tesco, Watsons, Guardians, 99 Speedmart, Petron
- GrabPay Price - Partnership with key merchants to provide exclusive discounts to GrabPay users
- Online acceptance - Zalora, Hermo, Fashionvalet
- BillPay - Water bills (e.g.: Air Selangor, Air Perak, etc), Astro, Mobile networks (Celcom, RedOne, Umobile), Internet plan (Yes), Sabah Electricity and Sarawak Energy

Apart from these initiatives, we have also recently introduced a sleeker app interface as well as the option to pay in-store with GrabRewards points.

In the near future, we will also be introducing more safety features and enhancements to give users even more reason to adopt digital payments. This will include helping users manage their spending, providing real-time information on the latest deals near them, anywhere in Malaysia with an in-app merchant discovery function, and enabling them to use their points to also pay for their online shopping.

How does GrabPay set itself apart from other e-wallets?

In our ongoing efforts to drive digital payment adoption, we are constantly innovating and exploring effective strategic collaborations with like-minded partners and the Government to drive digital payment usage. We are also continuously working to provide users with the convenience and access to our robust ecosystem and services across our platform, as well as our merchant partners to serve the daily needs of Malaysians.



This requires a balanced “push and pull” approach that will be mutually beneficial to both our users and our partners on our ecosystem that includes:

- Helping traditional business embrace the digital economy and increase their visibility on the platform through several initiatives such as:
 - Partnering with our Government to bring traditional businesses and micro-SMEs to the digital economy through the Shop Malaysia Online and ePENJANA campaign as part of the PENJANA recovery plan. This includes offering RM 2,000 worth of bonuses for new merchants who sign up on GrabFood and GrabMart.
 - Grab Digital Small-Biz programme to help more businesses go and grow offline-to-online.
 - Introduced “Grab Loves Local Heroes” to provide RM2.5 million in free advertising space to boost visibility for small and independent businesses on the platform, benefitting over 500 local businesses nationwide.

- Prioritising affordability and savings for users.
 - Maybank Grab Mastercard Platinum credit card, Malaysia’s first dual-faced credit card that rewards Malaysians for their mobile-first lifestyle with up to 5X GrabRewards points.
 - Offering users with savings of up to 50% off of their daily necessities across GrabFood, GrabMart and GrabPay to encourage spending amongst local businesses.
 - Lower delivery fees and GrabFood Signature Value Packages to help Malaysians save more while growing the demand for small and independent businesses on GrabFood.

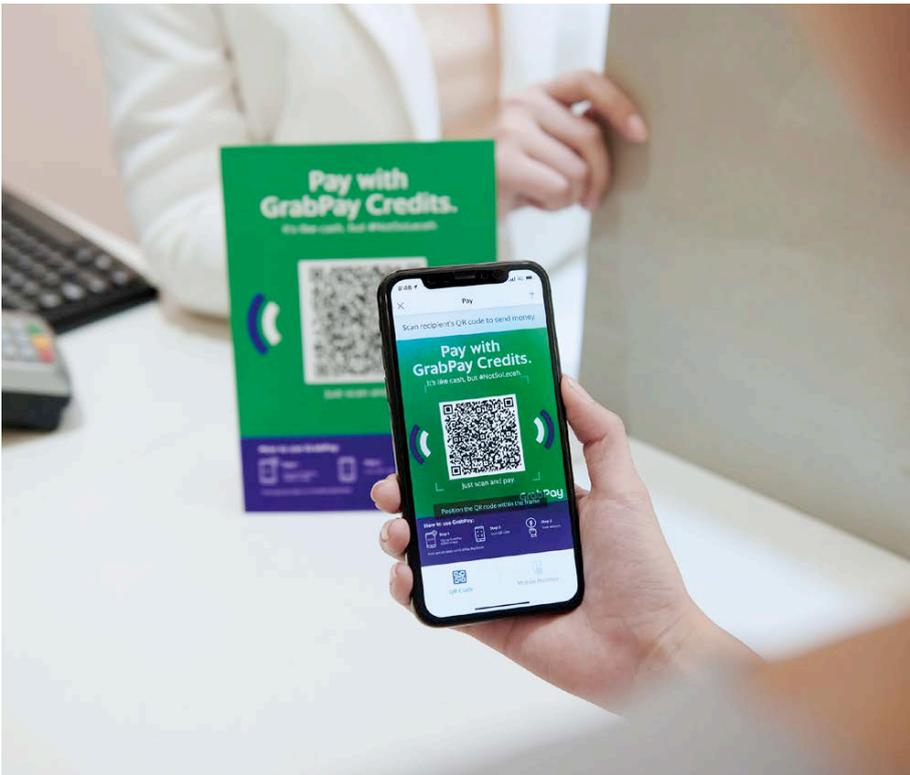
Recognising this shift in consumer acceptance of digital payments, we also expanded our GrabPay merchant-partners to also include household brands from all essential categories such as groceries, pharmacies, food, electronics and hardware across the nation. The list of brands includes a variety of chained outlets such as MyNews, Tesco, Guardian, Watsons,

KFC, McDonald’s, Mr.D.I.Y and SenHeng, bringing GrabPay’s touchpoints to almost 100K nationwide.

How safe is it to use GrabPay?

Safety and security has always been a top priority at Grab. As such, we have implemented several safety measures including:

- Partnerships with globally-recognised top-of-the-line security systems with an award-winning fraud detection engine to ensure all GrabPay transactions are safe.
- Strong in-house fraud and security team with custom algorithms and robust processes that prevent and detect fraud. The team is also trained to identify and report cyber risks.
- Six-digit GrabPay Pin to ensure GrabPay credits are safe.
- We are regulated and audited by Bank Negara Malaysia adhering local regulations on data management in every country where we operate across the region.



Is this the end of cash as we know it and GrabPay is here to stay?

Cash has always been dominant in Malaysian and Southeast Asian economies, in fact recent research reveals that over three quarters of Southeast Asian's six biggest economies including Malaysia are still cash dependent. Malaysia's digital payments adoption has been quickly growing since the various and ongoing government initiatives like e-Tunai and ePENJANA before and after the pandemic.

During the e-Tunai initiative, we saw over 70% of claimants spending on our ecosystem. This digital payment adoption trend has continued to grow with the government's recent ePENJANA initiative where we saw almost double the number of claimants in the first weekend ePENJANA launched compared to the earlier campaign, the eTunai Rakyat programme.

Throughout the pandemic, we have also seen growth in GrabPay transactions in Malaysia and across the region. In fact, a Mastercard study showed that 75% of consumers in the Asia Pacific are inclined to continue using digital payments even after the pandemic is over as more people opt for digital payments to reduce physical contact. At Grab, we also implemented digital payment transactions across all Grab services. As a result, we saw a 1.7 times growth in digital payment transactions and our new user base on GrabPay grew by over 60% compared to before the MCO. Even during the movement control order, over 50% of users were still active GrabPay users.

But in encouraging digital payment usage, it is also imperative for businesses especially traditional MSMEs to also embrace digital economy. In fact, a recent report showed that Southeast Asian consumers and merchants were still considered slow adopters compared to our western counterparts, with only 40% digital payment transactions compared to 84% in the US and UK. During the MCO, we saw many small independent merchants like hawkers and neighbourhood shops merchants who lacked the resources and knowledge to transition their business online that needed to quickly adapt to stay afloat.

Hence, we introduced several initiatives to both support and create more income opportunities to these traditional MSMEs lacking digital payment options and tech infrastructures so that they are not left behind. One of the initiatives included a remote GrabPay Link that has enabled them to thrive in the digital economy. As a result of our efforts, we welcomed over 8,000 new merchants during that period to our platform and our merchants' sales grew by 15% from the GrabPay link.

In doing so, we want to continue to nurture financial literacy that is inclusive amongst Malaysians in our effort to help bridge the financial gap. We are also committed to continue our collaboration with the Government and like-minded partners to build an educated and resilient Malaysia powered by a digital economy.

InTuition - Learning in the Time of COVID

For children worldwide, COVID-19 saw schools shut and the rapid rise of e-learning. The World Economic Forum estimated that 1.2 billion children in 186 countries were affected by school closures due to the pandemic and they go further to say that online learning is here to stay. INTuition, based in the Mont' Kiara district of Kuala Lumpur is an education centre that is not just about achieving good exam grades. According to UK-born CEO, Steven Shorthose (who has 30 years teaching under his belt), INTuition's approach is to educate the students and teachers on more than school life in order to enhance the classroom experience.



When CiTi-ZEN interviewed Steven in 2018, he wanted to create a tuition centre with a difference. I would say that he has definitely achieved this, the current pandemic notwithstanding.

INTuition is a stand-alone building ideally situated on the Jalan Kiara main road for easy access and it is also perfectly located within easy reach of two Mont' Kiara

international schools. Steven has created a "Google style" tuition centre which he describes as being a serious place of learning with an informal edge such as a chill out space for the children to relax in, within an upbeat and colourful environment, complete with a couple of rabbits for the children to befriend.

More Than Just Learning

Throughout the period of the movement restriction orders in Malaysia, INTuition continued to teach online and kept in touch with the children. Many of the children have returned to physical learning now, and for those who request it, the teachers will also do home tuition.

INTuition also provides master classes in second languages, taught by qualified native-

speaking professionals and is an authorised centre for conducting Hanyu Shuiping Kaoshi (HSK) lessons and soon to be examination centre. This is an international standardised exam which tests and rates Chinese language proficiency for non-Chinese speakers. In partnership with the Chinese Government, INTuition will be the only private institution to offer the Chinese Proficiency test in Malaysia. Interestingly, German is currently the most popular language people are also requesting to learn.

Home Schooling

In addition to tuition services, INTuition is developing its home schooling and 1-year A-Level course. The home schooling programme is all about tailor-made and not prescriptive



learning. There are currently 15 full-time children on this programme and Steven says that the main reasons why home school parents choose Intuition include:

- Flexibility in course choices, schedule and pace.
- Small class sizes – “Happier students make better learners”.
- Provides a way for students to get ahead, stay on target or get back on track.
- Ability to connect with the other students of different age groups through activities and collaborative events.
- Certified teachers invested in the student's success with low student-teacher ratio.

A-Level In One Year!

The one year A-Level course is a novel idea pioneered by INTuition. Time is of the essence and Steven says that the new 52 week course (rather than the conventional 2 years to complete the A-Level course) will benefit students in retaining information better, have more consistency in their learning and enjoy the benefits of small class sizes; and of course the savings on one year's school fees. The concentrated course will prepare students for exams through a supervised and consolidated learning programme with only 4 weeks holiday in the year.

Continued Learning

Steven is proud of what INTuition has been able to achieve in its short time of being operational and keeping the learning going throughout the Coronavirus pandemic. “The children do not have to be here. I tutor many overseas students online since COVID began. They are from the UK, Kuwait and Korea. We even have online home school where some students are taught all subjects completely online. I now also have ex-students sending their own children to the centre!”

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Putting Lockdown Time to Good Use!

“When life gives you lemons, make lemonade” - this is exactly what teenager, **Eunice Lai** did during her lockdown time in Malaysia. She arrived from Hong Kong with her family to spend Chinese New Year in Kuala Lumpur and the rapid worldwide spread of the COVID-19 virus in February and March put paid to plans of returning to Hong Kong. The nationwide lockdown to fight the pandemic turned everyone’s lives upside down, with the introduction of online school lessons and lots of spare time and hours to fill. Fifteen year old Eunice decided to make some lemonade!

Creating Custom Shoes

What started out as an activity to keep her occupied is now a growing business. **Eunicustoms** is a custom shoe business selling unique, customized shoes all over the world. Each pair of shoes is carefully hand painted by Eunice herself and goes through a series of quality control tests conducted with the help of her brother, Oliver (13). They check for any messy paint work, reflectives that aren’t ironed on properly and general unfinished work. Eunice takes this part of the process very seriously and refers to it as a “pivotal step because even one small mistake is not acceptable!” Customers can choose from a catalogue of pre-existing designs or they can work with Eunice to design completely new and unique designs that have never been done before.

For Eunice, this is the most enjoyable part, being able to work together with costumers to create a custom design for them because it involves the exchange of really interesting ideas between both parties. However, Eunice admits that working on custom designs is also one of the most challenging aspects of what she does as she has to constantly



worry about meeting the expectations of her customers who are mainly from the United States. They find Eunice through a website called “The Custom Movement”, an online market place for custom shoes made by hundreds of different designers from all over the world. Of course, her friends and family are also among her most loyal customers.

How It Started

It all started in December 2019 when Eunice saw a Tik Tok about someone drawing dragons on their shoes and she decided to do the same on her own. Dad, Lai Voon Wai, was the one who spotted the opportunity to keep Eunice creatively and productively occupied during lockdown and saw the potential in this art form. He encouraged Eunice to research the shoe customization community, given

his daughter’s creative flair and artistic talents. He then bought Eunice her first 12 colour set of Angelus Leather Paints and then there was no looking back. This opened up an entirely new community for Eunice who got hooked on the possibility of working on such a unique medium of art. What started as a way to pass her lockdown time, developed into a custom shoe business, albeit a modest one at this stage, but with plenty of room to flourish.

Hobby or a Businesses

Interestingly, youth-run businesses are on the increase worldwide and according to a 2019 UK survey by financial services organization, OneFamily, the number of teenagers setting up businesses has increased significantly, from 500 in 2009 to more than 4,000 in 2019. Nici Audhlam-Gardiner of



OneFamily said, "Generation Z were born after Google and have grown up with social media, so it's no surprise that these teens are already using their networks to help build their career." The study indicated that youth-run businesses were most likely to be focused on technology, clothing or accessory lines, entertainment or media, food or drink, or health or beauty products.

Although Eunice is juggling between studying and running her business, she enjoys seeing her creations being appreciated by her customers and earning some money from her hobby. "I consider it both a hobby and a business depending on the day. Sometimes I would have to paint the same design on over 3 different pairs of shoes and that can be monotonous, making it feel more like a chore than something I want to do, while on other days, I get a custom order which gives me much more artistic freedom to see how the shoe should be painted, letting me explore different art techniques while using my creativity and critical thinking skills to overcome any design obstacles I might face."

Always Learning

School always comes first because Eunice will finish all her school work (however tedious!) before starting work on the shoes. "This balancing act forces me to learn how to prioritise between for example, having shoe orders to complete and a maths assignment to submit at the same

time." However difficult, Eunice knows she has chosen an area she enjoys and it's starting to make an impact. She enjoys managing her own time, setting her own goals, being her own boss and bringing in the extra money is not to be sniffed at!

Eunice's design inspirations come from either other creators in the community or from current trends in the teenage fashion world. For example, before the summer, Eunice noticed the growing popularity of daisy designed clothing, so she created shoes

that would match these and the daisy designed shoes ended up being one of her best sellers over the past few months. For custom designs, Eunice gets her inspiration from the customers themselves because they usually have specific requirements in mind.

A Bright Future

Eunicustoms has a bright future but Eunice is realistic about the scale of which she can run her first-time business because school has to come first – every time!





Her ambition is to maintain this business through university and to one day collaborate with Nike to come up with new shoe designs, whilst also continuing to grow her presence within the custom shoe community by making new groundbreaking designs that can go, in Eunice's own words, "viral".

Asked about the secret of her success, Eunice talks of the importance of keeping engaged with the custom shoe community and not working in a vacuum, reaching out to different creators who are always generous with their support, sharing design ideas and even sharing how to deal with difficult customers, which Eunice says helps her to deal with any type of person! Eunice herself is generous with her experiences and has offered to directly answer questions any budding teenage entrepreneur might have. She understands trying to make it as a business owner while still being in school, contending with exams and the rigours of adolescence, challenging enough on their own without creating, developing and managing a viable business on top of it.

Sharing Ideas

Eunice plans to host a Q&A event on her shoe painting process, providing tips and tricks on how to grow your business on a platform called Alive Vibe (website:alivevibe.info) !

This inspiring young lady has her own message for other teenage entrepreneurs, "Be patient! A small business takes time to grow! I started with 5 orders in March 2020 to now having at least 20-30 orders a month!"

For more information, you can contact **Eunice** on: Instagram **@eunicustoms** **eunicustoms@gmail.com!**

There's No Shame in Not Feeling OK!

The Malaysia Mental Health Association (MMHA), which, believe it or not started in 1968 by a group of community leaders and mental health professionals from University Malaya Hospital, says that in this unprecedented time of COVID-19 and all that it has brought (e.g. social isolation, physical distancing, job insecurity, constant reminder of an illness beyond our control, etc), it's OK to feel some level of anxiety or stress. But, how we approach it is what's important, according to **Cheong Sue Jen, MMHA's Executive Director**. She admits that during lockdown, their mental health support sessions tripled between February to June this year. This is the first time in its history that the organisation has had a waiting list!



The Mind Hub

"The Mind Hub" (a name chosen to be stigma free) located in TTDI, on the outskirts of Kuala Lumpur, is MMHA's centre where clients (between 18 to 60 years) and their carers can come to meet mental health professionals like counsellors, clinical psychologists, psychiatrists or attend the support groups to get the help they need. Clients can also opt to see trainee mental health professionals who are second year supervised Masters' students.



For information, it is RM150 to be seen by a qualified mental health professional and RM50 to be seen by a trainee. Those unable to afford the fee are able to apply for a community subsidy from MMHA.

MMHA's objectives are to promote mental health in the community, to support caregivers and the family members of mentally ill individuals and to raise the standard of service delivery in the field of mental health. It is a not-for-profit organisation governed by a committee who chart the course for the organisation and ensure that its objectives are met. To this end, the services offered include:

1. Psychological support services.
2. Psychological recovery programme.
3. Residential facilities.
4. Mental Health Education including corporate training.
5. Support group.

Services Offered

Based on the National Health and Morbidity Survey in 2015 by the Health Ministry, the prevalence of mental health issues among adults above 16 years is 29.2% or

4.2 million Malaysians. Sue Jen admits that Malaysians tend not to talk about their mental health to avoid taboo and stigma. Data from the 2017 National Health and Morbidity Survey revealed that 29% of Malaysians suffered from depression and anxiety disorders, a rise of 12% from the 2011 figures.



The professionals predict that mental illness is expected to be the second biggest health problem in Malaysia after heart disease in 2020. The myth of people with mental illness being psychotic, dangerous or violent



is just that. In fact, anxiety and depression are the main issues for Malaysians facing mental ill health and most remain quiet about it to avoid being judged and labelled “mad”. There is no doubt that the recent COVID virus and lockdown, has left many of us feeling isolated and insecure, which will have exacerbated psychological issues for many people.

This is why MMHA feel strongly about working with their clients and caregivers to manage mental ill health rather than hoping the problem will go away. Most of their clients tend to be working and living in the community so as well as the face-to-face support, MMHA also provide workplace outreach work and research-based education called, Mental Health First Aid. They want to prevent normal anxiety from escalating to chronic anxiety. Early detection and intervention are important since anxiety can grow worse over time if left untreated, according to Sue Jen. The American Psychological Association stresses that to feel anxious is a normal human reaction (e.g. feeling nervous before an exam or apprehension

about getting married) but when it begins to continuously interfere with daily life functions and presents in poor concentration, memory problems, disrupted sleep patterns and mood swings, then being able to seek the necessary help is important.

Mental Health First Aid Course

Back to the Mental Health First Aid Course, this accredited, licensed and well-recognised course that began in Australia is a 12-hour learning programme that teaches adults how to provide mental health first aid to friends, family and colleagues. MMHA is the only organisation in Malaysia that holds the license for the programme which has been adapted for the Malaysian setting. Sue Jen says that participants will learn the signs and symptoms of mental health problems, understanding the first responder role, where and how to get help, etc. because early intervention is important to prevent a mental health problem from becoming more serious.

Those who complete the course will receive a Mental Health First Aid accreditation which is valid for 3 years. Also in MMHA's stable of education programmes is the Caregiver Education Course and a 1-day course in Understanding Mental Illness.

Having the community at its heart is the secret of MMHA's longevity and success. There is no intention to deviate from this policy, and in fact, the organisation plans to expand the Mental Health First Aid programme into work place settings and re-open its residential facility by 2022. The home is currently being modernised and renovated so that it is fit for purpose to house both men and women with mental illness.

The Mind Hub

Malaysian Mental Health Association (MMHA)
A-2-8 Plaza TTDI,
Jalan Wan Kadir 3
Taman Tun Dr Ismail
60000 Kuala Lumpur
03-27806803
admin@mmha.org.my
<https://www.facebook.com/MMHAOfficial>
www.mmha.org.my

Project Progress Update



Dwi@Rimbun Kasia

This is a joint-venture initiative with Japan's Hankyu Hanshin Properties Corp. Dwi@Rimbun Kasia is a green-living concept development comprising 382 units (35% of which are dual-key homes) aimed at the mid-market segment.

Reinforced concrete works have now reached Level 8 where 9 out of 26 units are completed; Level 7 where 20 out of 26 units are completed; and at Level 6 which was completed in July 2020.

Architectural Works

Block B:

Brick work - Levels 1 and 2 completed, Levels 3 and 4 are in progress.

Window sub-frames - Levels 1 and 2 completed, Levels 3 is in progress.

Plaster work - Level 1 is completed, Levels 2 and 3 are in progress.

Skim coat work - Level 1 is completed, Levels 2 and 3 are in progress.

Block A:

Brick work - Level 1 is completed

Window sub-frames - Level 1 is completed

KaMi Mont' Kiara

This 19-storey tower block comprises of 168 serviced residences with sizes ranging from 840sq ft to 1,604 sq ft is set within a private, Japanese-designed landscaped grounds. There will also be a Japanese Onsen Spa for the enjoyment of the residents. The whole development is pet friendly.

Reinforced concrete works at Level 13 is completed and Level 14 is now in progress.



Architectural Works

Window sub-frames - Levels 5 to 8 are in progress.

Door sub-frames - Levels 5 to 8 are in progress.

Skim coat work - Levels 5 to 8 are in progress

M&E Works

Electrical and sanitary plumbing works - Levels 5 to 7 are in progress.



ASTA Enterprise Park

ASTA Enterprise Park is a 31 acre industrial park located in the mature industrial area of Bukit Angkat, Kajang, Selangor. The freehold land has been subdivided into 47 individual titles.

Phase 1 of the development contains 18 three storey semi-detached factory units (Type A). The built up areas range from 8,594sf to 10,672sf. Phase 1 is sold out and scheduled for handover in October/ November 2020.

Phase 2A of the development consists of 8, three storey semi-detached factory units with a lower ground floor (Type B, B1, B2, B3). The built up area ranges from 12,375sf to 12,565sf. Piling works is currently underway and this project is targeted to be completed by May 2022.

Phase 2B of the development consists of 10 three storey semi-detached factory units with a lower ground floor (Type B1, B4). The built up area ranges from 12,375sf to 12,565sf. Earthworks is currently being done and the development is targeted to be completed in July 2023.

There are also vacant plots available with land sizes ranging from 27,652sf to 218,152sf.

On another note, the Owners' Association was formally registered with the Registrars of Companies and the Guarded Community Scheme was approved by the local council (MPKJ) where private security for the site is allowed.

Sales & Marketing at Ireka

In light of the current movement restrictions in Malaysia, Ireka's projects are being actively promoted via social media platforms, Facebook and Instagram, in particular.

We have the following accounts under Facebook and Instagram

- 1) ***propertiesbyireka*** (all project under Ireka)
- 2) ***rimbun.kasia*** (dwi Project @ nilai)

Please find below the account links:-

<https://www.instagram.com/propertiesbyireka/>

<https://www.instagram.com/rimbun.kasia/>

<https://www.facebook.com/RimbunKasiaNilai/>

<https://www.facebook.com/PropertiesByIreka/>

KOPITIAM NEWS!

The i-ZEN & zenZ Community Page

The RuMa collaborates with Goutal Paris to present the Rose Pompon Afternoon Tea in support of Breast Cancer Awareness Month.

3 - 31 October 2020

In support of Breast Cancer Awareness Month in October 2020, The RuMa Hotel and Residences has collaborated with Goutal Paris to present the special edition Rose Pompon Afternoon Tea.

Launched in 2016, the Rose Pompon quickly became a cult favourite for the brand founded by perfumer Annick Goutal. Born in Aix-en-Provence, Annick Goutal opened her very first shop in December 1980, selling fragrances based on her emotions, memories and inspirations from her musical background. Annick Goutal died in 1999 at only age 53, after her battle with breast cancer.

The Rose Pompon Afternoon Tea is inspired by the complexity of the fragrance and celebrates Annick Goutal's favourite flowers, featuring an array of delicate savoury and sweet treats such as Rose Caramelised Chocolate Macarons, Pink Guava Paris-brests, Strawberry Lychee Cakes, and Roasted Beetroot Tarts.

All purchases of the Rose Pompon Afternoon Tea will receive a complimentary 1.5ml Rose Pompon



sample, a RM50 voucher for purchase of the perfume at Ken's Apothecary, and will also be in the running to receive a full-sized Rose Pompon bottle.

Available from 3 – 31 October 2020 at the LIBRARI, the Rose Pompon Afternoon Tea is priced at RM130 per person. Customers can also choose to add on RM35 for a glass of Bellini.

The RuMa Hotel and Residences will also donate 10% of the sales of the Rose Pompon Afternoon Tea to the Breast Cancer Welfare Association (BCWA) Malaysia.

For further inquiries and bookings, visit www.theruma.com or email seven@theruma.com.



KOPITIAM NEWS!

Experience the Ultimate Urban Escape in the Heart of Kuala Lumpur

With Malaysia entering the recovery phase of the pandemic, there is no better time for a rejuvenating getaway in the heart of the nation's capital. The RuMa Hotel and Residences, Malaysia's only luxury urban resort, has introduced a variety of room offers for everyone to experience a safe and unparalleled staycation.

UR Staycation

Ideal for those planning a getaway, rates for "UR Staycation" room packages start from RM650 per night and include Hostmanship™ benefits such as 24-hour check-in and check-out, breakfast for 2, complimentary fully stocked minibar and much, much more. Guests can also request for a free complimentary extra bed for children, plus unlimited dining for children (maximum of 1 child below 12 years old per room). All guests who book a Corner Studio will also be granted a complimentary upgrade to a Deluxe Suite.

Urban Escape in Kuala Lumpur

For those seeking a more immersive experience, book the "Urban Escape in Kuala Lumpur" package and enjoy additional benefits including complimentary evening cocktails for 2 persons at SANTAI, RM200 dining credits per night, and complimentary pressing for up to 3 pieces of laundry. Rates for this package start from RM730.

Recharge, Rejuvenate and Restore

With 2020 being a challenging year so far, it is important to take a pause and remind ourselves that self-care is especially important during times like these. The "Recharge, Rejuvenate, and Restore" package is specially designed as a holistic experience for mind, body and soul, and to escape and recover from the stresses of daily life. With rates starting from RM1,150 per night, guests can choose either a 3-hour or 5-hour UR SPA package and every room will include:

- Healthy breakfast for 2 persons at ATAS or In-Room Dining
- MYR200 F&B credit per night
- Virtual yoga sessions by The Flow Studio
- Complimentary pressing of 3 pieces of laundry per day (minimum 2-hour turnaround time)

All the above room offers are valid for stays from 7 October 2020 onwards. For further inquiries and reservations, visit www.theruma.com or email reservations@theruma.com.

Our promise to deliver world-leading Safety, Sanitation and Hygiene standards

As the world continues to confront a global health crisis, the safety and wellbeing of guests and employees remain the primary focus it has always been, and the highest levels of preventative, hygiene, sanitation and ongoing training measures are in place at The RuMa, to ensure that the hotel operates within the world-leading safety, sanitation and hygiene standards that guests have every right to expect of an Urban Resort Concepts hotel.

Rigorous safety and sanitation protocols have been in place since the very first onset of the outbreak, with even higher frequency in cleaning and disinfection processes across all areas of the hotel's guest rooms and public areas.

Importantly, The RuMa has invested in and is implementing a patented system, which eliminates all known viruses, bacteria and contaminants on both, soft and hard surfaces, using a medical-grade bio-enzyme formula derived from highest quality, bio-degradable ingredients and non-harmful to humans, in combination with a cutting-edge new delivery system. The system, which also acts as an air purification device, will be used upon every check-out and throughout the hotel, resulting in an effectively sterile guest room following every check-out.

All our measures are designed to ensure The RuMa operates to the very latest standards of safety for the health and well-being of guests, patrons and members of staff alike.

For more information, please contact:

Nigel Gan
Director of Marketing Communications
E-mail: nigel.gan@theruma.com

The RuMa Hotel and Residences
Website: www.theruma.com
Instagram: @therumahotel
Facebook: @TheRuMaHotel

AFTERNOON TEA

INDULGE IN A SELECTION OF MIGNARDISES AND PETIT FOURS AT THE LIBRARI

RM115 PER PERSON

Opening Hours
Saturdays & Sundays: 15:00 - 18:00

Reservations:
E: seven@theruma.com
T: +60 3 2778 0888

SEVEN

LOBBY BAR AND LOUNGE

LOBBY, THE RUMA HOTEL AND RESIDENCES
7 JALAN KIA PENG, 50450, KUALA LUMPUR
+60 3 2778 0888 | WWW.THERUMA.COM



ATAS REOPENS

REDISCOVER AN APPRECIATION FOR LOCAL PROVENANCE AS ATAS RETURNS FOR A GASTRONOMICAL ADVENTURE

Opening Hours
Tuesdays to Saturdays from
18:00 - 22:00

Reservations:
E: atas@theruma.com
T: +60 3 2778 0888

ATAS

MODERN MALAYSIAN EATERY

MEZZANINE, THE RUMA HOTEL AND RESIDENCES
7 JALAN KIA PENG, 50450, KUALA LUMPUR
+60 3 2778 0888 | WWW.THERUMA.COM



ATAS WEEKEND BRUNCH

ENJOY A LAZY WEEKEND
BRUNCH AT ATAS WITH A
RANGE OF INTERNATIONAL
DELIGHTS AND LOCAL
FAVOURITES

RM160 PER PERSON

EVERY SATURDAYS & SUNDAYS
1ST SESSION: 11:30 - 13:30
2ND SESSION: 13:30 - 15:30

Reservations:
E: atas@theruma.com
T: +60 3 2778 0888

ATAS
MODERN MALAYSIAN CATERY

MEZZANINE, THE RUMA HOTEL AND RESIDENCES
7 JALAN KIA PENG, 50450, KUALA LUMPUR
+60 3 2778 0888 | WWW.THERUMA.COM



HAPPY HOUR AT SANTAI

5 GLASSES OF CARLSBERG
FOR RM60

2-HOUR FREE FLOW CARLSBERG
FOR RM99 PER PERSON
FROM 16:00 - 19:30

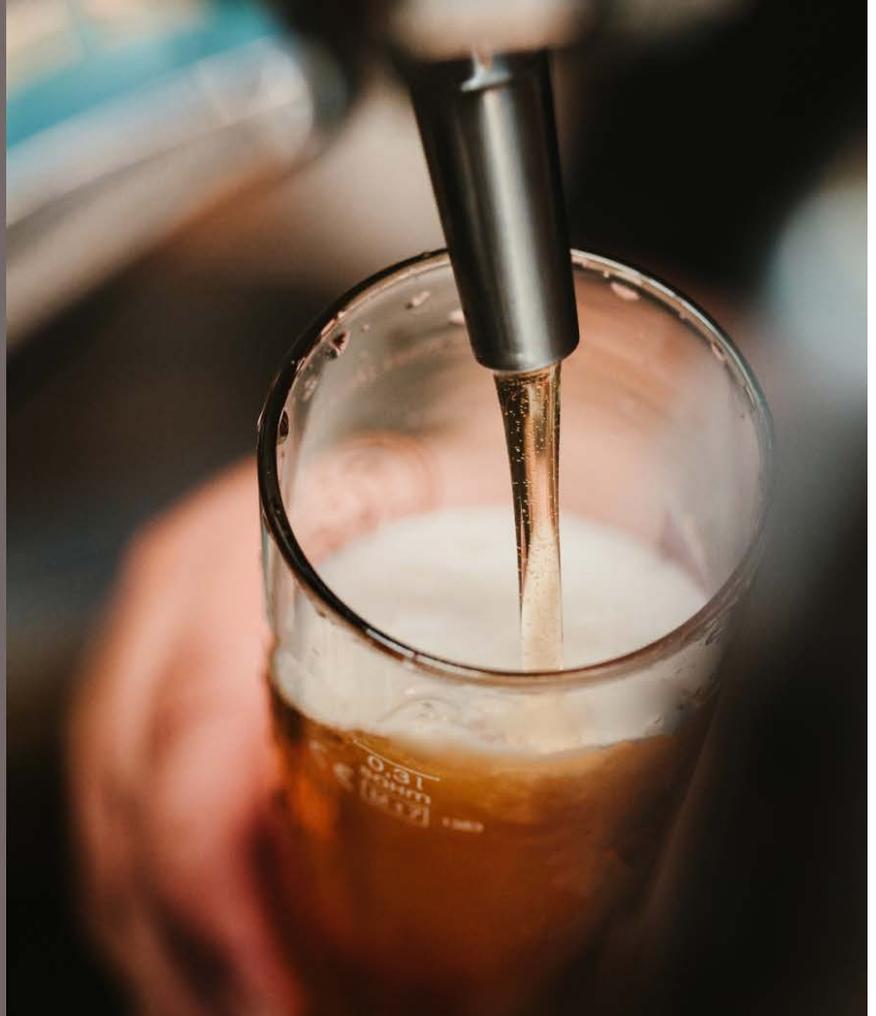
50% OFF ALL WINES
BY THE GLASS
EVERY FRIDAY FROM 17:00 - 20:00

Opening Hours
Sunday - Thursday: 16:00 - 22:00
Friday and Saturday: 16:00 - 23:00
Closed on Mondays

Reservations:
E: santai@theruma.com
T: +60 3 2778 0888

SANTAI
POOL AND LOUNGE

LEVEL 6, THE RUMA HOTEL AND RESIDENCES
7 JALAN KIA PENG, 50450, KUALA LUMPUR
+60 3 2778 0888 | WWW.THERUMA.COM



SKIN FITNESS PROMOTION

1 TO 31 OCTOBER 2020

BOOK ANY FACIAL
TREATMENT AND RECEIVE A
COMPLIMENTARY DUSUN
INAN MASSAGE ON YOUR
NEXT VISIT

Opening Hours

Mondays - Fridays: 14:00 - 21:00

Saturdays and Sundays: 10:00 - 21:00

Reservations:

E: urspa@theruma.com

T: +60 3 2778 0888

Terms and conditions apply

URSPA

LEVEL 6, THE RUMA HOTEL AND RESIDENCES
7 JALAN KIA PENG, 50450, KUALA LUMPUR
+60 3 2778 0888 | WWW.THERUMA.COM



KOPITIAM NEWS!

New Tenants Update @ 1 Mont Kiara

1 Mont Kiara is pleased to announce its newest additions as well as recent expansions of its tenants.



1. *BilaBila*

(New - G-23A)

BilaBila is a convenience store brand inspired by the charm of a Malaysian “kedai runcit”, though designed with a contemporary and artisanal twist.

Customers can look forward to a welcoming, upmarket store atmosphere, while being presented with an eclectic array of offerings, featuring convenience store essentials and a selection of products sourced from artisanal, homegrown Malaysian brands. This includes everything from premium coffees and fresh sandwiches, to handmade gourmet ice cream and salted egg chips!

From urbanites with fast-paced lives looking for a convenient grab-and-go experience, to families looking to pop by for unique snacks and treats, BilaBila brings a uniquely enriching convenience store experience to anyone, anytime.



2. *Union Artisan Coffee*

(Expansion - G-09 & G-10)

It all began with a simple desire to share and instill the love and knowledge of good coffee with others. Union Artisan Coffee is the result of a team of passionate people who truly enjoy making coffee. Doubling up as a roaster itself, Union Artisan Coffee is a display of the team’s dedication in brewing the perfect morning cuppa for the 1 Mont Kiara community. So come visit their expanded outlet, now complete with a private meeting room for conferences or parties, and enjoy a steaming hot mug of mocha as you sit back with a book against the beautiful art adorning their walls.



3. *Garden Scents*

(Expansion - G-18)

Garden Scents specialises in creating unique, romantic, and cheerful flower arrangements for flower lovers. Garden Scents seek to inspire you to deliver a bouquet of fresh flowers to someone special, regardless of the occasion.

During the festive seasons, Garden Scents can assist you in making the celebratory occasions even more meaningful for your loved ones. And finally, Garden Scents can also aid you in designing bespoke flower arrangements or hampers to impress your business clients.

Event Listing



Gorge On A Fangtastic Feast This Halloween!

Watch dinner come alive at 1 Mont Kiara's upcoming "A Fangtastic Feast" Halloween Party on 31 October with a series of jaw-dropping activities and eye-popping performances! There will be free-flow popcorn and cotton candy throughout the day, so bring your kids along to celebrate this exciting annual party at the mall! The highly anticipated Trick-or-Treat will return this year (though with enhanced safety measures!) and those who register in advance will be given a surprise gift in addition to candies and vouchers at participating tenants' outlets.

The main highlight of the party is none other than the Best Dressed Contest, where participants are invited to dress up in their morbidly delectable and fangtastic Halloween costumes. Full event schedule as below (subject to change):

1 Mont Kiara's "A Fangtastic Feast!" Halloween Party, 31st October

Popcorn and Cotton Candy Giveaway	1.00pm - 4.00pm
Lava Lamp making Workshop	12.00pm - 3.00pm
Kids Face Painting	3.00pm - 6.00pm
HULA KL Performance	2.00pm
Hip Hop Dance Along	2.30pm
Trick or Treat	3.00pm
Best Dressed Contest	3.30pm
Magic Showcase	5.00pm

Lions International Peace Poster Contest

For over three decades, Lions clubs around the globe have been sponsoring a very special art contest in schools and youth groups. Creating peace posters gives children everywhere the chance to express their visions of peace and inspire the world through art and creativity. Don't miss this golden opportunity and sign up for your kids right away. Details of the contest are as below:



Date : **7 November 2020 (Saturday)**
 Poster Theme : **Peace through Service**

Contest Category

- a) 11 – 13 years old (Official Entry)
- b) 8 – 10 years old
- c) Below 8 years old



1 Mont Kiara Christmas Celebrations

Go on an adventure with Santa and his merry elves at 1 Mont Kiara's Christmas Celebrations and be treated to an array of performances from 21 November to 25 December! Let Santa and Santarina know if you have been naughty or nice when you catch them during the meet & greet and be enchanted by the magic showcase as well as the Christmas puppet show that will be held throughout the yuletide season. Christmas isn't complete without Christmas carols, so carolers from the nearby Korean and Japanese churches as well as international schools will make their way to 1 Mont Kiara to sing you songs of praises and joy in ushering the most wonderful time of the year! The main highlight of the festive celebrations at 1 Mont Kiara is none other than the Xmas Best Dressed Contest slated for 14th December. Have your kids sashaying in their most creative Christmas outfits and stand a chance to win attractive prizes worth as much as RM300!

For more information on events and happenings at 1 Mont Kiara, check out 1mk.com.my or <https://www.facebook.com/1montkiara>.

KOPITIAM NEWS!

Great Times with Family & Friends at Hubba Mont Kiara!

The ever-cosy ambience at Hubba Mont Kiara is conducive for friends and family seeking a respite amongst the hustle and bustle of metropolitan Kuala Lumpur. Here you will feel like you are at a home away from home as we welcome you by name. Open daily from 12pm till late, it boasts a cheerful and warm interior brimming with the aroma of delicious food which beckons you to sink into your seat with a smile.

Start your Hubba experience with our BMW deal - available all day every day, you can enjoy an ice-cold Carlsberg or Connors beer; or red / white house pour wine; or selected Mojito flavours for a mere

RM11 per glass. Or if bourbon's more your preference, try the deliciously fun and light Jim Beam Highball at RM18 per glass. Hungry? You'll be spoilt for choice when it comes time to choosing what to eat! An eclectic mix of Western and Asian dishes will have you grinning from ear to ear. Scrumptious new dishes to try include our improved Hainanese Chicken Chop, melt in your mouth Lamb Shank and the Seafood Char Kway Teow which comes laden with fresh seafood! For a limited time in conjunction with our new menu launch, Hubba is offering you 15% off all a la carte food orders. Friendly and personable service is just the icing on the cake, so swing by for a dose of Hubba warmth.

HUBBA
MONT KIARA
Food Family Friends

**New Menu
Just Launched!**

15% OFF
Food Menu

Till 31th Oct 2020

Pictures are for illustration purposes only. All prices are subject to 10% Service Charge & applicable Government taxes.

Address:
Level G, Seni Mont Kiara, 2A Changkat Duta Kiara, 50480 Kuala Lumpur
Tel: 012 205 0442 (Reservations)
Email : montkiara@hubba.asia
Website : mk.hubba.asia

KOPITIAM NEWS!

A Dash of Merry as SOULed OUT Brings 2020 To A Close

As we move into the last quarter of 2020, SOULed OUT once again pulls out all the stops to close the year with flourish, albeit a little quieter this time round. But that doesn't mean one can't still have a jolly time with family and friends!

The Queen of Spice, **Chef Sapna Anand** rolls out a slew of new Indian dishes, resplendent with a myriad of spices! She hand-picks, blends and strews her favourite spices into new offerings such as the ambrosial Kerala Fish in Banana Leaf and the richly comforting Railway Mutton Curry. Do tantalise your tastebuds by checking out our all new Indian food menu at SOULed OUT Kuala Lumpur (Hartamas)!

The Festival of Lights is almost upon us and Chef Sapna Anand whips up a traditional **Thali Set** to mark the occasion, which will be available from 15th October to 15th November. Be on the look out for SOULed OUT's unique Deepavali decorations as well.

And finally... **Christmas Comes Early** at SOULed OUT! Feast on our Christmas Specials starting 18th November that will have your palates jingling with joy. Feel the holiday cheer with your nearest and dearest amidst holiday decorations galore. And there will also be a very special Christmas at Home buffet that our elves in the kitchen are cooking up!

Call **012-200-1955** to find out more.



i is for Ireka

Founded in 1967, Ireka Corporation Berhad's current focus is mainly on four core businesses: Construction, Real Estate, Technologies and Urban Transportation.

Its distinguished construction portfolio developed over a 53-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.

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 times so that they can live in homes they desire. The essence of i-ZEN is embodied in the 6S philosophies of Style, Service, Security, Sophistication, Soul, and Sustainability. These are demonstrated in its portfolio of properties.

In Malaysia, i-Zen's portfolio includes Sandakan Harbour Mall and the recently opened The RuMa Hotel and Residences in Kuala Lumpur City Centre.

Ireka's current projects under construction include Dwi @ Rimbun Kasia, KaMi Mont' Kiara and ASTA Enterprise Park in Kajang. Some of the completed projects undertaken include award-winning 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 2003, Ireka's Technologies arm, i-Tech Network Solutions Sdn Bhd (i-Tech') was set up as a 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.

In late 2016, iTech, with its extensive knowledge in IT consultancy services, moved into the Cloud Service as a Cloud Service Provider.

In July 2019, Ireka and CRRC UT established a joint-venture company, Mobilus Sdn Bhd to spearhead its urban transportation business in Malaysia and Southeast Asia (ASEAN).

by
i-ZEN
Life, styled.

An  **IREKA** concept

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

