

NOVEMBER 15-21, 2014

FOCUS
MALAYSIA

SPECIAL PULLOUT

FIABCI-MALAYSIA

MALAYSIA PROPERTY AWARD™ 2014

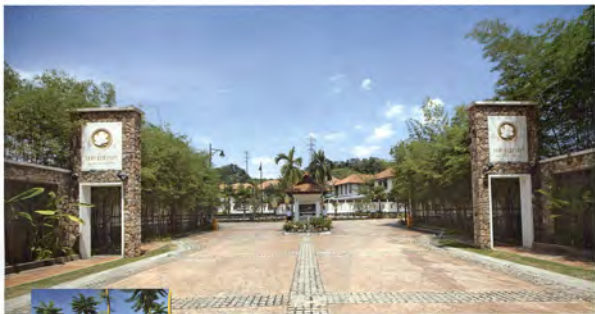
TO RECOGNISE EXCELLENCE IN REAL ESTATE INVESTMENT

November 2014



Malaysia Property Award 2014

Property CEO 2014 winner Dato' N. Jambalin Osman (left) sharing a light-hearted moment with Property Man 2014 winner Dato' Seri Khair Teng Seng



Success is humbling.

We're happy that over the decades, our township developments have been a success and a huge hit among owners and investors. It speaks well of our track record, the appeal of our product and the appreciation for our ideas and innovation. It humbles us even more to think about the small part we've played that have led many to lead wholesome lives and reap the real benefits of investing in homes that last for generations.



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Ilmu 2 • Double Storey Semi-Detached



Built-up Area: 3,434 sq. ft.
Land Area: 3,200 – 4,742 sq. ft.

Puisi 2 • Double Storey Terrace



Built-up Area: 2,400 – 2,603 sq. ft.
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Puisi 3 • Double Storey Terrace



Built-up Area: 2,429 – 3,384 sq. ft.
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ALAM IMPIAN SALES GALLERY

Tari 2 • Double Storey Terrace



Built-up Area: 2,584 – 3,052 sq. ft.
Land Area: 1,900 – 4,704 sq. ft.

BANDAR KINRARA SALES GALLERY

Irama 2 • Double Storey Terrace



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Pentas 4 • Double Storey Terrace



Built-up Area: 2,940 – 3,406 sq. ft.
Land Area: 2,125 – 7,233 sq. ft.

Kinrara Niaga 3 • 3 Storey Shop Office



Built-up Area: 1,612 – 2,535 sq. ft.
Lot Size: 22' x 70'

Denai Sutera • Apartment



Built-up Area: 1,141 – 1,884 sq. ft.

TEMASYAGLENMARIE SALES GALLERY

Temasya Kasih • Condominium



Built-up Area: 926 – 2,895 sq. ft.

Cinta • Double Storey Semi-Detached



Built-up Area: 4,215 sq. ft.
Land Area: 5,157 – 6,727 sq. ft.

Cinta 2 • Double Storey Semi-Detached



Built-up Area: 4,357 sq. ft.
Land Area: 5,157 – 6,757 sq. ft.



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Alam Sari Sales Gallery Tel: 63-6633 7500

Tel: 1, Jalan 10, Seberang, 1, 11600 Seberang Jaya, Seberang Perai Selatan

Bandar Kinrara Sales Gallery Tel: 63-6073 7282 / 7300

8, 11, 12, Jalan 38/45A, North Avenue, 47100 Putrajaya, Selangor Darul Ehsan

TemasyaGlenmarie Sales Gallery Tel: 63-6399 9106 / 7100

8, Jalan Bukit Cendek, TemasyaGlenmarie, 13900 Telok Anson, Seberang Perai Selatan

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Recognising property excellence

Sustainability and innovation were the winning themes that characterised the winning projects at the International Real Estate Federation (FIABCI) Malaysia Property Award 2014

Signalling a positive development in the local real estate industry, the winning projects of this year's International Real Estate Federation (FIABCI) Malaysia Property Award 2014 centred on improving property owners' quality of life - be it at rest, at work or even at play.

As consumers these days are more discerning in looking for homes that promote

a better way of living with respect to the environment, property developers have responded with innovative solutions.

The Light Waterfront mixed development project in Penang is set by the sea and is an example of how innovation is required to bring about sustainable living. The project, developed by IJM Land Bhd, won the FIABCI Malaysia Property Award (MPA) in the Master Plan category.

"Here, we're not just selling a home. We're selling a concept. We've enhanced its value. It's the first of its kind in Malaysia where we're bringing the sea to you," said IJM Land Bhd CEO and managing director Datuk Saam Heng Choon at the sidelines of the MPA awards on Nov 7.

One of the three winners in the High-Rise Residential category, Rhombus, proves to be novel with its sleek design and thoughtful green practices. Chin Kin-Meng, CEO of Beeton Properties says that he is proud of the win because Rhombus is a special project that would appeal to homeowners for its location, luxurious facilities and fine features. He hopes the win will give even more credit to the neighbourhood and inspire the industry to push itself further.

Another winning project that showcased sustainability is Mervat OYU (or Point 92), an office building designed to suit the Malaysian climate and consist using local materials and construction methods. Ahmad Khalif Tan Sri Mustapha Kamal, executive chairman of Tujuhan Gemilang, says the team was excited and happy over the project winning the MPA's Office category.

"We may be a small company but we are about bold ideas and innovative projects. You don't need to be big to do great things," says Ahmad Khalif.

Commenting on Casaman Parkhomes being named the winner in the Residential Low-Rise category, Pevdana ParkCity executive chairman Yaw Chiew Siow says the company had sustainability and innovation in mind when conceptualising the project.



Huzita Properties
Bhd's group founder
Datuk Seri Khor Tong
Tong was named
Property Man 2014 at
the FIABCI Malaysia
Property Award 2014
awards ceremony and
gala dinner on Nov 7



Yang Amat Mulia Tunjika Besar Seri Menanti Tunjika Ali Redhaudin (left) Tunjika Mahrez (right) from left, FIABCI Malaysia president Tengku Datuk Ab Aziz Tengku Mahmud (third from left) and FIABCI Malaysia Property Award 2014 organising chairman Dr Yu Kee Su (seventh from right) posing for a group shot with the MPA winners.

"We try to build something that endures and to break new ground with something better than what currently exists so that it brings value to the end user. Many people want to do similar things but the challenge is the commitment of the developer to carry it through to completion," says Yau.

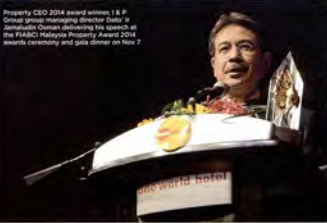
The heavy rain failed to deter the more than 1,200 guests comprising top players in the property and real estate industry from turning up at the MPA ceremony and gala dinner held at One World Hotel.

Currently in its 22nd year, the event was guested by His Highness Yang Amat Mulia Tunjika Ali Redhaudin ibni Tuanku Mahrez from Negeri Sembilan.

The night also saw Hunza Properties Bhd group founder Datuk Seri Khar Teng Tong crowned as Property Man 2014 while the Property CEO 2014 award went to I & P Group group managing director Dato' Ir Jamaludin Osman.

In total, 11 projects were recognised as winners including Aloft Hotel Kuala Lumpur Sentral by Iriniga Floxa Sdn Bhd in the Hotel category, 28 Mont'Kiara by DEM Sunrise Berhad in the High Rise Residential category, Verve Suites by Bukit Kiara Properties Sdn Bhd in the High Rise Residential category, Sunway Rymba Hills by Sunway PKNS Sdn Bhd in the Low Rise Residential category, Lost World of Tambun by Sunway Lost World Waterpark Sdn Bhd in the Resort category, Publika by UEM Sunrise Bhd in the Retail category and Ken Rimba Legian Residences by Ken Holdings Bhd in the Sustainable Development category.

Property CEO 2014 award winner, I & P Group group managing director Dato' Ir Jamaludin Osman, delivering his speech at the FIABCI Malaysia Property Award 2014 awards ceremony and gala dinner on Nov 7.



"The competition was tight this year as all the participating projects were excellent," says FIABCI Malaysia President Tengku Datuk Ab Aziz Tengku Mahmud, noting that it was good to see healthy competition in the industry.

"We are glad to see that the developers are improving over the years and are keen to vie for the award, which proves that this award is indeed prestigious and of high standard," says Tengku Ab Aziz.

He adds that the awards even encourage developers with projects in East Malaysia to submit their work, as FIABCI gives credit where credit is due, without side-lining entries that involve smaller projects.

The winning projects will represent Malaysia in the FIABCI World Prix d'Excellence Award 2015, which will be held in conjunction with the FIABCI 66th World Real Estate Congress hosted in Kuala Lumpur next May.

"As the hosting country, FIABCI Malaysia hopes that our Malaysian projects will be able to gain international recognition," says FIABCI Malaysia Property Award 2014 organising chairman Dr Yu Kee Su.

The official sponsor of the awards is Maybank and the trophy sponsors are Landers & Oriental Sdn Bhd, IBC Corporation Bhd, MKH Bhd, Perdana ParkCity Sdn Bhd, Quill Group of Companies and Hunza Properties Sdn Bhd. — By Kathleen Tan & Angie Tan

FIABCI Malaysia Property Award 2014

The Winners:

Property Man

Datuk Seri Khar Teng Tong
HUNZA PROPERTIES BHD

Property CEO

Dato' Ir Jamaludin Osman
I & P GROUP SDN BHD

Hotel

Aloft Kuala Lumpur Sentral
IRINIGA FLOXA SDN BHD

Master Plan

The Light Waterfront Penang
JIM LAND BHD

Office

Menara OBYU (Point 92)
TUJUAN GEMILANG SDN BHD

Residential (High Rise)

28 Mont'Kiara
UEM SUNRISE BHD

Rhinobus

BENETON PROPERTIES SDN BHD

Verve Suites

BUKIT KIARA PROPERTIES SDN BHD

Residential (Low Rise)

Casaman Parkhomes
PERDANA PARKCITY SDN BHD

Sunway Rymba Hills

SUNWAY PKNS SDN BHD

Resort

Lost World of Tambun
SUNWAY LOST WORLD
WATERPARK SDN BHD

Retail

Publika
UEM SUNRISE BHD

Sustainable Development

Ken Rimba Legian Residences
KEN HOLDINGS BHD

Engineering success for the future

PROPERTY CEO

Dato' Ir Jamaludin Osman
I & P GROUP SDN BHD

Dato' Ir Jamaludin Osman, group managing director of I&P Group Sdn Bhd cuts a striking figure. His distinguished bearing represents one who has climbed up the corporate ladder steadily and with merit.

Hefining one of the top property developers in Malaysia, he oversees all operations of the company, every step of the way, ensuring that the company performs accordingly and all objectives are met.

Jamaludin has been in the property industry since 1985, starting out with Syarikat Perumahan Pngawai Kelantan (SPPK). He has come a long way since as today SPKK has become a subsidiary of I&P Group.

"Way back then, I was working in Petronas and I felt since I was a civil engineer by profession, it will be best to practice my discipline in a property development company because a lot of engineering work will be involved. That was what made me decide to venture in to a property company."

Crowned the title of Property CEO 2014 at the Malaysia Property Award, Jamaludin sat down with *Focus Malaysia* to share his thoughts about the property industry and life.

First, he feels good about winning the title as that meant his effort and contribution towards the company and towards the developments has been recognised. "However, the success is not my own. It is the success of the company, including the staff and the board of directors."

According to Jamaludin, Alam Damai in Cheras is probably his most memorable accomplishment. "I was involved in the Alam Damai project in Cheras from day



one. I am happy to see how it has grown from a piece of raw land to what it is now.

Today, about 90% of the land has been developed. We have encountered many challenges along the way, so I think it is one of those projects that I feel pleased to have been a part of because of its remarkable transformation."

Alam Damai was launched in 1998 and it is a 641-acre township that is built around a 30-acre central park, which is the heart of the township. The highlight of the park is its three unique landscaping concepts, namely Tropical, Islamic and Boulevard.

Promoting a 'Life Amidst Greenery' idea with the convenience of modern, city living, the booming township has now become an attractive recreational zone, not

only for the residents but for the communities within the locality.

The township sits on a foothill and the homes are built to complement the rise and fall of the natural terrain, so some homes are perched high and possess an impressive view of the park and its surrounding.

"I think from the moment you unearth that raw land to the point where you put your project into the ground, you will meet with numerous challenges."

"In general, as a

property development company, you are involved with a piece of raw land, transforming it from nothing into a developed township. The challenges start from the beginning, for example, after you have identified the land, you need to consider the engineering factor and the marketability of the land or the unit that is to be built."

Jamaludin says it may seem straightforward for an outsider looking in but there is a lot of thought process and discussions that needs to be carried out before making the final decision. From the concept to the launch, there is a need to assess the marketability of the site before setting the right price. It is inques-

“ The challenge is to make the houses affordable bearing in mind that the cost is not static. There has to be an innovative way. It could be that in the future, homes will be much smaller than the ones today. ”

— Dato' Ir Jamaludin Osman



tionably no easy task but at the end of the day, truly rewarding.

Challenges aside, similar to any other property company, he says that I&P Group will continue to build and cater to the market needs. "We will continue to develop and provide housing to the community. At the same time, we ensure that the company is sustainable."

"If you look at our portfolio, we are a township developer. I think you may be aware that we don't develop small pieces of land that is one or three acres. What we have in our kitty are developments which take years to complete. Right now our future plans include developing the townships that we have now, phase by phase to cater for the needs of that location. For example, Alam Impian will probably take another 15 years to complete and for Temasya Glenmarie, I think it will take another 10 years to complete."

"So working with what we have now, there is still time for these developments, which will be in tandem with the market ability, in tandem with our strategy, with what to create, and how to develop our vision. On top of that, as a developer, we are consistently on the lookout to increase our land bank," he says, adding that the company will invest in an area, be it within or outside of the Klang Valley if it has potential for growth.

Finding the right piece of land takes a lot of deliberation, he says, where though research and studies need to be carried out. The decision will also rely greatly on the infrastructure and development plans that the government has in store for a particular location. "I believe that if the location is within the Klang Valley, it is just a matter of time. Certain areas might be a little bit slow than others but five years down, it could be better because it will be in line with the development plans by the government."

According to Jamaludin, the concept of a township is often in partnership with the marketability of the site. It will also include considerations such as the location, accessibility, surroundings and economic situation of the site. Pricing wise, it needs to be within the means of the community.

Jamaludin notes that regardless of the state of affairs, people will need dwellings. He thinks the demand will always be there but the question now is affordability.

"So the challenge is to make the houses



PHOTO: SHARIF AHMAD

affordable bearing in mind that the cost is not static. There has to be an innovative way. It could be that in the future, homes will be much smaller than the ones today. In developed countries such as Hong Kong or London, you will notice that not many people are living in big houses."

"Or for that matter, just look at Singapore. Their flats and homes are not going to be big. For those who can afford it, they might buy the penthouse but even then there will be limitations in terms of building. If the price is too high, the developer might have to make it a little more affordable, so this is really in line with the marketability and the economic situation of the country and its people."

He suggests that one day, even Kuala Lumpur may perhaps be filled with just high-rise. "Our future homes may be smaller but that is the price of being a developed nation," he says realistically.

The idea of smaller homes could be a probable move for many developers in the future but it will depend greatly on the situation. "There is no point in building big, expensive homes with no potential buyers."

One day he believes that Klang Valley, within a certain radius, will reach its saturation point. However, he also sees re-development in that. "People will demolish the old and build the new. So there will always be activity within the



town centre to a certain extent."

He notes that in property development, there is no evident design trends as it all boils down to individual preference. "It is open. Some people may go for a landed property and some, a strata property. I believe both types are very much in demand."

Throughout his years in the business, Jamaludin says he has no regrets. "If you choose to look back, you cannot say you feel remorse. It could be that the decision at that particular time was right for that particular moment. Of course, I think that this is true for our lives as well. When you start to review the past, you will say that I should have done this or I should have done that. I think that moving forward, you should not look back. You learn from the past. There should not be any regrets."

With great power comes great responsibility and of course, an equal amount of expectations. Jamaludin remains unflappable.

"I believe every job brings a fair amount of stress but it is the way you choose to handle the situation. Stress stems from when you cannot resolve the issue, but I believe there is always a solution."

"I am just like everyone else. I work but I allocate time to be with my family and friends. I also make time for myself. It is important to manage your time well and you will find the balance you need," he says.

Top: The proposed Alam Impian Town Centre in Shah Alam

Above: Alam Damai in Cheras is another successful township by I&P Group

Below left: The I&P Group Sdn Bhd corporate office

Jamaludin's outlook on life and work is straightforward. "We can do it."

"When you do it, you do it good, you give it the best that you can and you must do it with all your heart. You must also be sincere and honest."

Despite his high-ranking position, Jamaludin remains very down-to-earth. He believes it is important to stay humble and he enjoys his tight seraniks with his friends. As for expensive hobbies, he says he does not subscribe to that. Expensive watches? Yes he has his selection but he is not a collector. Fast cars? It is not for him.

One thing is for sure though, this gentleman will not let success get into his head because he reasons that man will never be satisfied with material wants and the chase will never end. He adds that one should dream but to achieve your dreams, build it through hardwork and stick to the righteous path. — By Angie Tan ■




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congratulates

all the winners of

FIABCI Malaysia Property Award 2014

Property Man	Dato' Seri Khor Teng Tong Hunza Properties Berhad
Property CEO	Dato' Ir. Jamaludin Osman I & P Group Sdn Berhad
Hotel	Aloft Kuala Lumpur Sentral Iringan Flora Sdn Bhd
Master Plan	THE LIGHT Waterfront Penang JM Land Berhad
Office	Menara OBYU (Point92) Tujuan Gemilang Sdn Bhd
Residential (High Rise)	28 Mont'Kiara UEM Sunrise Berhad Rhombus Beneton Properties Sdn Bhd VERVE Suites Bukit Kiara Properties Sdn Bhd
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