PHOTO: SWWW.ONEKINGSLANE.COM

Trendy systems and configurations

> Ideas on organisation for better home interior design

BY *ALYSSA J. OON*

THE complexities of house purchase has been done finally, and now it is time to get the interiors of this place to call home decorated. While scouring glossy magazine spreads and endless Pinterest pins and internet posts for the next chic design that will keep you one up on the Joneses (or at least at par), don't forget that reality is far different from a perfectly arranged photo, especially in the case of comfort.

Whether decorating your new home for the first time or looking to de-clutter and bring some order to the chaos, here are some tips and ideas for a fresh new and organised look for home.

ORGANISATION MATTERS

There are many reasons why including proper home organisation into one's ID blueprint is important. For starters, good organisation planning ensures the home looks polished time and time again. Every item does and should have its own place in the home and when kept in its place, gives a particular room or space a streamlined appearance, like what you see in home design magazines.

For 2017, make it your personal aspiration to find each item its own space in your home – not in the "out of sight, out of mind" (under the table cloth or behind the curtain kind of way) – instead, a specific place that will enhance or beautify an area. If you find yourself struggling to do so, it might mean that it is time to de-clutter, give away or discard the odds and ends.

BYE-BYE CLUTTER

Many people make the mistake of purchasing storage containers before they have de-cluttered and reorganised their interiors to even know what will be going into those "plastic boxes". Says Neat Method lifestyle organiser Marissa Hagmeyer: "We can't stress enough that you should wait to buy anything until you have done the organising and measured your space to figure out exactly what you need before you ever step foot in a store. Professional organiser and designer Jeffrey Phillip adds in: "It can also lead to keeping things we do not need since it feels good to contain things and say or think, like 'Ah, I have a bin for that!'"

One of the most popular de-cluttering trends at the moment is the KonMari method. Readers around the world have been inspired by Japanese organising consultant and author Marie Kondo's book *The Life-Changing Magic of Tidying Up* and can attest to the effectiveness of Kondo's methods. The philosophy is simple – get rid of what does not "spark joy" in you.

Kondo's advice: Tackle clutter by category rather than room. The reason, being that categories of items can be in different rooms.

When you gather all items in a category into one spot, it will be easier to de-clutter. Clothing, according to Kondo, should be the first category, because it has less emotional attachment to a person (or so they say).

This may seem odd to some, but Kondo talks about considering the "feelings" for your items. For clothes, she asks one to think how would a t-shirt feel huddled up in a corner? How would socks feel to be balled up and thrown into a corner? "Sort through the pieces that you definitely do not associate any form of joy with and chuck it out. Then move on to the next category." Kondo has even created her own special technique of folding clothes that doesn't just save you a ton of space, but also gives drawers a neat and streamlined look.

PHOTO: WWW.CLASSYCLUTTER.NET

PHOTO: WWW.THRIFTYANDCHIC.COM

PHOTO: HTTPS://WWW.ONEKINGSLANE.COM

STORAGE SOLUTIONS

Once the de-cluttering is done, the organisation and configuration planning follows.

Baskets are your best (storage) friend. Even interior designers and home organisers swear by it. Baskets come in varying shapes, designs and materials, which make it easy to blend into the landscape of home.

First mark down which parts of home you will need baskets for – think the lowest level of the shelves, on top of cupboards, under the bed – and be sure to take down measurements for these areas. Interior designer Judith Balis is a fan of baskets. She says, "Baskets not only hide a multitude of sins, but they are also a great way to add texture to a room."

When decorating with baskets, Balis likes to maintain consistency by using the same material for all baskets. She does this to avoid visual clutter, but adds that the baskets can be of varying shapes and sizes.

Use open shelving to hold yourself accountable for every item in the house. With no dark corners to hide the clutter, you will be more likely to reduce impulse spending and be disciplined in keeping your things organised.

Open shelving also makes it easier to put things away, as Impact Organizing LLC owner and certified professional organiser Kate Brown points out. "Make everything a one-handed operation and avoid lids at almost all costs. The fewer steps, the better the organising system," says Brown.

To avoid visual clutter, especially in places like the pantry or kitchen, invest in clear containers of varying shapes and sizes for refillable foods like cereal, pasta or rice. Arrange and display your items as if they are pieces of art.

Don't be afraid to use the back of doors for vertical storage either. A simple plastic shoe organiser can be used to hold other belongings like spices in the kitchen, toiletries in the bathroom or even small toys in the children's room.

PHOTO: SS7D1.SCENE7.COM

PHOTO: WWW.ELLEDECOR.COM

STAYING IN LANE

No doubt it isn't easy getting organised the first time round, but maintain that state as it takes some discipline and picking up of good habits for any positive change.

Put limits by keeping track on how many of certain items you can own at a time. For example, if you are a collector of coloured pens, know the limit as to how many you own and how many you can own – depending on the "storage" capacity and space you have.

PHOTO: WWW.APARTMENTTHERAPY.COM

PHOTO: FASHIONABLEHOSTESS.COM

A huge tip (as this bad habit is found in many a home) is to place decorative items in places where it is easy to dump clutter such as coffee tables, bedside tables or kitchen countertops. Professional organiser Maeve Richmond suggests, "Place a plant, a figurine or a framed photo on your side tables, or even add a table runner or centrepiece to a dining room table." With something that looks nice and in its place already there, there really is no place for "bits and pieces" or a mishmash of what-nots.

If all else fails, do not be afraid to seek professional help. At time external intervention is required before a situation takes a deep dive into being the next home on Hoarders!

> Email your feedback and queries to: propertyqs@thesundaily.com

Views on property cooling measures

> Comments and observations of key players at iProperty.com Malaysia and Brickz.my

VARIOUS cooling measures introduced by the Malaysian government and Bank Negara Malaysia (BNM) to help curb escalating property prices has had little impact, said iProperty.com Malaysia and Singapore CEO Haresh Khoobchandani. Together with Brickz.com, the company analysed data from BNM and the Valuation and Property Services Department of Malaysia (JPPH) to examine if the measures introduced over the years actually impacted the residential and financial markets. *theSun* reports the study conducted.

"From the data we got, we saw that prices for residential property in Malaysia had been sky-rocketing since year 2000. Between 2008 and Q2 of 2009, following the sub-prime mortgage crisis in the US, which affected economies around the world, house prices experienced nearly no growth. The number of loans approved for residential properties also decreased the same year as the market moved funds away from the softening real estate market," Haresh said.

Based on figures in the Malaysia Residential Loans and National House Price Index (HPI), it was learned that the annual quarter-on-quarter national HPI began to increase the highest from 2011-Q1 to 2012-Q1.

In 2011-Q1, the HPI was at 149.1, while in 2012-Q1, the HPI was at 167. Thus, the difference shows an increase of 17.9 index points in 2011. For the same period, performance for residential loans approved was stable at RM20.4 billion. The data showed that the quarter-on-quarter HPI had slowed down to a growth of 15.3 index points between 2015-Q1 and 2016-Q1. Performance for approved residential loans also fell drastically by RM5.6 billion from 2015-Q1 to 2016-Q1. HPI however, continued to rise despite a drop in the amount of residential loans approved since 2014.

"In our opinion, the drop in loans approved was contributed by all the previous interventions introduced by Bank Negara and the government. The interventions did not reduce the property prices but did slow down the growth," Haresh said.

Brickz.my founder Premendran Pathmanathan, who is also iProperty.com Malaysia's data services general manager said that the measures introduced by the government, including removal of the Developer Interest Bearing Scheme (DIBS), had actually decelerated demand.

"Other factors that could also put tha brakes on demand could be due to the changes in real property gains tax (RPGT), revision in loan to value (LTV) curbs and the introduction of the Goods & Services Tax (GST). Aside from this, the global uncertainty, weakening ringgit, and change in price (drop) of oil and gas has also played a role in this as well," Premendran reasoned.

"The DIBS scheme only required an initial payment of 5% or 10% of the property price. So, purchasing property became an attractive option for investors. It was likely that the increase in the price of new properties from 2011, were the result of speculative buying due to the scheme," Premendran said.

Haresh however, felt that the cooling measures had actually impacted the financial sector and also reduced negative sentiments of the oversupplied housing market. "If you look at the data, the price index for houses continued to climb at double digit rates, by 15.3 index points in Q1 2016, while the financial sector on housing loans fell 23.24%. The various measures introduced appeared to have consolidated the financial sector and reduced the negative sentiments of the oversupplied housing market," he said.

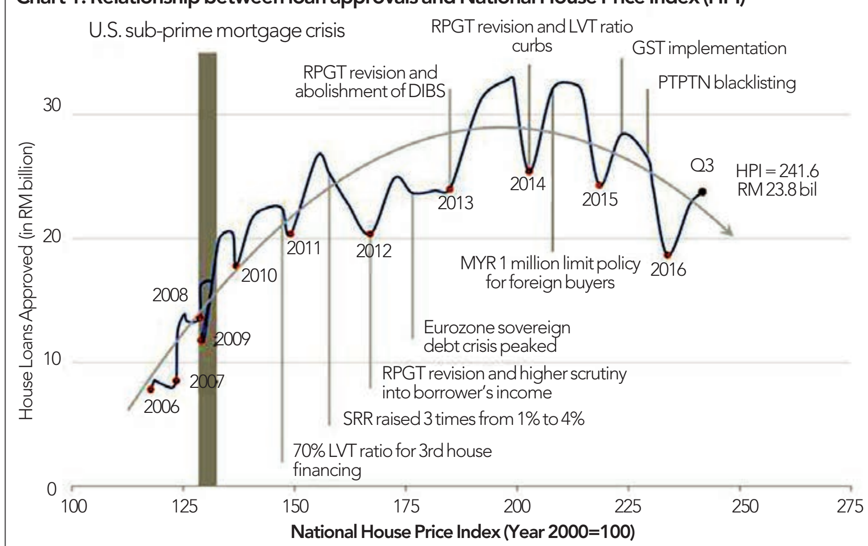
"It is unlikely that prices will decrease, instead likely to stabilise or increase at a slower rate in coming years. This is primarily due to the fact that we have a growing young adult population and this is driving the demand for property, which in turn will continue to place upward pressure on prices.

"With the real estate industry now consolidating, the industry may shift their focus toward developments that apply to affordable living. Infrastructure such as transportation, energy and social infrastructure will help to increase economic efficiency and reduce the cost of living, thus making locations that once seemed expensive to live in now more affordable."

In all, Haresh believes the above is why property buyers and investors are adopting a cautious approach and are being very selective in where and what they choose to purchase. "There is increased demand for affordable homes, particularly through a growing, young population looking for properties in the major urban centres. "While Malaysians are concerned about the rising house prices and affordability, property is still viewed the most attractive investment choice and this is due to capital growth opportunities. It is also more stable compared to other assets," he said.

[Information and images from iProperty.com]

Chart 1: Relationship between loan approvals and National House Price Index (HPI)



Source : Bank Negara Malaysia and Valuation and Property Services Department of Malaysia

Table 1 : National HPI and Housing Loans Approved for Q1 and Year-On-Year Change

Period	National House Price Index for Q1	Change National House Price Index for Q1	Housing Loans Approved for Q1 (MYR '000)	Change in Housing Loans Approved for Q1 (MYR '000 and percentage)	
2007	123.4	+5.7	8,516,435	694,703	8.88%
2008	128.7	+5.3	13,589,771	5,073,336	59.57%
2009	129.6	+0.9	11,669,915	-1,919,856	-14.13%
2010	136.9	+7.3	17,788,834	6,118,919	52.43%
2011	149.1	+12.2	20,363,494	2,574,660	14.47%
2012	167.0	+17.9	20,371,468	7,974	0.04%
2013	184.9	+17.9	23,985,479	3,614,011	17.74%
2014	202.7	+17.8	25,418,331	1,432,852	5.97%
2015	218.5	+15.8	24,305,339	-1,112,992	-4.38%
2016	233.8	+15.3	18,657,200	-5,648,139	-23.24%

Source : Bank Negara Malaysia and Valuation and Property Services Department of Malaysia

TIMELINE

2007
It was reported that in 2007, the Developer Interest Bearing Scheme (DIBS) was first introduced by a property developer in Penang, as a precursor to the Built-Then-Sell (BTS) 10-90 concept stated in the Housing Development (Control and Licensing) Regulations, 1989 (amended 2007). At that time, the demand in the real estate market was high and property developers were offering creative products and marketing schemes to attract house buyers. It can be observed that the total housing loans approved went up by 59.57% (RM5.07 billion) for quarter-on-quarter change in 2008 Q1

2008 TO 2009 Q2
House prices in Malaysia only had a growth of 0.9 index points in 2009 (Table 1) during the sub-prime mortgage crisis in the US which also affected economies around the world. It can also be observed that the amount of loans approved for residential properties suffered a contraction. In the same year the total housing loans approved fell by 14.13% (RM1.91 billion).

2010
In November 2010, Bank Negara Malaysia (BNM) implemented the policy of a maximum loan-to-value (LTV) ratio of 70%, which will be applicable to the third house financing facility by a borrower. The policy aimed at moderating the excessive investment and speculative activity in the residential property market.

2011
It is strongly believed that the increase in the prices of newly launched properties (primary market) beginning in 2011 are the results of speculative buying. At that time DIBS was popular among property developers to attract ordinary house buyers. The scheme also made it cheap for speculators to earn relatively large profits because it only warrants an initial 5% or 10% of property price and two to three years' time period for them to sell the investments. From April to July 2011, BNM has raised the Statutory Reserve Requirement (SRR) Ratio three times to 4% from 1%. It is observed that there was a large shift in global liquidity which resulted in significant capital flows into emerging economies, particularly the Asian region. The decision to raise the SRR was undertaken as a pre-emptive measure to manage the risk of this build-up of liquidity. From Table 1, annual quarter-on-quarter national House Price Index (HPI) began to increase the highest from 2011-Q1 to 2012-Q1. In 2011-Q1, HPI was at 149.1, while in 2012-Q1 HPI was at 167. Thus, the difference shows an increase of 17.9 index points in 2011. For the same period, performance for residential loans approved is maintained at RM20.4 billion.

2012
In January 2012, BNM issued guidelines requiring financial institutions to make appropriate enquiries into a prospective borrower's income after statutory deductions for tax and EPF, and consider all debt obligations in assessing affordability. The guidelines promote better protection for financial consumers and a sustainable credit market. The government has also revised the Real Property Gains Tax (RPGT) to 10% from 5% for properties held and disposed within two years as the previous rate of 5% is not effective in curbing real estate speculative activities. The government have also expanded My First Home Scheme to help those earning below RM3,000 by increasing the limit of house prices qualified to RM400k from RM200k. The scheme is available to house buyers through joint loans of husband and wife. At the same time, the high sovereign debt within the Eurozone was posing a threat to global economies. It started in 2009 when Greece was at risk of defaulting its debt. There were allayed fears that Malaysia's current government debt to Gross Domestic Product (GDP) ratio of 53.3% in 2012 was vulnerable to any economic collapse from the Eurozone. Malaysia's government debt to GDP ratio has always hovered below the limit of 55% since 2010. Meanwhile, the country's gross external debt which includes external offshore, public enterprises and private sectors loans) to GDP ratio has been rising from 62% (RM602 billion) to 72.1% (RM833 billion) from 2012 to 2015.

2013
Loans approved for residential properties climbed in 2013. In November, BNM issued guidelines to banks tightening lending practices which include abolishment of Developer Interest Bearing Scheme (DIBS) and enforcement of stricter LTV ratio calculations, while the government imposed a higher RPGT at 15% for properties held and disposed within 2 years and 10% for properties held and disposed between two to five years.

2014
It can be observed that following the counter measures taken in 2014 such as revision of RPGT and curbs on LTV ratio, the amount of loans approved the following year in 2015 fell by 4.38% (RM1.11 billion) while Q1 quarter-on-quarter change in HPI for 2015 increased by 15.8 index points (Table 1).

2015
In June 2015, the National Higher Education Fund Corporation (PTPTN) began listing borrowers who have never paid back their loans into Central Credit Reference Information System (CCRIS). It has been reported that 30% of the loans submitted in 2016 were rejected due to applicant's debts with PTPTN. From Table 1, quarter-on-quarter HPI has slowed to a growth of 15.3 index points between 2015-Q1 to 2016-Q1. Recall earlier on that in 2011, HPI increased by 17.9 index points. Performance for residential loans approved also fell drastically by RM5.6 billion from 2015-Q1 to 2016-Q1. HPI continues to rise (moving towards right) despite a drop in the amount of residential loans approved since 2014.

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Modern city DNA

PART 1

> Characteristics of super cities and the power they have to spur national economy

URBAN migration attracting a particular type of demographic set – high-value professionals that are tech-savvy – is said to be the seed that is harvesting mega cities, otherwise known as global cities.

The rising of technology firms in urban areas and "big" towns, along with the perks that make for a "convenient and connected lifestyle" – online (in cyberspace), as well as on-ground (via convenient transport via buses, taxis, trains/LRT/MRT, etc) – are drawing creative talents of the new age workforce and boosting urban economies.

THE SUPER IN SUPER CITIES

Call them mega cities or global cities, we explore these mostly urban areas, some along a revolutionary course of developing to become one, uncovering the DNA of these bustling regions and up-and-coming city centres with huge potential.

According to a five-year study conducted by Dr Tim Moonen, director of intelligence at The Business of Cities Ltd, there are five characteristics that contribute to the rise of these successful cities, which are:

- enhanced connectivity which enables trading;
- openness to diverse populations which attracts entrepreneurs, merchants and traders, thus broadening the population catalogue;
- drive for innovation and invention of products and means of trade as in transport, currencies, insurance/stock markets, etc;
- hunger to seek new markets where products can be sold; and
- willingness to take advantage of geopolitical change and opportunity as in expanding interests in new territories, aligning with winners in conflict or offering specialists services to new populations.

While many call to mind established cities like New York, London, Paris and Hong Kong with their populations of tens of millions, cities like Shanghai, Mumbai and Sao Paolo have subsumed nearby cities, having undergone metropolitanisation.

GREAT WAS NOT ALWAYS GREAT

According to Moonen, there is a third and new wave of "global or mega cities" that have emerged in the last five to 10 years – smaller in size yet vivacious, innovative clusters offering high-quality life and making use of cutting-edge technologies.

Benefits of these mega cities include urbanisation. Where there is global growth, economies rise, lifestyles improve, living standards, jobs and wages step up, opportunities increase and businesses prosper. These are just some of the rewards sequential to a city that has developed to become a mega or global city.

While there are advantages, there are also disadvantages like:

- overcrowded spaces which lead to health issues and such;
- the need to improve urban infrastructure;
- rising consumer needs as in housing, food stock and transport;
- more jobs will need to be created;
- changing of old policies and institutions that can adapt or lose out; and more.

EXPERT'S SAY

According to remarks raised by Brookings Metro director Amy Liu at the Global Cities Summit in 2016: "As worldwide cities globalise and hyper-connect, whether as innovation hubs or manufacturing houses, continuous adaptation is required in order to be globally competitive and inclusive. How globalisation is managed will be the key to a city's success or failure in its aim to achieve global or mega city status," she said.

Hence, to remain relevant in this current era, the word of advice is – "Cities must increase their global competitiveness and create shared prosperity."

Industry bigwigs and top brass professionals recommend:

- actively adapt to the unique global challenges;
- continually upgrade the competitiveness of trade sectors;
- export and expand;
- improve access to quality education;
- launch global trade and investment strategies;
- build relationships with global firms and assist each other to be more trade-intensive; and
- be proactive and use a more strategic and demand-driven approach to workforce development.

In short, solve problems, collaborate, create local conditions for firms and workers to be part of a global success.

With that, next week we take a look at two cities in Malaysia and explore their global competitiveness or how each is working towards achieving it.

[The above-mentioned information is retrieved from The Business of Cities Ltd and The Brookings Institution.]

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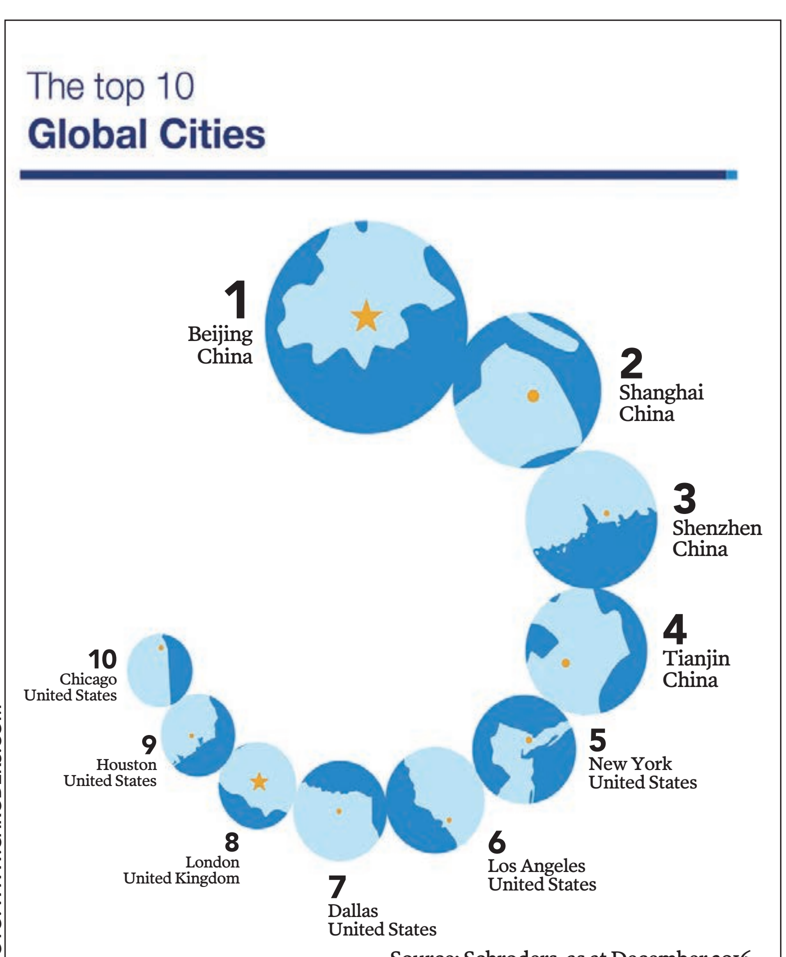


Source: Schroders, as at December 2016

PHOTO: WWW.CHRODERS.COM

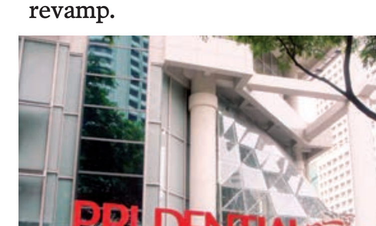
Menara Prudential has new owners, set to don new looks

OCBC Properties (M) Sdn Bhd recently sold the iconic Menara Prudential building in downtown Kuala Lumpur for RM125 million. The new owners are property investment and holding company KL33 Properties Sdn Bhd.

According to JLL Malaysia's country head YY Lau, who represented both buyer and seller as adviser – OCBC on its exit strategy and KL33 on its growth strategy: "This transaction has presented a rare opportunity for the purchaser to win a Grade A asset in an easily-accessible location with high-quality office space. Given the improved public transport infrastructure in KL, we're starting to see a spike in demand for projects with good connectivity."

The building is located in KL's prime financial district, along bustling Jalan Sultan Ismail within the Golden Triangle. It boasts a 24-storey skyscraper with glass facade offering 164,706 sf of lettable space and serves as head office to its anchor tenant Prudential Assurance Malaysia.

KL33 property director Mike Kan shared his company's plans for the building to undergo a major transformation programme. "It will be refreshed with IT facilities, an intelligent building system, modern and revamped entrance lobby and refurbished interiors – raising the building up to the high standards of modern offices." Look out for this major revamp.



Modern city DNA

> Super city in the making

PART 2

HAVING featured previous articles on the uprising of mega cities, exploring the DNA of super cities last week, today we examine Malaysia's very own Kuala Lumpur and Selangor, on its way to reaching developed nation "super city" status.

INVESTKL

For a start, we look at Kuala Lumpur and exmine InvestKL, a government-established entity created under the purview of the Ministry of International Trade and Industry (Miti) and Federal Territories Ministry, tasked to steer KL city to attain this goal.

InvestKL is established to attract large global multinational firms like Fortune 500 and Forbes 2000 companies, to set up their head quarters, operational offices, international procurement centres and regional distribution facilities/ shared services centres in the vicinity of the Klang Valley/Greater Kuala Lumpur (Greater KL).

InvestKL will promote and position Kuala Lumpur as the ideal location for multinational companies to set up their businesses in.

To garner the attention of these multinationals, InvestKL, which is accountable to the Performance Management and Delivery Unit (Pemandu) under the Prime Minister's Department, set out to work with various government ministries, entities and agencies to formulate attractive fiscal packages to help corporations identify business opportunities and set up high value operations to develop their competitiveness in Southeast Asia and globally, right here in KL city itself.

FUNDAMENTAL PRINCIPLES

Sitting in the CEO's seat and heading this gargantuan task is InvestKL Corporation CEO Datuk Zainal Amanshah who shares

Zainal

insights on InvestKL.

Zainal said that the idea stemmed from the Economic Transformation Programme (ETP) launched in Sept 2010, which was formulated as part of Malaysia's National Transformation Programme. The ultimate aim: to elevate the country and raise its status to become a developed nation by 2020. The target of the ETP: to achieve this via identifying 12 National Key Economic Areas (NKEAs) – sectors which had the potential for private sector-driven growth and economic opportunity that could propel Malaysia to achieve this high-income, developed-nation, globally competitive status. One of these areas is Greater KL.

Once each of the 12 NKEAs were identified, each is to offer private sector involvement and investment opportunities through 9 Entry Point Projects (EPPs). EPP 1 is aimed at attracting 100 of the world's dynamic firms to establish operations in Greater KL by 2020. To help realise the EPP 1 mission, InvestKL Corporation, otherwise known as InvestKL is established, a specialised investment agency set up by the Malaysian Government.

"InvestKL is mandated to attract 10 multinational companies (MNCs) a year, to invest in Greater KL. Since its establishment in 2010, we have successfully attracted multinational companies with total investment close to RM9 million," shared Zainal. And these are projected to create over 9,000 regional jobs he adds.

THE BIG PICTURE

Zainal shares the plan on how InvestKL intends to succeed its Herculean tasks. "Several approaches were identified to attract the top-tier Fortune 500 and Forbes 2000 MNCs to invest in Greater KL. These include deepening our existing collaboration with our alliance partners and foreign embassies; working closely with government agencies like Mida and Matrade; plus leveraging on existing relationships between Malaysian embassies and the local business communities in countries these foreign companies are based in," he shares.

Grateful is Zainal for the support by InvestKL's stakeholders and partners in "selling Greater KL at global level via one-on-one meetings and focus group investment engagements.

"We never sit on our laurels and are never satisfied with just a list of identified investments. Instead, we constantly build and add potential investments to our funnel to ensure we have enough leads to achieve our KPIs," the CEO shares.

Serving as an ideal location to set up one's business hub, Greater KL boasts:
1) a central location;
2) credible spaces;
3) an area robust with multi-lingual pool of talent;
4) a location that offers cultural diversity;
5) a territory with game-changing infrastructure development;
and more.

THE GIANTS ARE HERE

"Over the years, there have been many foreign companies who have chosen Greater KL as their investment and expansion destination. Some of the recent ones include German-based industrial technology provider Voith; Japan's creative content publisher Kadokawa; visul effects studio Bandai Namco Studios; and China Railway Group ... just to name a few," Zainal shares. Others include US-based Oracle Corporation, Swiss multinational healthcare company Roche Holdings AG and China-based tech firm Huawei Technologies – "all using Greater KL to move up the value chain," Zainal adds.

Of the above, we learn that Oracle's recent decision to set up a digital sales hub in Greater KL will create at least 200 new jobs while Roche is reported to spend some RM110 million over the next two years on expansion of its global services centre here in Malaysia which will serve the APAC region. This will also create some over 260 jobs. China Railway will set up its regional hub here in Bandar Malaysia. "Greater KL is also home to Huawei's customer solution integration and innovation experience centre. The facility was also designed as an ICT hub to drive the industry's open eco-system and accelerate digital transformation in Malaysia," added Zainal.

To date, Zainal informs that 64 MNCs have set up operations here, with approved and committed investments amounting to RM8.9 billion (3.2% or RM3.2 billion already realised). These are expected to create more than 9,335 high-skilled jobs, 5,233 or 56% already on the payroll. While 17% account for foreign/expat talent, the remaining 83% are local.

SUPER CITY IN THE MAKING

All the above provide encouragement and inspiration for the team at InvestKL. "It also shows that Greater KL and Malaysia have the right ingredients to attract MNCs. Although we managed to secure 13 MNCs last year, we have brought our targets down for 2017 looking at external headwinds, including uncertainties over US president Donald Trump's policies, major elections in European countries, and the call-off of the Trans-Pacific Partnership Agreement," Zainal shared. Still, he says that the agency is looking at other regional countries for investments.

To furnish a better picture of what Greater KL will look like in the near future, we share excerpts from Knight Frank Malaysia executive director Judy Ong's article. "Malaysia is the fifth largest recipient of foreign direct investment (FDI) inflow in East and Southeast Asia according to the UNCTAD 2015 World Investment Report. By 2020, the skyline of Greater KL is set to change dramatically with scheduled completions of the iconic 118-storey Merdeka PNB118 and the 92-storey Signature Tower in the financial district of Tun Razak Exchange (TRX). Moreover, the TRX, primed as the country's financial and banking district, will also house the TRX Lifestyle Quarter which will include a luxury hotel, six residential towers and a retail destination connected to the TRX Park and dedicated Mass Rapid Transport (MRT) stations. Other notable projects to change the landscape include Bukit Bintang City Centre, Bandar Malaysia, rejuvenation of Damansara Town Centre and the Pavilion Damansara Heights project." These, plus many more international hotel brands coming in, and with the completion of the additional 140km rail link of the MRT and LRT lines by 2022 – mobility and connectivity within the region will be enhanced, transforming Greater KL into a mega city.

Follow our column next week on the other super city in the making and InvestSelangor, which is tasked to take it to its greater heights.

Principle activities of InvestKL include:

- to drive;
- to promote;
- to attract;
- to stimulate; and
- to facilitate all types of investment activities in Greater KL and establish links and networks for investment activity. Furthermore, the agency is also responsible for identifying appropriate measures, resources, programmes and incentives to attract companies/ businesses and/or corporations to Malaysia and help these companies facilitate the investment process in a smooth and hassle-free manner as possible.

Other responsibilities include:

- formulating competitive fiscal packages;
- introducing investors to various specialised business hubs in Greater KL;
- provide post-investment services;
- propose talent management programmes;
- recommend the best investment locations; and
- help investors with the transition and to blend in with the local systems and culture via familiarisation programmes.

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With L.O.V.E. from Hunza

> Property developer offers Kepala Batas development purchasers rewards for referrals

WHAT is there to LOVE about your developer? In this case, a lot. In April 2016, Hunza Properties Berhad launched its L.O.V.E. – Living Our Values Everyday – campaign. The initiative ran around the developer's Casa Innova third phase lots in its Kapala Batas township and offered a range of attractive rewards to buyers who placed bookings during the campaign period.

MORE THAN JUST A HOME

One of the rewards was a lucky draw contest where the winner would receive a brand new Proton Exora worth some RM64,000.

Almost a year on, Hunza announced the grand prize winner of its L.O.V.E. campaign at an event on March 25.

At the event, Mohd Faizal (*pix*) was seen beaming as his name was called out and he was presented with a mock key to his prize. The lucky Casa Innova Phase 3 purchaser was more than happy to receive his new Proton.

DEVELOPING BERTAM

Subsequent to the success Casa Innova enjoyed, Hunza officially unveiled a new project at the end of 2016. The lastest and long-awaited residential project called Mekarsari is also situated in Bertam, Kepala Batas.

The mega-scale integrated township offers approximately 1,000 units of landed properties with phase 1A offering a total of 253 units of single-storey zero lot bungalows and semi-detached residences.

Some of the highlights of living spaces here include the abundance of natural sunlight indoors that helps conserve electricity and lower temperatures. Generous high ceilings are another point to note besides versatile living spaces, green open spaces, natural ventilation, lush landscaping and good privacy.

ANOTHER IRRESISTIBLE OFFER

Like Casa Innova, Mekarsari has, since its launch, been receiving good response. To reward its buyers and to thank loyal Hunza fans for their continuous support, Hunza launched a "Buyer-Get-Buyer" campaign. All existing buyers of Hunza property projects in Bandar Kepala Batas stand to receive attractive cash rewards for every successful purchase referral.

Buyers of Hunza's Kepala Batas homes can look forward to living in a flourishing township that offers homes designed with modern comforts in tranquil landscapes, surrounded by a host of extensive amenities.

With 3,000 over houses already developed plus that of the Mekarsari "label" in the near future, Hunza is poised to take its position as the leading developer in Kepala Batas.

(From left) Hunza Group executive director Lily Tan, Hunza Group managing director Datuk Khor Siang Gin, the lucky winner and his wife, Hunza head of sales and marketing Karen Thein and Hunza sales and marketing manager Samantha Chuah, during the prize presentation.

Mohd Faizal, a lucky Casa Innova Phase 3 purchaser, snaps a picture with his Proton Exora mock key, along with Khor.