

Events

Recognition for property developers >10&11

27 Mar 2017

Honoured for their integrity

Three developers receive the Readers' and Voters' Choice Award at StarProperty.my Awards, thanks to their commitment to social responsibility

By VIJENTHI NAIR

vijenthi@thestar.com.my

THE StarProperty.my Awards 2017 on Tuesday saw Eco World Development Group, IJM Land and S P Setia walk away with the newly introduced Readers' & Voters' Choice Award.

The award, based entirely on online votes, drew 10,000 readers who made their selection based on a developer's commitment to corporate social responsibility activities.

Companies eligible to run for it must have a track record for engaging, supporting and serving communities close to their property developments.

They should also place great emphasis on customer service, from pre-sales to post-sales.

Star Media Group Bhd group managing director and chief executive officer Datuk Seri Wong Chun Wai said developers had made great progress despite the challenging global economy, remaining committed to building smarter integrated townships as well as stronger communities.

"Through sheer innovation, they have created new demand in the market space.

"Ultimately, developers are the catalyst for the nation's progress," he said.

Eco World Development president and chief executive officer (CEO) Datuk Chang Kim Wah attributed the win to the company's philosophy.

"It is not just about selling a house but building a home and community.

"In our projects, we have community events like recycling and *gotong-royong* to bring the people together.



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30 March - 2 April 2017 ▪ 10am - 10pm

"In any project, people always look for accessibility, security and a good landscape for healthy living, and we deliver that.

"In our township, the walkways and jogging tracks are connected.

"There are no back lanes but linear gardens where neighbours can meet.

"We incorporate features like gazebos and parks to create opportunities to meet one another," he said.

IJM Land managing director Edward Chong Sin Kiat said they had worked very hard not only to deliver their product but also at customer service.

"It is all about anticipating the needs of the people and future-proofing houses.

"For example, having houses fitted with fibre-optic cables prevents the need to hack the walls in future.

"People want the ease of being able to move in without doing too much work on the house.

"The market now wants something desirable that they can afford, and we strive to deliver that," he said.

S P Setia president and CEO Datuk Khor Chap Jen said meeting the needs of all segments in the market made the company one of the top developers.

"We have the breadth and the depth. We are an all-rounder that cater from low-end to high-end properties, be it residential or commercial.

"Understanding the needs of every category is key to capturing the hearts of the people.

"We also pride ourselves on being able to do so. We are not a niche developer and are well known to all.

"So, we thank all those who have voted for us. This award will definitely spur us to do better," he said.

Organised by Star Media Group Bhd, the event at the Grand Hyatt Kuala Lumpur was graced by the Sultan of Selangor, Sultan Sharafuddin Idris Shah.

This year's awards attracted 31 participants vying for 18 awards, eight of which were new categories.

The entries were judged by a panel of experts comprising leaders of various disciplines

and industries.

Two other new categories were The Northern Star Award and The Southern Star Award.

Both were created for outstanding developments in these respective regions.

For The Northern Star Award, the excellence award went to Aspen Group for Aspen Vision City project, the honours award went to Ivory Properties Group Bhd for Penang Times Square project, and the merit award went to Mah Sing Group Bhd for The Loft, Southbay City project.

As for The Southern Star Award, the excellence award went to Eco World Development for its Eco Botanic project, the honours award went to Gamuda Land for the Horizon Hills project, and the merit award went to Southkey City Sdn Bhd for Southkey@Johor Bahru project.

Entertainment for the evening was by bilingual jazz singer May Meow, violinist Grace Tan and speed glitter painting artist Meteor Teo Kuang Ming, who drew a portrait of Sultan Sharafuddin in about five minutes to the applause of the audience.

The painting was given to Sultan Sharafuddin as a memento.

An exclusive property showcase featuring projects by the award winning developers and projects will be held at The Curve Shopping Mall from March 30 to April 2, Thursday to Sunday, from 10am to 10pm. For more information, visit fair.starproperty.my.

The developments will also be highlighted as a compilation in a book entitled *Malaysia's Most Exceptional Developments 2017/2018*, available on the The Star Online Bookstore (bit.ly/ctb2017).