

EdgeProp.my

A PULLOUT EVERY FRIDAY WITH **FD** FINANCIAL DAILY THE EDGE

FRIDAY, AUGUST 30, 2019 . ISSUE 2959/2019 . PP19055/06/2016(034530)

PRINT + DIGITAL



EP **12** | Learning from woman builders of Malaysia
POLL

Here's wishing all Malaysians **Happy National Day!**

AVAILABLE ONLINE + OFFLINE

Missed our past issues? Click or tap here to visit our digital archive!



www.EdgeProp.my

Women power

Let us celebrate the contribution of the fairer sex in nation-building as Malaysia marks its 62nd National Day.

Subscribe to pullout for **FREE!**



NEWS HIGHLIGHTS from www.EdgeProp.my**EdgeProp.my**

The Edge Property Sdn Bhd
(1091814-P)
Level 3, Menara KLK,
No. 1 Jalan PJU 7/6, Mutiara
Damansara, 47810 Petaling Jaya,
Selangor, Malaysia

EdgeProp.my

Managing Director/Editor-in-chief
Au Foong Yee

EDITORIAL

Executive Editor Sharon Kam
Assistant Editor Tan Ai Leng
Deputy Chief Copy Editor
James Chong
Senior Writer
Rachel Chew
Writers
Natalie Khoo, Shawn Ng,
Chin Wai Lun, Chelsey Poh
Art Director Sharon Khoh
Senior Designer Jun Kit
Designer Rajita Sivan

For New Launches/Events/
Press Releases/News Tips
email: editor@edgeprop.my
Tel: (03) 7721 8211 Fax: (03) 7721 8280

ADVERTISING & MARKETING
Associate Account Director,
Advertising & Marketing
Heidee Ahmad (019) 388 1880
Senior Account Manager
Ian Leong (012) 359 1668
Cecilia Too (012) 319 7666
Account Manager
Joane Tan (012) 377 2885

Marketing Support & Ad Traffic
Madeline Tan (03) 7721 8218
email: marketing@edgeprop.my

BUSINESS DEVELOPMENT
Manager Nimalen Parimalam
Account Manager Stanny Tan
Executive Nurfarah Diyana Mohd
Firhad

PRODUCT DEVELOPMENT
& CUSTOMER ADVISORY
Senior Manager Elizabeth Lay
Associate Omar Nawawi,
Ayesha Hannah Amer Ezani

For enquiries and listings
email: support@edgeprop.my
Tel: (03) 7733 9000

EdgeProp.my pullout is published
by The Edge Property Sdn Bhd. It is
available with *The Edge Financial*
Daily every Friday. The pullout
is also distributed at more than
200 offices, shopping complexes,
condos, medical centres and F&B
outlets in the Klang Valley. You can
also download it for free at
www.EdgeProp.my

The Edge Malaysia

Publisher and Group CEO
Ho Kay Tat

EDITORIAL

Editor-in-chief Azam Aris
CORPORATE
Chief Operating Officer
Lim Shiew Yui

ADVERTISING & MARKETING
Chief Commercial Officer
Sharon Teh (012) 313 9056

General Manager
Fong Lai Kuan (012) 386 2831
Senior Sales Manager
Gregory Thu (012) 376 0614
Head of Marketing
Support & Ad Traffic
Lorraine Chan (03) 7721 8001

SIRIM sets up lab for testing building claddings

SIRIM QAS International has set up Southeast Asia's first laboratory providing fire resistance tests on exterior building cladding panels.

Its chairman Datuk Syed Hisham Syed Wazir said all exterior building cladding panels have to undergo the tests before being approved by the Fire and Rescue Services Department for use in tall buildings.

"I hope this laboratory can help the building materials industry in fire testing to produce quality exterior building cladding panels and to reduce the risk of fires in buildings, especially high-rises," he told the media recently, adding that the laboratory is cheaper than similar tests overseas.

Paramount plans RM900m property launches

Paramount Corp Bhd is planning new property launches worth some RM900 million in the second half of 2019 to achieve its RM1 billion sales target for the year.

Group CEO Jeffrey Chew said on Aug 28 that the group has secured property sales of some RM310 million in the first half of 2019 compared with about RM600 million in the first half of last year. However, Paramount is maintaining its 2019 property sales target at RM1 billion.

"As at end-June 2019, the group has unbilled sales of about RM978 million," Chew told reporters during a fund managers and analysts' briefing on Paramount's financials.

Chew said the developer also aims to double its co-working spac-

Sayangi Rumahku: PPR Lembah Subang 1 sports courts refurbishment completing soon!

PPR Lembah Subang 1 residents may just see their old badminton courts completely refurbished and repurposed as a colourful multi-purpose sports court this National Day!

Working over several days under the inclement weather, more than 40 volunteers from PPR Lembah Subang 1, Paramount Property, Nippon Paint Malaysia and EdgeProp.my spent over six hours a day to realise the project in time for Aug 31.

The project is part of the Sayangi Rumahku campaign undertaken jointly by EdgeProp.my, Paramount Property Development and Nippon Paint Malaysia in support of the National Community Policy or Dasar Komuniti Negara (DKN) formulated by the Housing and Local Government (KPKT) Ministry to



improve the lives of the B40 group.

The senior management of these companies also took part in a painting session on Aug 27 including Paramount Property COO Wang Chong Hwa, Nippon Paint Malaysia assistant manager of marketing Gabriel Ng and EdgeProp.my advertising and marketing associate account director Heidee Ahmad.

Under the Sayangi Rumahku campaign, besides PPR Lembah Subang 1, PPR Seri Cempaka and Perumahan Awam Seri Kedah will have their sports courts refurbished next. The private sector initiative is expected to benefit close to 16,000 residents living in 4,116 units in these three public housing schemes.



Get **BREAKING PROPERTY NEWS** delivered to you daily via **WhatsApp!**

TO SUBSCRIBE

1. Add **+6018 290 2116** to your contact list as **EdgeProp News**. Or scan this QR code.



2. Send us a WhatsApp with **"NEWS"** and your full name in the message.

es to 200,000 sq ft within the next one-and-a-half years.

It plans to open between two and four co-working spaces every year.

Tourism Ministry to study impact of MM2H

The Tourism, Arts and Culture Ministry is planning a study on the impact of the Malaysia My Second Home (MM2H) Programme.

Its secretary-general Datuk Isham Ishak said the Ministry aims to evaluate the real value and outcome of the programme as well

as how successful it had been in contributing to Malaysia since its introduction in 2002.

"Although MM2H recorded RM18.345 billion in cumulative value from 2007 until 2018 to the domestic economy, we want to review, understand and find out how we can improve the programme to generate more real value to the economy.

"The programme has been carried out for the past 17 years. We want to create a better proposition for it so that we can justify why this [MM2H] needs the Government's continuous support," he told Bernama.

**LAUNCHES + EVENTS**

How do I get past issues of this weekly pullout?
Go to www.EdgeProp.my to download for free



If you have any real estate-related events, email us at editor@edgeprop.my. Events listed here will also appear on www.EdgeProp.my.

**Tour the World with Snoopy**

Date: Aug 30 (Fri) to Sept 29 (Sun)
Time: 10am to 6pm

Venue: Setia EcoHill Welcome Centre @ Club 360, No. 1, Persiaran Ecohill Barat, Setia Ecohill, Semenyih, Selangor
Contact: (03) 8724 2255

"Tour the World with Snoopy" is coming your way. There will be 52 Snoopys, each dressed to represent a different country. Here is a chance to take photos with these iconic characters at Setia Ecohill

Ambang Merdeka KLCC 2019

Date: Aug 30 (Fri)
Time: 9pm to 12am
Venue: Esplanade, KLCC Park, Kuala Lumpur
Contact: (03) 2783 7584 / 7653

Come and celebrate the nation's

62 years of independence at KLCC Park. Popular local talents such as Datuk David Arumugam, rock band Bunkface and teen idol KhaiBahar will entertain guests throughout the night. Also held in conjunction with Petronas Twin Towers' 20th anniversary, enjoy the grand finale of a musical fireworks display at midnight.

**Cat Fun Show Competition at Setia Alamsari**

Date: Aug 31 (Sat)
Time: 11am to 5pm
Venue: Setia Alamsari Sales Galleria, No. 1, Persiaran Alam Sari 3, Alam Sari, Kajang, Selangor
Contact: (03) 8736 2255

Have a "meowvelous" National Day with the felines at Setia Alamsari. There will be activities such as make your own DIY cat

collar, cat and flag face paintings, cat competition and more!

Ketuk-Ketuk Festival by RIUH

Date: Aug 31 & Sept 1 (Sat & Sun)
Time: 4pm to 12am

Venue: Ardence Labs @ Eco Ardence, PT 8, Persiaran Setia Alam, Eco Ardence, Shah Alam, Selangor
Contact: (03) 5033 2525

Head over to EcoWorld's Ardence Labs at Eco Ardence to celebrate Malaysia's rich culture, creativity and diversity. Discover local crafts and enjoy creative experiences by home-grown talents at the festival. There will also be pop-up stores, live acts and food.

Merdeka with Rooty at Residensi SIGC

Date: Aug 31 (Sat)
Time: 10am to 3pm
Venue: Residensi SIGC, Lorong Rajawali, Taman PJ Perdana, Seremban, Negeri Sembilan
Contact: (06) 764 2688

Come celebrate National Day with A&W's Rooty exclusively

brought to you by Matrix Concepts Holdings Bhd at Residensi SIGC. Visitors can feast on snacks provided by A&W. There will also be many activities for children such as a colouring contest, magic show, clown performance and more.

Family Fun Carnival at Equine Residence

Date: Aug 31 & Sept 1 (Sat & Sun)
Time: 12pm to 6pm

Venue: Equine Residence Sales Gallery, Seri Kembangan, Selangor
Contact: (03) 2161 2345

Looking for fun family activities to enjoy over the National Day holiday? Visit the carnival organised by Beverly Group! Free entrance to the petting zoo, pony rides and inflatable bouncer.





ARA SENDAYAN

A SENSE ABOVE

a harmony of LAKE & NATURAL LIVING

A tranquil scenery, cooled by the shadows of trees lining the trail right in front of your doorstep. A perfect balance between lake and natural living, creating a wonderful splendour to living a joyful life.

Discover More Today

CADENA II
2 Storey Link Homes | 22' x 75' | 2,584 sq.ft.

Artist's Impression

Nurturing Environments, Enriching Lives.

Land Owner:

MATRIX CONCEPTS
SDN BHD (295708-V)



A Member Of
MATRIX CONCEPTS
HOLDINGS BERHAD (414615-U)

Developer:
MATRIX CONCEPTS SDN BHD
(295708-V)

Head Office

Wisma Matrix, No.57, Jalan Tun Dr. Ismail,
70200 Seremban, Negeri Sembilan D.K. Malaysia
T +606 764 2688 F +606 764 6288

Matrix Galleria @ d'Tempat

PT 12653, Jalan Pusat Dagangan Sendayan 1
71950 Bandar Sri Sendayan, Negeri Sembilan D.K. Malaysia
T +606 792 2868 F +606 792 2878
GPS Coordinate Code 2.674820, 101.863722

1800 88 2688
www.arasendayan.com.my



Ara Sendayan 3A3 (Cadena II Terraces) • No. Lesen Pemaju : 7164-37/11-2020/01011(L) • Tempoh Sah : 22/11/2018 – 21/11/2020 • No. Permit Iklan : 7164-37/11-2020/01011(P) • Tempoh Sah : 22/11/2018 – 21/11/2020 • Hakmilik Tanah : Kekal • Bebanan Tanah : Tiada • Pelan Bangunan Diluluskan Oleh : Majlis Perbandaran Nilai • No. Rujukan : MPN 431/L/21/2017/2 • Tarikh Dijangka Siap : Oktober 2020 • RTDT-A (Cadena II) – 85 Unit, RM 803,888 (Min) – RM 1,281,578 (Max) • Sekatan-Sekatan Kepentingan : Tanah yang diperolehi ini tidak boleh dipindahmilik, dipajak, digadai melainkan dengan kebenaran bertulis daripada Pihak Berkuasa Negeri. • All renderings contained in this advertisement are artist's impressions only. The information contained herein is subject to change without notification as may be required by the relevant authorities or developer's project consultant. Whilst every care is taken in providing this information, the owner, developer and manager cannot held responsible for any variations. For avoidance of doubt on the specifications, please always refer to the Sales and Purchase Agreement.

WOMEN POWER:

Driving the nation forward

BY CHELSEY POH

One of the most adored and respected women in Malaysia — Tun Dr Siti Hasmah Mohd Ali was conferred the title Ibu Negara (Mother of the Nation) this month by the Asian Strategy and Leadership Institute (ASLI) for her lifelong contribution to the nation, in conjunction with this year's National Women's Day which fell on Aug 25.

Apart from her decades of support for Prime Minister Tun Dr Mahathir Mohamad as his wife, Siti Hasmah has also worked tirelessly to campaign for women's health, family planning, drug abuse control and adult literacy.

She is one that firmly upholds the values of tolerance, acceptance and inclusiveness, and is the perfect role model for women who want to do their best for their families and at their jobs while contributing to the betterment of our beloved country Malaysia.

Not only do women as wives and mothers provide unparalleled influence and support for their husbands and children, their

contribution is also vital to a country's development and advancement.

Hence, as the nation celebrates its 62nd National Day on Aug 31, we also take the opportunity to recognise the contribution of women in nation-building. EdgeProp.my features seven women who are making an impact in their respective fields including the country's first woman to become Housing and Local Government Minister Zuraida Kamaruddin, microbiologist and Universiti Sains Malaysia vice-chancellor Prof Datuk Dr Asma Ismail, Hong Leong Investment Bank's group managing director and CEO Lee Jim Leng, co-founder of Fashion Valet and The dUCK Group Datin Vivvy Sofinas Yusof, Refuge for the Refugees founder and 2017 Queen's Young Leaders Award recipient Heidy Quah, the only female fighter jet pilot in the Royal Malaysian Air Force to date Mejar Patricia Yapp and Kedah Fire and Rescue Services Department director Sayani Saidon — the first woman to be given the responsibility.

Let's acknowledge the outstanding contributions of women this National Day!

BY NATALIE KHOO

Malaysia's Minister of Housing and Local Government Zuraida Kamaruddin has no qualms about speaking her mind, especially when it is about fair representation of women in the workforce.

Last Aug 30, the Iron Lady of the current government launched the Zuraida Kamaruddin Women Empowerment Hub under the Selangor Women's Empowerment Institute to raise women's competitiveness and capacity in the state.

In line with the ruling Pakatan Harapan's election promise to have at least 30% of policymakers at all levels be women, Zuraida had previously called for the increase in women's participation at all decision-making levels including local councils throughout the nation.

As the first lady to become housing minister in the country, the tale of female empowerment in Malaysia would not be complete without knowing why the Ampang MP and chief of Pakatan Harapan Women's wing relentlessly fights for an equal level playing field for Malaysian women in the workforce.

In an interview with EdgeProp.my in conjunction with National Women's Day and Malaysia's National Day, Zuraida shares her views on what can be done to encourage more women to take up leading roles in the workforce, her experience with her male counterparts in the Cabinet and her wish for Malaysia this National Day.

EdgeProp.my: Why are you so passionate about women's contribution and empowerment in Malaysia?

Zuraida: In nation building, women's participation is very important, at all levels. We need to get more women empowered, to bring themselves forward to contribute to nation building.

At this point of time, we are not really forthcoming. Probably we are shy or it is just our nature, as women in Malaysia. So, there must be some sort of mechanism to give them the opportunity to contribute their potential in whatever areas of expertise. Women think differently from men. To me, having a fair share of women's contribution to nation-building in terms of ideas, positions and initiatives is important to complement the progress of the nation.

We need to have enough women's input, complemented by men's so that the country's progress will be more complete and stable. That is why I feel that women have to be given the chance and we need to create opportunities for them.

In the housing industry, their input is important in the design and construction of homes for instance, because who spends more time in the house? It is the women. Women, despite the fact that people say they are emotional, are very practical. Thus, their living spaces have to be set up in a way that are easy for them to do their daily household chores, to take care of the children and so forth. If you leave it to the men, most of them will probably have no idea how women want their homes to be like.

Women are more mobile now. They move and participate in the workforce from the low to high levels. Women in the lower levels of the workforce need champions who are in policy-making positions to assist them in accommodating their needs in multiple roles as a mother, as an employee, and as a wife. I really like to propagate for more women to be out there taking part in nation-building, which is an important element in the nation's progress.

What more should we do to encourage more women to step up and take leading roles in the workforce?

We have to advocate and find a way and have policies to allow more women to come into mainstream positions. For example, in a political party, women are in the wings and not in the main party positions. Women should be in mainstream positions, only then will they have the opportunity to take part in decision-making.

Their input is important. For a country to progress, there must be a certain degree of affirmative action taken. For instance, our election system which is the First-Past-the-Post system — we don't have the affirmative policy to say that [there must be] 30% quota of women at the candidacy level.

If we achieve the 30% quota, it is not by design but by default. You work hard, and if the timing is right, the opportunity is given and you are able to get the position. In many progressive countries, in which there is high participation by women, they do it by design, with affirmative action. For example, the proportional representation [election] system allocates that for every three men, there

Zuraida Kamaruddin

Minister of Housing and Local Government



Scan to view highlights from the interview.

There are mostly men in the Cabinet. As a female minister, are you treated differently by them?

Not in my position and not with my personality. But I know many women receive unequal treatment, maybe because they don't have a strong personality like I do. That is why we want to empower and accommodate them. They have the capability and the strength, but they don't have the courage. Thus, we want to encourage more women to be more courageous, to stand at par. As far as I am con-

way they should and they discipline themselves. I am ok with that.

You are the boss at work, but are you also the boss at home?

You need understanding and trust at home. Different areas require different bosses. I may be number one here, but when there is a different work scope, you may need a different boss. You cannot be a boss all the way. You need to know how to position yourself at the right time and occasion, to play your role accordingly.

work, at least the people can understand if there are any hiccups.

You are so hands-on and always on the ground, such as being involved in initiatives under the National Community Policy. How do you make time for everything?

I am very focused. I compartmentalise my brain in one way or another. When I work on something, I focus on it. When I am finished, I move on. So when I tackle things, I tackle it immediately because I know I am going to forget if I don't. Once I tackle it, then whatever needs to be done next can be carried out.

With your hectic schedule, how do you achieve work-life balance?

I live a quality life. It is my hobby to work, to go down to the ground and to be involved. My personal time is my working time.

What is your wish for Malaysia this National Day?

I think that being a new government, there is lots to do. And I really hope that we can achieve much during my tenure as a minister. I want to make a difference to the lives of the people — that would make my tenure in office something worthwhile that I have done for Malaysia.

But I also hope Malaysians will improve themselves, and be better citizens in basic areas such as civic-mindedness. It is high time Malaysians play their part, and not depend on the government to do everything for them.

As with any progressive nation, it is time for Malaysia to see equal contribution from the rakyat to make this country a success. There's no way we can do it without the people. The people have to participate, be more aware and be more responsible and disciplined. This is lacking in Malaysian society, so I hope we can become a more mature nation, where everyone feels responsible for the nation.

Having a fair share of women's contribution to nation-building in terms of ideas, positions and initiatives is important to complement the progress of the nation.

cerned, there are only three things that differentiate men and women — pregnancy, delivery and [the ability] to breastfeed. [On top of that] what they can do, we can too.

People say one can only choose to excel either at work or at home. What do you think?

What is important is that you have your principles and discipline. With discipline, you can excel in both areas.

As a parent, you discipline your children and you guide them on their paths. But at the end of the day, they may not be the number one student in school or be a champion in what they do. But I don't have those kinds of expectations. I give my best to them and they do their best, and I accept them as they are. Therefore, there is no need to have such high expectations as long as they behave the

What keeps you motivated at work?

What keeps me going are the many things that need to be done to improve certain situations. The more you do, the more you see, the more you need to do.

The more you see, the more ideas you have, and the more you want these ideas to be implemented. The satisfaction is in seeing the results of your initiative and hard work. When you see people benefit from them and they are happy — that is what it is all about.

Being a politician is about gaining the trust of the people, because once you gain the trust of the people, it makes it easier for you. They see that you are genuine and you are hardworking — you mean what you say and you deliver. But at the end of the day, the end result may not be what you want — it is not always perfect. But because of that earned trust and hard

must be one woman. So, that is how you get the 30% [representation by women].

Some may ask, why should we limit it to 30%? There must be some effort to meet that target first. After that it is open. But to meet that 30% is already so difficult. Of course, we believe in merit, we are not talking about pushing women who are not qualified. We are

talking about women who are qualified but have been side-lined or discriminated along the way. We want to ensure that they are treated fairly, they are considered for promotion and given equal opportunity. Likewise, it is the same for men as well.

In Malaysia, do you think we are getting there when it comes to

women's participation in the workforce?

Yes, we are getting there, we are progressing well. But what we are lacking is affirmative action. We must make sure women are given opportunities. We just need the opportunity, that's all. We want to compete, we want to make it based on our performance and merit, not just as a token.

Sayani Saidon

Kedah state
Bomba director

BY TAN AI LENG

It was curiosity that enticed Sayani Saidon to find out more about the job of a firefighter and the more she found out, the greater her desire to be part of a rescue team. Sayani pursued her dream of becoming a firefighter and went on to excel in her career. She is now leading her own team of fire and rescue personnel and was appointed as Kedah state Fire and Rescue Department (Bomba) director on March 8 this year — the first woman to hold such a position in Malaysia.

“When I was a little girl, whenever I passed by the fire station near my home, I wondered what’s in the fire engine and what firefighters did. The more I got to know, the more I felt I wanted to be one!” says the senior assistant fire commissioner who hails from Perak.

The 48-year-old Sayani was the deputy director of the Perak state Bomba before her appointment as the Kedah state Bomba director overseeing its 19 stations with 756 personnel.

Besides managing the state department’s operations, she is also tasked with expanding the number of Bomba stations and manpower in the state. Her first project was to set up one Bomba station in Pulau Langkawi by this year.

While many may assume a lady helming Bomba operations in the state would be a stern and assertive person, Sayani turns out to be soft-spoken, friendly and confident.

Her current task now is more focused on management and strategy planning, and although this has spared her from on-the-ground rescue missions, Sayani says she prefers to “turun padang” whenever she has the time. This also gives her the chance to get to know her individual team members better.

“We are a close-knit team and during informal occasions, some will call me Mama or Ibu,” Sayani tells EdgeProp.my.

Sayani is a mother of three children — two daughters and a son. In her climb up the career ladder, she notes that her family’s support has been crucial in helping her reach where she is today.

Her spouse and her other family members’ understanding, mental and emotional support have given her strength to pursue her career while raising her own family.

“The first five years after having my children were the toughest days I have ever experienced. I did not have time for myself and I had to juggle between work and family, but those days are over. My children understand my work and my two daughters have even participated in the cadet bomba programme,” says the proud mother.

Her own struggle to maintain work-life balance has made her more sensitive to the needs of her subordinates today, she adds.



‘Prove your capabilities by challenging yourself’

Creating the perfect team

It is definitely no easy feat being a leader in a field dominated by men, says Sayani, but every woman should pursue her ambition — to be who and what she wants to be and not what others say or think she should be.

“I understand that not everyone is given an opportunity to do that, so I am thankful that the organisation I work for and my bosses gave me the opportunity to prove my capabilities.

“There will be some doubt and resistance to a woman’s leadership but I have to prove that I have the skills to lead,” she says at Bomba’s headquarters in Putrajaya.

“It is not easy for women to be firefighters but I am not here to compete with men, I am here to pursue my passion and to help the team complete their rescue missions,” she stresses.

As leaders and firefighters, women she adds, are empathetic, observant, passionate about their jobs and good listeners.

“Physically we [women] can’t compete with the men but women are mentally strong and when our soft ‘powers’ are combined with men’s strengths,

we create the perfect team for rescue missions,” says the firefighter who has been with Bomba since 1997.

“A true leader must possess the necessary skillset, experience and knowledge. He/she must also be a good listener. Regardless of one’s gender, a leader needs to prove that he/she is meant for the position, and not just by chance,” offers Sayani.

According to her, Bomba has 15,000 personnel but only 5% to 6% are women spread over different departments.

It is not easy for women to be firefighters but I am not here to compete with men, I am here to pursue my passion and to help the team complete their rescue missions.

NATIONAL DAY WISH

Sayani hopes that all Malaysians could appreciate the country’s independence and together build a harmonious society regardless of gender, race or religion. “Firefighters save every life we could and do not discriminate — this should be the way for all of us who love our country, sayangi sesama kita, sayangi Malaysia,” she concludes.

Saving more lives through education

Being in the Bomba team for close to 22 years, Sayani says she has never been bored with her job. “There is no greater satisfaction than saving lives. The smiles of relief on the victims’ faces after being rescued or seeing their loved ones safe, fuel my passion and keep me going,” says Sayani.

Times when victims failed to be rescued also drive her to save even more lives.

She recalls a fire incident where a couple who had just moved into their new house was burnt to death on their first night as they did not put out the candles for the moving home ceremony.

Such cases could be avoided if people have fire safety knowledge and if their homes are equipped with fire-fighting extinguishers or smoke detectors.

Hence, as the state director, Sayani plans to carry out more fire safety education to prevent lives lost through fires.

BY CHELSEY POH

“Blue skies, white clouds and the aircraft performing at your will... is a feeling that you cannot get anywhere else,” says Mejar Patricia Yapp Syau Yin, the first MiG-29 female fighter pilot in Asia, and the only female fighter jet pilot in Malaysia.

Happiest when she is flying, 43-year-old Yapp is currently the training command and oversees the training of the Royal Malaysian Air Force (RMAF) such as flying, safety maintenance, ground operations and more.

Based at the RMAF training HQ at the Sendayan Air Force Base in Negeri Sembilan, Yapp says her main task is to look after the safety and training standards of the RMAF, with its 15,000 personnel.

The physical and mental hardships of being a fighter jet pilot can be intense. Although Yapp is now in a management role, she still flies every now and then to “let off energy and adrenaline” as she puts it, and more importantly, to ensure that she is always ready to defend the country when the need arises.

“The workload and stress levels are extremely demanding for the person sitting in the cockpit because we are being trained to shoot down enemies until the very last bullet,” Yapp adds.

No gentler world for women

Expectations for a female pilot in the air force do not differ from her male counterparts.

“All pilots are chosen based on their capabilities. As long as the person, regardless of gender, meets the criteria, we are more than glad to have him or her as a fighter jet pilot.

“Once airborne, you cannot see whether the person in the cockpit is male or female,” Yapp points out.

Mejar Patricia Yapp Syau Yin RMAF fighter jet pilot

There are around 40 female pilots in the RMAF at present, a vast improvement from a few years ago. “We have two new female pilots graduating this year and three next year. We are certainly looking to recruit more lady pilots in the RMAF,” she says.

However, Yapp is the only female fighter jet pilot on the force at the moment.

The hardest part about being the only female fighter pilot in the country, says Yapp, is in gaining the trust and confidence of other pilots.

“Once you show that you can perform up to standard, they will treat you just like one of them,” she notes.

Strength lies within

Multi-tasking is a crucial ability for a fighter jet pilot, says Yapp.

“Flying in the cockpit alone, you have to manage the aircraft system, look at the radar pictures, listen to your leader and controller of the radarscope, and at the same time communicate with your wingmen — every part of your senses and body is working,” she explains.

Self-discipline is also important if one wants to train to be a fighter jet pilot and Yapp has no problem with that as it is something she has practised since young.

“I know that if I play too much, I will end up with bad results in my exams. I like discipline, I was head prefect in school,” she quips.

Courage and discipline make a lady fighter jet pilot



Yapp: Once airborne, you cannot see whether the person in the cockpit is male or female.

NATIONAL DAY WISH

Yapp wishes for unity among Malaysians regardless of background, religion or skin colour. “I hope that we can be as one in this nation,” she says.

LOW YEN YEING | EdgeProp.my



Yapp (middle) with an MiG fighter jet. She is currently the training command and oversees the training of the RMAF.

MEJAR PATRICIA YAPP SYAU YIN

To be in the military, having a fit body is a given. Keeping fit also helps build self-confidence. “As a military officer, your appearance must portray the image of a disciplined person,” she elaborates.

When asked about overcoming fear of failure, Yapp says she switches the negative voices off. “Even when you find it very tough, you still have to try,” she says.

Married with two children, her family’s support has helped her excel in her career, and she expresses special gratitude to her mother and mother-in-law, who are always there to help take care of her children when she needs them.

A full-time housewife, Yapp’s mother plays an important role in moulding her children’s values. “My mum says that whatever you do, you must be truthful

to yourself. She brought me up to become who I am now.”

“I’m a Sabahan and I am not from a wealthy family. Whatever I do, I simply do the best I can. This is the attitude instilled in me and my siblings by my mother,” says Yapp, referring to her two brothers. She is the only one in the family who is in the military.

Besides the fact that she thrives on challenges and leadership, she decided to join the air force because it entails discipline, a smart uniform and her passion for flying.

“I love the thrill and the manoeuvres that a jet can perform,” she enthuses.

Always another mile to cross

Yapp has served the RMAF for over 20 years, and believes that

she will never stop serving her country. Her current goal is to uplift the RMAF’s image.

“I’m trying to reach out to more youths and civilians, to expose them to our core job which is to defend the country’s air space, with the hope that more people will be interested to join the air force.

“I hope to see the RMAF perform well and be of international standard.

“Being in the military is interesting because you never have the same mission or tasks. You plan your tactics, your enemies react and you have to change your strategy accordingly,” she explains, insight that she gained from her experience fighting against simulated threats from the United States Air Force, the Royal Australian Air Force and the Republic of Singapore Air Force.



You can never be good at a job that you do not like.



BY CHIN WAI LUN

Passion and determination — these are the two words that keep Hong Leong Investment Bank's (HLIB) group managing director and CEO Lee Jim Leng at the top of her game in her career as a banker.

"You can never be good at a job that you do not like. I love my job. I wake up every day wanting to come to work, getting a piece of the action in the banking industry, seeing the bank continue to explore opportunities that will further enhance our footprint and sustain our business.

"I enjoy the feeling of success and satisfaction each time we close a deal for our clients, knowing that we have gained their trust and delivered value to them," Lee tells EdgeProp.my.

Lee began her banking career in 1989 as a commercial banker in Penang. A Penangite herself, she graduated from Canada's Acadia University in 1984 with a bachelor in business administration and obtained a master in business administration at Dalhousie University (also in Canada) in 1987. After commercial banking, she turned to investment banking and never looked back.

Her first stop was at Schrodgers followed by UOB's investment banking department. She then had a role in shaping HwangDBS Investment Bank Bhd into a full-fledged investment bank before moving on and in January 2009, she helped form HLIB. She was appointed its managing director and CEO in November the same year.

"I am very proud to have helmed HLIB since 2009. Over the last 10 years, HLIB has seen its market capitalisation grow from almost RM300 million to RM3 billion as early as 2015. That's a 10-fold increase over five years! For that, we won the best performing stock in the finance sector at The Edge Billion Ringgit Club awards," enthuses Lee.

Cut off the guilt

Happily married with three children, Lee makes it a point to spend time with her family and loved ones despite her hectic schedule.

"Most women consider this a difficult thing to do and it all boils down to guilt. As a woman building her career, she will also feel obligated to take care of her family and be committed to them. That is why some people say at some point, [a woman's] career falters. To a certain extent, this could be true. My advice is, you do not have to feel so guilty. It is not about the quantity of time, but the quality that matters.

"Prioritise your time. I allocate my



In love with the world of banking

weekends for my children and I make time for special occasions such as birthdays and try to go for family trips twice a year. We could be seeing each other daily but that does not mean we are spending quality time together. You do not have to be there 100% of the time, but think about what they need you there for," explains Lee.

However, at one point, she admits that she did feel guilty about committing too much to her career after 10 years of working. And that resulted in her almost quitting her job at the time but her then-employer granted her a two-month sabbatical instead.

"Whether you are successful or not boils down to your interpersonal skills, building trust with people and how you maximise your learning. A lot is built on trust. So do not feel too much guilt, dedicate and prioritise your time. Time is a luxury, make sure you set it right," stresses Lee.

Gender diversity in the workplace

At her current workplace, Lee says Hong Leong Bank has a lot of women on board.

"In fact, we [Hong Leong Financial



Group] are one of the pioneers that exceeded the 30% mark set for female staff.

"Gender diversity is what we promote in the company. We hire women not just for the sake of fulfilling the 30% quota. It is about balance. Women can be there to balance out the men. We look at things differently and thus can complement the men when it comes to work.

"The banking industry has very high women participation. We have many ladies in top and senior managerial positions. And it is not because we are women, but over time, more women are educated and thus lead to better jobs," says Lee.

NATIONAL DAY WISH

She hopes for Malaysia to be the ultimate destination for everyone, be it for tourism, investment or work.

"All of us owe a duty to make Malaysia a competitive country. I am proud to be a Malaysian. It is a safe country. I always tell those who are not contented to think about what we have now and not what we do not have.

"In my younger days, I was leaning towards Canada because that was where I studied for university. [Canada] was cleaner and more advanced. However, over time, you learn to appreciate your home country.

"Times are not exactly the best in terms of economies and markets. But at the end of day, we have gone through so many ups and downs. The banking industry is still very resilient. We have a good central bank and regulators — the Securities Commission and Bursa Malaysia are doing a great job. We as citizens of Malaysia each has a duty to play for the betterment of the country," says Lee.

BY NATALIE KHOO

The entire room seems to light up when Datin Vivy Sofinas Yusof steps in. The co-founder of Fashion Valet (FV) and The dUCK Group had already attended back-to-back morning meetings and more meetings await after our interview with her. Yet, there is no hint of weariness on her face.

With her husband, Datuk Fadzruddin Anuar, Vivy founded FV — the fashion e-commerce site selling fashion apparel, shoes and accessories from home-grown brands and designers across Southeast Asia.

From just 10 designers and 20 staff when they started in 2010, FV is a multi-million dollar company today carrying more than 500 brands with offices in Malaysia, Singapore and Jakarta. In May 2014, Vivy set up The dUCK Group with aims to send the message that women should celebrate the wearing of the head scarf. The dUCK Group carries five main product lines: scarves, cosmetics, stationery, bags and home & living products.

In 2012, MyEG Services Bhd, one of Southeast Asia's most well-known public-listed Internet companies, became an investor of FV after it overcame 40 competitors to win the MyEG 'Make The Pitch' knock-out competition. It has since secured a series of investments from Elixir Capital based in the Silicon Valley and Zozotown — Japan's leading online fashion mall. In 2018, they also received an undisclosed amount of Series C funding from Khazanah Nasional Bhd, the Malaysian government's strategic investment fund.

Named one of Forbes Asia's Top 30 under 30 in 2017, the law graduate from the London School of Economics added another feather to her cap this year by being appointed as a member of the board of directors of Universiti Teknologi Mara (UiTM).

Aside from running the two companies, she is one of Malaysia's biggest Internet celebrities, with a growing 1.7 million followers on her Instagram and close to 180,000 subscribers on her YouTube channel.

Always plan ahead

How does she make time for her family with her hectic daily schedule? As an entrepreneur, she says, there is no such thing as "compartmentalising" your life into different sections because you hustle 24 hours a day, seven days a week.

"I feel that my work life is my personal life and vice versa. Without you, your business won't move. You are the driver. I share with my kids what daddy and mummy do at work and I make sure they are busy with activities.

"There is no such thing as 'cannot do.' I will be the best entrepreneur and mother I can be. A lot of women have to juggle a lot of things today and it is not easy, but the key point is to always plan ahead. For example, many young mothers only start scrambling to find a babysitter after they give birth when they have nine months during their pregnancy to plan ahead. And you should never be ashamed to ask for help," Vivy tells EdgeProp.my.

A woman can excel in both their

I don't want women to start thinking that they are entitled just because they are a woman. We need to prove ourselves.

Datin Vivy Sofinas Yusof
Co-founder of Fashion Valet and The dUCK Group

Building an e-commerce empire *with tenacity*

careers and in the various roles they play at home if they can plan their time wisely and get help and support.

"I don't know if I am a good entrepreneur or if I am a good mum but I am trying my best. I am very blessed because I have a lot of help from my parents and I have a very good support system," Vivy says.

Many may envy the "perfect life" portrayed on her social media but behind the scenes, she could be handling various challenges thrown at her daily.

Vivy admits that she constantly has to acknowledge that there will be good days and bad days and what's important is to enjoy the ride.

"Never believe everything you see on social media because what people put out there is just 10% of their lives. I have my difficult moments as well — it becomes tougher now that the kids are growing up. They ask questions, they go to school, they have homework.

"I started FV with my husband before the kids came. From day one, he was my partner and best friend. Now,

we have three kids and we can't just drop everything and travel like before.

"Difficult or not, it clearly didn't stop me because I had kid after kid. You really have no idea what you can do until you are put in the situation. I do get tired but I don't complain and take it to social media. All my ups and downs I share them with my husband, my parents and my best friends. You need to have an outlet to let the stress out," she shares.

NATIONAL DAY WISH

"I urge all Malaysians to read more so that they are always aware of what is happening in the world. Malaysians need to think global and the key is to read. More reading and less selfies! That is what I try to tell myself too," says Vivy.

Walking the talk

Vivy is a strong advocate of women being able to stand on their own feet by having their own income whether it is by means of freelancing from home or working full time.

"I have noticed that many women resign from their jobs after they have kids. They say they have to take care of their children. I find it very disheartening. So, at our office in Petaling Jaya, we allocate space for facilities like a kids' room where there is a television, a ball pit, a nursing room and a pumping room. I want to make it as comfortable as possible for a woman to come in to work. Even the government is advocating employers to be more accommodating to [working] mothers. Here at FV, the men are asking, what about us?" she laughs.

"I feel proud to see women speaking up and fighting for their opinions to be heard. Here, in our companies, we are grooming women to be young leaders while also playing their roles as mothers, wives and daughters. We want them to know that they are not alone," she says.

Nevertheless, she highlights that women who are looking to take up leadership roles must remember that they deserve a seat at the table because of their merit and performance.

"It is not a gender thing. Just because you are a woman, it does not mean you get a seat at the table. You should be there because you are good — I don't want women to start thinking that they are entitled just because they are a woman. We need to prove ourselves. I would tell all women to keep working hard and smart, keep reading and keep on educating themselves to be better so that when you get a seat at the table, you deserve to be there," Vivy advises.



LOW YEN YEING | EdgeProp.my

Prof Datuk Dr Asma Ismail

Microbiologist and
vice-chancellor of USM

BY TAN AI LENG

For Prof Datuk Dr Asma Ismail, the vice-chancellor of Universiti Sains Malaysia (USM), being a leader is about uplifting the overall ecosystem and in making an impact no matter the area that one is in.

Asma, a microbiologist, has certainly made an impact in medical and scientific research and has many accolades to her name. She is the current president of the Academy of Sciences Malaysia (ASM), the first woman in that role, and had served as Malaysia's first female director-general of higher education.

Born in Kedah, Asma spent over 30 years at Hospital USM in Kelantan before being appointed vice-chancellor of USM in Penang in 2016. In 2012, she had been appointed vice-chancellor of Universiti Sains Islam Malaysia, making her the first woman appointed twice as vice-chancellor of public universities.

The 61-year old's latest appointment, as of January this year, is as the first chairperson of the Malaysian Qualification Agency.

Asma has initiated many scientific discoveries, leading to the attainment of 13 patents and commercialisation of a rapid diagnostic test for typhoid called TYPHIDOT which has been advocated by the World Health Organization.

She graduated from the University of Nevada in Reno, US, with a distinction in biology in 1980, received her master's degree in microbiology in 1983 from Indiana University in Bloomington, US and obtained her PhD in the field of Cellular and Molecular Biology at the School of Medicine, University of Nevada in 1986.

Asma began her career as a lecturer at the Medical Microbiology Department in USM's School of Medical Sciences in 1986. She is also a visiting professor and visiting fellow at various world-renowned universities such as the University of Tokyo in Japan and St. Bartholomew's Hospital in London.

While many brilliant women in medical science conduct research to help improve people's lives, only a few are willing to move up the ladder and be a manager or leader, says Asma.

"Not everyone has the drive to become a leader, some are content to do research, and feel that becoming a leader is a burden. Many are also afraid of failure, while some believe men are better leaders," Asma tells EdgeProp.my.

She notes that more women are pursuing higher studies today, and female students currently make up around 60% to 70% of university students in Malaysia.

However, only a few will pursue masters and PhD programmes which could help them move up their career ladders.

According to Asma, USM aims to



Being a leader is more than just a personal achievement

hire an equal ratio of male to female lecturers in the medical and scientific field, but the 50:50 ratio is difficult to achieve with the lack of female scientists in Malaysia.

"For students who want to have female scientists as their mentors or sponsors, how could they find one when the pool is small?" asks Asma.

Even at the Academy of Sciences, of 353 members, only 18% are women. Although many women work as science researchers, they work under the instructions of principal investigators and are not research leaders in their respective fields, she says.

"They can be good in their domain but if we want to make a difference to the landscape, the great minds need to step up, only then can they be a part of policy-making and help move the industry forward," she adds.

It's not about gender

According to Asma, men and women view things differently. For instance, in a science experiment, male and female scientists often have different opinions

over the same results and Asma believes it is this difference in analysis which will lead to a holistic approach to finding the best solution to a problem.

"It's not about whose opinion is better than the other, it's about different perspectives," she says.

Undeniably, there are some unconscious biases in the workplace that shut women out.

In a study by Harvard, when the names of job applicants were not disclosed to the prospective employer,

NATIONAL DAY WISH

"Education is an important tool to unify the nation and to train future leaders. This National Day, I wish for peace in the country. I want all races that make up the diversity of Malaysia to come together in mutual understanding and respect, to build a harmonious and prosperous country together," says Asma.

chances were higher for a woman to secure the job, but when names were disclosed, male applicants had a higher chance of being hired.

Being labelled as the weaker sex has made women reluctant to voice their opinions for fear of saying the "wrong" things, says Asma.

In her career, Asma says she has met and is thankful for the many people who opened the door for her to climb up the ladder.

"To get this opportunity, you must have the substance — be good at your area of expertise. If I were to bring another woman leader up, she must also have the substance for me to convince others that she's meant to be at that position and not just by chance," she says.

"We are looking for transformative leaders who are generous in sharing their knowledge and willing to nurture the next generation of leaders," she emphasises.

Building a career by design

It is not by chance that Asma is where she is today. Since her youth, she has charted her own career path by envisioning a clear roadmap, which she calls: "building a career by design".

Her ambition when she was a little girl was to be an interior designer, but she somehow ended up choosing science as her career. She has no regrets about her choice, knowing she can inspire young scientists to contribute to society.

"When I have a plan, I always think of the endgame, especially in my career path, as it provides me a clear picture of where I am heading. I believe such planning could help the younger generation of women to become a leader, step by step" she notes.

She also acknowledges that family support and understanding are important for women to excel in their careers.

Asma works relentlessly with her team on scientific discoveries and often goes home past midnight. Her husband, who is a nuclear scientist, has been a supportive partner, constantly encouraging her to pursue her dreams.

Though she doesn't have children of her own, she considers all the 32,000 students in USM her children, each harbouring the potential to be future leaders and contributors to a better world.

A young girl who dreams big

BY RACHEL CHEW

When the headmaster of a school for refugees she volunteers at told Heidi Quah to go ahead and leave for her university studies because the school will be closing down anyway due to lack of funds, Quah became even more reluctant to leave.

"The headmaster told me 'Heidi, it is okay, the school is closing down anyway.' How can I be ok with that? There were 60 kids losing their only opportunity to learn while I get to choose which college or university I want to go to," says Quah, the founder of non-governmental organisation (NGO) — Refuge for the Refugees (RFTR).

RFTR began as a fund-raising project initiated by Quah and her best friend Andrea Prisha in 2012 to raise funds for the school. Today, the project is a registered NGO that focuses on the rights and welfares of refugees. It is also supporting some 35 refugee schools in the Klang Valley, Penang and even in Myanmar.



I always remind myself to let conviction be stronger than emotion so that you won't be rattled by the negative judgements.



"RFTR was a small project to raise funds for the school by selling home-baked cookies door to door. I remember we only made RM90 net in two hot days. It was harder than we imagined. So we decided to use social media, hoping to reach more people and at the same time, to educate them about the struggles of refugees in Malaysia," she recalls.

The social media move was so successful that the team raised some six months' worth of operating funds for the school within a short period.

"It did not stop there. Some people wanted to provide continuous and long-term support, so we decided to register as an NGO and expanded the project," Quah says.

Today, RFTR goes around refugee communities to set up schools for the children when needed. The organisation provides funds, hardware such as

tables and chairs and software such as teaching material and venue rentals for the school.

Impacting lives

Quah was only 18 when she founded RFTR. She is now 25 and a full-time human rights activist as well as the key spokesperson for RFTR. She is often invited to take part in or speak at related summits and conferences around the world.

"My parents were very supportive

when I told them I wanted to volunteer at a refugee school after my SPM but wanted me to focus on my studies when I started university. Now they are in full support as the organisation has gained so much recognition and is impacting lives," says Quah.

In 2016, Quah was honoured with the 2017 Queen's Young Leaders Award from Queen Elizabeth II at Buckingham Palace, London.

The Queen's Young Leaders Award celebrates young people in Commonwealth countries who are taking the

lead in communities and using their skills to transform lives.

"There are times when people look at me and say: 'Hey, you are just a young girl. What are you doing here? I always take my stand and share my story with confidence. Know what you are doing and be honest, and you'll be fine."

"If you keep telling yourself that you are just a young woman, you will lose confidence and freak out. I always remind myself to let conviction be stronger than emotion so that you won't be rattled by the negative judgements," she shares.

LOW YEN YEING | EdgeProp.my



NATIONAL DAY WISH

"Let's learn to put our differences aside, learn to stop pointing fingers and let's support each other. Find ways to pull Malaysians together. If we come together and put the differences aside, we will realise there is so much more we can do for the country and its people," says Quah.

Believe in yourself

It is hard to believe that RFTR is just a three-person team that includes Quah.

"My day is packed. I do corporate training, meet people for interviews, visit the schools and run the organisation. I also take care of one social business school that provides training like baking and sewing. I can't tell you what one day in my life looks like because every day swings very differently.

"But when you are doing what you like and what you believe in, you will never feel tired or fed up. You enjoy every moment of it," she enthuses.

Quah is hesitant to call herself a woman who has made an impact in Malaysia and hopes that she can do more in future. "I hope one day I can be more involved in policy-making — to stand up for refugees and the victims of human trafficking, to make sure they receive equal justice just like everyone."

Having travelled around the world, she says Malaysia is blessed because the issues the country faces are small compared with the adversities people in some countries are experiencing.

"I have been to different parts of the world — from Columbia and Rwanda to Ethiopia. Whenever I come back to Malaysia, I feel really lucky because we are relatively protected from tsunamis and earthquakes. Our issues — especially those that are related to race or religion are so small in comparison. Malaysians need to know that we are really blessed.

Learning from WOMAN BUILDERS OF MALAYSIA

BY EDGEPROP.MY

Malaysian women often fare better than they think they can, and in the building and construction industry, the so-called fairer sex are beginning to pull their weight towards a more gender-balanced workforce, including in top management.

The government's call for 30% women in leadership positions in the private sector by 2020 seems absolutely possible to attain in the real estate sector.

We picked nine ladies who are leaders in the real estate industry, especially in property development, to provide some pearls of wisdom on what it takes to excel in a male-dominated industry. Happy National Day and Happy National Women's Day to one and all!

Charmaine Lim Puay Fung

Titijaya Land Bhd executive director



What can we do to encourage more women to be leaders? Any advice?

You need to be confident and determined. This will set us free from traditional gender perceptions. Your peers must know that even in a male-dominated industry, our iron will and hard work defines who we are.

With a strong mentality, you will be able to climb up the corporate ladder. It is easier now than in the past because of changing perceptions. The current era is one in which women can be a force to be reckoned with. We must dare to dream and act.

Challenges

Many people think that the real estate industry is a male-dominated industry but I have met many engineers, contractors, architects and quite a number are women. I do not think women mind getting their hands dirty at a construction site. As long as you wear the proper attire and are able to get the job done, nothing can stop or hinder you.

What does the future hold for women leaders in Malaysia?

It is changing as you can see more women are taking up roles in corporations and even in politics. Notable examples are our deputy prime minister, some female cabinet ministers as well as other prominent women leaders in advisory and professional roles.

I would like to give some credit to the previous generation of leaders such as my father Tan Sri Lim Soon Peng for being open-minded towards having women in leadership roles. It is very unlike the past where some people thought that only men could be trusted to helm a business.

Wish for the nation

To witness the creation and expansion of more policies to help women grow and

to see more women taking up key managerial roles.

I also hope for many positive changes in Malaysia — in areas like education and the economy. Lastly, stronger unity among the people; to stay united in harmony so we can achieve great things together.

Ter Shin Nie

Sunsuria Bhd business development director



What can we do to encourage more women to be leaders? Any advice?

I believe nurturing sisterhood from a young age is important — celebrate each others' strengths and accomplishments and lift each other up during trying times. Confidence in one's ability plays a vital role in the workplace, and in turn, the workplace should make efforts to accord recognition and reward to those whose quality of work shines.

Providing the necessary support and resources for both men and women at the workplace and instilling a positive workplace culture that emphasises productivity and performance is essential. For example, to relieve working mothers, parental leave for fathers should also be promoted as this will not only allow mothers to invest more time into their careers, but also encourage fathers to be more involved in parenthood. An increasing number of jobs offer flexible work schemes, but are often targeted at women. This flexibility should also be accorded to fathers. This would not only encourage men to be more actively involved in childcare duties and remove gender social norms but also encourage women in the labour force.

Having role models from a young age is important to inspire women in taking up leadership roles. Being blessed with the opportunity to meet with talented people in and outside the industry who inspire and empower others, I believe cultivating a community of positivity, and surrounding oneself with people who challenge and push you is important. Thus, providing access to actively engage leaders, regardless of gender,

through forums or small group sessions can help educate and inspire our female colleagues to grow and continuously learn in their respective fields.

Challenges

I think the perception that we are in a male-dominated industry is still prevalent but I think in any business, as long as we remain true to our strengths in our approach to work, inspire each other to strive to achieve business goals, and stay committed, the perception would gradually subside. In addition, I believe shifting people's mindsets requires addressing the barriers that affect everyone across the gender spectrum, not just women.

I also think that a positive organisational culture and creating a fair and equitable environment in the workplace are important.

What does the future hold for women leaders in Malaysia?

The future of a more equal representation of women in leadership roles in Malaysia seems promising. As a company that has an equal ratio of women and men working in Sunsuria Bhd, I'm proud to be a part of it. The future is bright for anyone who is committed and dedicated. As organisations and the government develop policies to cultivate a progressive and egalitarian society, I believe it is invaluable that women and men be given the freedom of choice in their careers as well as a homemaker.

Wish for the nation

I wish for a peaceful and harmonious Malaysia with all Malaysians uniting as one. Selamat Hari Kebangsaan and Selamat Hari Malaysia.

Teh Lip Kim

Selangor Dredging Bhd managing director



What can we do to encourage more women to be leaders? Any advice?

Essentially, it is about choices and circumstances. Some women choose to stay at home, while others aspire to a successful corporate career. With the right balance, a

woman can have a successful career and be a good mother and wife at home.

Women in Asia tend to think that they should stay at home and look after the family. The children come first, then maybe their husbands, then the in-laws. These are all important priorities, but women should also learn to prioritise themselves.

For a balance of work and motherhood to be successfully achieved, it is important for us all to be genuine and be who we are. Just to share my experience, in 2006, my oldest son, Ming, was diagnosed with autism and my whole world collapsed. But with each passing day, I began to see the world through Ming's eyes. Every time he made eye contact with me, with every word he said to me, I had to put myself in his situation and try to make a connection with him.

Through Ming, I have learnt to look at the architectural design of a property through the homebuyers' eyes, to determine if the spaces were too big or too small, and so on. Thus, I managed to take some lessons from a personal level to the work level. To me, that was a revelation and that was how I began to shape SDB's DNA as a developer.

At work, I have a life coach, while I also coached others to make connections with peers and colleagues. From learning coaching at work, I could also translate it to the home with my second son, Mark. Along the way, Mark began to develop his identity and, today, he has a sense of who he is and his hidden potential.

Challenges

It is important for women, whatever industry they may be in, to be able to handle and deal with pressure. Always remain calm and stay focused on what needs to be accomplished. Most of all, stay positive.

For me personally, daily meditation has helped a lot as it allows me to detach from things that are negative as they tend to overshadow the good. Through meditation, I am able to be grateful for all the good things and learn not to sweat the small stuff.

It's also very important for one to be at peace with oneself. When I reflect on the past two decades, one of the biggest challenges we faced was the Asian Financial crisis in 1997/98 in which we had to restructure SDB. Back then, we were a diversified group and I had to sell down or close down some of our companies and move into property development. It was a challenging period, but it helped transform SDB and propelled us to success.

What does the future look like for women leaders in Malaysia?

At SDB, women make up 50% of our senior management. We have implemented flexible working hours whereby the team can come to work at 7.00am or 7.30am, so that they can beat the traffic jam and leave at 4.00pm or 4.30pm, enabling our women colleagues to pick up the children, cook for their families and be the ideal mothers and wives they are meant to be.

More and more women are coming back into the workforce, which is a good thing for Malaysia. Organisations, in turn, should look beyond mere policies and focus on women leadership and culture in charting 'gender balance' progress. I believe there is a strong correlation between gender diversity and commer-

cial success. At the top level, companies are able to see perspectives from both genders and build on the strengths of the collective whole. Companies should also implement equal pay schemes for men and women.

Wish for the nation

Malaysia is a blessed country. We have bountiful resources — oil and gas, plantations amongst others — and we are also located strategically within Southeast Asia. Skilled expertise is also one of Malaysia's greatest assets. The workforce in Malaysia is young, educated and productive, proving to be one of the best in the region. Diversity is one of Malaysia's greatest strengths.

Hence, my wish for Malaysia is for the country to continue progressing — not just economically, but also mentally, emotionally and spiritually — as a nation, so that the country is able to realise its fullest potential. I also hope for better governance and transparency so that we leave a more progressive Malaysia for our children, and our children's children.

Lee Yoke Har

IOI Properties Group Bhd executive director



What can we do to encourage more women to be leaders? Any advice?

As women are traditionally expected to play pivotal roles in the family, to enable them to juggle between that and work, we can provide a good support system with facilities like a feeding room and child care at work to help them achieve a healthy work-life balance.

It is also important to provide more opportunities in all areas including those that are traditionally men's strongholds.

Women workers should also get involved and gain hands-on experience and know-how in their respective businesses so that they are prepared when the opportunity arises to assume leadership roles. The fundamental thing is to continuously upgrade their skills and knowledge in order to earn the respect of others.

Just be yourself, exercise feminine attributes such as patience, compassion and an eye for detail which will complement the differences in the male attributes.

Challenges

Physical differences may pose a problem when carrying out duties onsite but generally this is not a hindrance to effective job performance. We currently do have women in our project management team who are performing well.

The industry is technically intense

and physically demanding but women have proven that they can be equally, if not more technically skewed than men.

Remember that men have to prove themselves too in order to advance in their careers. Therefore, just do what the men can do and do better, and people will soon recognise your capabilities and give you the opportunity.

What does the future look like for women leaders in Malaysia?

The national initiative to push for 30% women representation on the board of directors of public-listed companies by 2020 is progressing well. Gender diversity is still a key factor that will give companies the competitive edge. Female directors can add value to the boards as they see things from different perspectives from men and this would ensure that matters of importance are thoroughly and comprehensively considered.

Such positive opportunities would help to elevate women in the workforce and enable them to contribute more to nation-building.

Wish for the nation

Immediately, to improve the domestic economy — the government needs to reduce our trade deficit and implement policies to make Malaysia an investment choice again for foreign investors.

In the medium term, to implement policies to incentivise innovation amongst enterprises and companies so as to elevate the nation's competitiveness and in the longer term, to transform our education system and standard to equip the new generation with the skillsets required to take on the new economy.

Jane Leong

Mah Sing Group Bhd director of group strategy and operations



What can we do to encourage more women to be leaders? Any advice?

I believe closing the gender gap in the workplace is important, especially in the brick and mortar industries such as property development and the construction sectors.

In Mah Sing, we have many women leading various departments such as landscaping, interior design, IT, business development, business process improvement and so on, many of which were traditionally led by men.

We are proud that about 45% of our management team are women and about 50% of our board consists of women, in line with the government's call for corporations to increase the involvement of women at decision-making levels to 30% by 2020.

One obstacle women often face is that they have to take on the lion's share of family commitments. In order to encourage more women to take up leading roles in a company, we need to change this mindset so that women are supported and can share these duties with their partners or family members. While at work, bosses can also play a role in supporting female colleagues by being understanding and provide flexible work arrangements, if needed, while focusing on merit and performance.

With that in place, it is also important for women today to take advantage of the opportunities provided within this space and to pursue more leadership roles in an organisation. Recognise opportunities and have the courage to pursue your ambitions and dreams.

Challenges

Property development is traditionally seen as a male-dominated industry. However, there has been a gradual increase of women taking up roles that were seen as male dominated, such as project planning, project implementation and high-level decision-making roles.

When women become mothers and drop out of work, there is a huge loss of talent for companies and more needs to be done at all levels to support women as they make this significant transition of becoming mothers and raising the next generation of Malaysians.

In the workplace, Mah Sing has rolled out many initiatives to promote women to envision their career path and what they want to achieve in life. For example, we have organised an open dialogue session themed "Championing Women in the Workplace", whereby we invited women holding senior level positions in the company to discuss the opportunities and challenges faced in the workplace. Subsequently, we have also rolled out a peer mentorship programme where women gather over lunch to inspire each other.

What does the future look like for women leaders in Malaysia?

I envision a gender-balanced world where women have the right to participate in all areas of society and the economy. More importantly, they are supported in both work and at home, so they can take on these roles. Society would also be better off as a gender-balanced world can help reduce poverty and encourage economic growth.

Corporations would benefit from having women planning homes and spaces, as they will be able to provide insights into their experiences, wants and needs that reflect 50% of the population.

Wish for the nation

I hope that all key sectors of the economy will continue to empower more female leaders in the workplace. Malaysia is a country that encourages business opportunities and I perceive National Day as a symbol of freedom as well as of doors opening for the country, allowing opportunities to flow in and for all Malaysians to seek opportunities in and beyond the country.

Ultimately, I hope for unity amongst all Malaysians to drive towards the same goals of making Malaysia a better place.

FROM PREVIOUS PAGE

Datuk Hoe Mee Ling

Johor Real Estate and Housing Developers Association (REHDA) immediate past chairperson and Divisional General Manager of Eco World Development Group Bhd



What can we do to encourage more women to be leaders? Any advice?

Corporations must acknowledge the importance of gender diversity at all levels of their organisations to accommodate broader skills, experiences and perspectives. If we focus on performance and potential instead of gender, we will definitely see more women rising up the ranks.

I would like to see corporations introduce specific programmes to harness women's skills and to identify their best talents, thus maximising productivity and ensuring the long-term growth of the company.

My advice to women is to keep the faith and never give up. Based on my personal experience, I can assure you that you can be strong and persevere, and you will succeed.

Challenges

Being effective is a prerequisite for a successful life, be it in career or family. As a woman, you must decide what matters for the roles you play and focus on them, own them and tackle them with all your energy. Do not leave anything to chance and always build up a strong unshakeable belief in yourself.

To rise to the top in this industry, you must be prepared to assume more responsibility and expand your skills and capabilities in all aspects of the industry.

Shake off the belief that you have to choose between career and family. Learn about work-life integration and you will have the best of both worlds. Do not undervalue or let others undervalue or even devalue your skills, achievements and contribution.

What does the future look like for women leaders in Malaysia?

There is so much potential for more women leaders in Malaysia, thanks to growing awareness as well as government policies, including a national initiative to raise women's representation on public-listed boards to 30% by 2020.

There are many women leading large organisations in Malaysia, particularly in the banking sector. This will encourage other women, especially younger ones, to step up.

In the building and construction industry, women have proven themselves

more than capable. Their contributions have helped to strengthen aspects of the industry such as quality assurance and development concept. Many internationally-recognised, award-winning projects were led by female directors.

Wish for the nation

I wish for sustainable progress for the economy, society and the environment. As we strive for sustainability, we will be in a better position to achieve our goal of becoming a fully-developed nation and an Asia Pacific economic hub.

Chan Ai Cheng

Malaysian Institute of Estate Agents (MIEA) President Elect and S.K. Brothers Realty (M) Sdn Bhd General Manager



What can we do to encourage more women to be leaders? Any advice?

As men and women have different ways of thinking and solving problems, organisations need to embrace gender diversity to form good work dynamics.

More organisations are seeing beyond gender, prioritising performance and achievements as benchmarks for leading roles in their organisations.

Women should not be afraid to share their ideas and step up when the opportunity arises. They should undertake continuous education and skills training to stay competitive.

Although to get rid of stereotyping in the workplace is very difficult, over time as we work together, these walls will collapse. In time, we will not see each other based on race or gender, but as part of the team.

Challenges

Balancing work and home responsibilities is one of the challenges faced by women. In the traditional mindset, women are primarily responsible for children and the household. As such, for a career woman, there are times when a sense of guilt slides in.

There are also issues like inappropriate advances from male clients or even colleagues, or even safety issues such as when a woman agent has to show a viewing of a property in quiet neighbourhood. Unwanted communication via text or emails is also a concern for women in the real estate industry. Hence, extra precaution is needed to protect ourselves.

Building a sisterhood in the workplace could help overcome these challenges. Women should support each other, share ideas, build a network and grow together.

What does the future hold for women leaders in Malaysia?

I believe that there will be more women taking on leadership roles moving forward, as they now have better education, exposure and opportunities.

For example, not a single woman won any of the five individual awards at the National Real Estate Awards in 2009. Now 10 years later, nine individual awards were won by women out of 16 submissions. That was a proud moment for women in the real estate industry.

Wish for the nation

MIEA adopts a theme — To be United, Relevant & Progressive. It is also my wish for Malaysia to be united as a nation, to have a relevant government and to be a progressive nation. Wishing all Malaysians a very Happy Merdeka!

Valerie Ong

KIP Group CEO



What can we do to encourage more women to be leaders? Any advice?

Traditionally, the property and construction sector is dominated by a male workforce. It is not the same now. You will see an increasing number of women in many industries today because of social, media and legal/political influences.

To encourage more women to take on leadership roles, we must promote the concept of equality and gender fairness by creating an inclusive environment. As a leader, I would always describe and share my challenges and past experiences and to stress that a woman's impact is important due to these attributes — patience, compassion and an eye for detail. And with this support, I hope to empower them to seek out better roles.

Challenges

Many of the challenges that women face in the workplace are similar to those of men. Perhaps, some females worry about the lack of respect from their male peers but if you know your stuff and are confident, respect will come naturally.

What does the future look like for women leaders in Malaysia?

Now that more women are educated with equal rights to quality education, I believe there will be more women taking on leadership roles. It is quite evidently so, especially in KIP Group.

Wish for Malaysia

The National Day reminds us of our rich cultural diversity as our pillar of strength. I wish Malaysians will continue to unite to support and celebrate our differences everyday.

Lillian Tay

Pertubuhan Akitek Malaysia (PAM) President and VERITAS Architects director



What can we do to encourage more women to be leaders? Any advice?

The underlying subconscious and prevailing mindset in many Asian cultures is that the man will do the job better than a woman. So it's very important to be undaunted and to always believe in yourself, that you are just as good and to recognise your natural strengths and focus on improving it further.

Until there is a stronger commitment to gender equity, you are less likely to be given the benefit of doubt in most situations, so it's imperative to always strive to excel.

Challenges

As in most industries, there is always a legacy of a boys' club amongst the top players — it's harder for a woman to tap into that business network. Again, a culture of hard work and excellence is the way to persevere and succeed in a male-dominated industry. Enterprise, fortitude and willingness to build strong partnerships will help women to succeed.

What does the future look like for women leaders in Malaysia?

I am very heartened and inspired by current efforts by the current government, to rethink, reform and transform many outdated institutional structures and to consciously change the general culture — to be more inclusive across age, gender and ethnicity including for leadership roles.

But we must urgently recognise and curtail both blatant and subtle forms of sexual harassment and gender prejudice in the workplace, in organisations and in our social relationships. Employers also need to scrutinise, identify and rectify the gender pay gap that is another legacy of a prevailing male-centric history embedded in many cultures and nations.

Wish for the nation

I hope the private sector and every industry, and even more so, every person in their own individual personal universe, take the cue from the current government and make firm commitments to enlarge women's participation and leadership.

While the mother is venerated within our families, we need to recognise, celebrate, value and more equitably reward the quiet contribution of women in the working world, in their roles in community and civil service, in government and in private industry, as women have long been the unsung heroines and enduring foundation in the journey of nation-building in Malaysia.



Temasya 8 Business Suites buyers could enjoy up to 10% rebate under the SetiaFlex campaign — www.spsetia.com/setiaflex

A rare investment opportunity at **TemasyaGlenmarie**

Shah Alam was Malaysia's first master-planned city after the country's independence in 1957. Surrounded by Kuala Lumpur, Petaling Jaya, Subang Jaya and Klang, the modern capital city of Selangor is the birth place of Malaysia's first national car, the Proton Saga.

Contributing to this mature city's vibrant commercial and industrial scene is TemasyaGlenmarie, a 570-acre township development by I&P, a subsidiary of S P Setia Bhd.

TemasyaGlenmarie is known as the industrial hub of the automotive industry in the country, hosting top auto brands such as Lamborghini, Peugeot, Volkswagen, Nissan, Mazda, Audi, Proton and Perodua, as well as a myriad auto accessories outlets.

The industrial component of TemasyaGlenmarie makes up around 70% of the development with the automotive industry taking centre stage. The rest of the township, which is already 90% developed, comprises residential and mixed commercial developments.

EXTRAORDINARY GROWTH

Properties in TemasyaGlenmarie have been experiencing astounding value appreciation since its first launch in 2009. Citing Temasya Suria super-link houses, the first terraced houses launched in the township for example, S P Setia's divisional general manager Datuk Zaini Yusoff said the homes were launched in 2009 at around RM700,000 and their value spiked to RM1.70 million upon completion in 2011.

TemasyaGlenmarie is flourishing, thanks to its easy access to the Federal Highway, the New Klang Valley Expressway (NKVE) and Old Subang Airport Road, providing the area with excellent connectivity to the Kuala Lumpur city centre, Port Klang and the Subang Airport. This has attracted many multi-national companies to set up their factories and offices here.

The light rail transit (LRT) also serves parts of the township and Temasya 8 in particular offers the convenience of having the Glenmarie LRT station less than 1km away and the Subang



Zaini: Temasya 8 would benefit as business activities nearby gain traction.

Jaya LRT station, about 4km away.

The latest commercial project in the industrial-focused township is Temasya 8 Business Suites. It comprises 104 units of four-storey strata shopoffices in three blocks. The project was completed in October 2018 and there are only a limited number of units left for sale. Unit built-ups are from 936 sq ft to 1,324 sq ft to cater to small and mid-scale businesses. Prices start from RM752,800.

According to Zaini, there are only a few pockets of land left in TemasyaGlenmarie, hence the business suites at Temasya 8 offers a rare opportunity for those looking to invest or own a commercial property in the thriving township.

"There are not many commercial areas around here while the commercial areas in neighbouring Subang Jaya are already saturated," Zaini says, adding that investors as well as upgraders from Subang Jaya are also eyeing TemasyaGlenmarie.

Temasya 8 Business Suites boasts freehold status and its units come with a practical design and are affordably

priced. It aims to serve the working population from the surrounding factories and offices as well as students from educational institutions such as Universiti Teknologi MARA Shah Alam located nearby.

Zaini is confident that many will throng the businesses at Temasya 8 in future including people from TemasyaGlenmarie itself and from Subang Jaya.

"It is now the right time to purchase, as the units are completed. Shops are beginning to open in the units that have been handed over to their owners. New businesses can begin their operations straight away," says Zaini, adding that the place suits all kinds of businesses, especially food and beverage.

Meanwhile, I&P is building another four blocks of business suites adjacent to Temasya 8. Dubbed Temasya Niaga, they began construction in April 2018 and are expected to be completed by mid-2020. There are already six completed commercial blocks at Temasya Niaga where businesses are opening up.

"Temasya 8 would benefit as business activities nearby gain traction," offers Zaini.



I & P

Member of

Setia

Outstanding connectivity



- Glenmarie LRT station
- Subang Jaya LRT station
- Future LRT 3 stations – Glenmarie station and Temasya station (under planning)
- Bus stations
- Federal Highway
- NKVE

Excellent location



- Subang Jaya – 3km
- Shah Alam – 7km
- Petaling Jaya – 12km
- Kuala Lumpur – 26km

Nearby amenities



Transportation hub

- Subang Airport – 6km
- Port Klang – 24km

Universities

- Taylor's Lakeside Campus – 4km
- UiTM Shah Alam – 11km
- Segi University, Kota Damansara – 16km

Healthcare centres/hospitals

- BP Healthcare Glenmarie – 1km
- Subang Jaya Ramsay Medical Centre – 4km
- Ara Damansara Medical Centre – 11km
- Hospital Shah Alam – 15km

Features of Temasya 8 Business Suites

- GDV of about RM97 million
- Freehold
- Four-storey strata shopoffices
- 104 units
- Practical and functional layout
- **Block B1:** Built-up area between 947 sq ft and 1,324 sq ft
- **Block B2 & B3:** Built-up area between 936 sq ft and 1,292 sq ft
- **Price starts from: RM752,800**

Despite the various headwinds faced by the local economy, he is optimistic about the property market. "I expect the market to rebound in one or two years. And as you can see from history, once it rebounds, the momentum would be strong," he says.

The National Home Ownership Campaign initiated by the government and the Real Estate & Housing Developers' Association could act as a catalyst to jumpstart the residential property market, he adds. "And when people buy houses, there would be a need for commercial properties or shops to serve the neighbourhood," he concludes.



Temasya 8 comprises 104 units of four-storey strata shopoffices in three blocks.



Visit TemasyaGlenmarie Welcome Centre in Shah Alam or go to www.inp.my to learn more about Temasya 8 Business Suites.



Central Market houses local specialties such as wood carvings, handwoven products, batik, songket and pewter products.



PICTURES BY LOW YEN YEING | EdgeProp.my

The iconic Art Deco building was designed by Malaysian architect TY Lee.

Central Market: Evolving heritage

BY **CHELSEY POH**

With its light blue facade and the Malaysian national flag emblazoned above its main entrance with the words “Since 1888”, Central Market Kuala Lumpur, also known as Pasar Seni, is one of the most successful repurposed heritage buildings in the capital city.

Located at Jalan Hang Kasturi, it is accompanied by its Annexe and the Kasturi Walk, an open-air sidewalk market.

Close to other tourist spots like Dataran Merdeka and Petaling Street, Central Market is a popular place for tourists who are eager to take home Malaysian art works, handicrafts and other souvenirs.

To prepare for Visit Malaysia Year 2020 (VMY 2020), Central Market’s management is planning several upgrades, including putting up a new food and beverage (F&B) area at Jalan Benteng. The plan has gained approval from the National Heritage Department under the Ministry of Tourism, Arts and Culture, but is still pending approval from Kuala Lumpur City Hall.

Linking Lebuhraya Pasar Besar, Jalan Benteng is a walkway along the Klang River right next to Central Market’s main building. It can be accessed via the parking lot in front of the main building or through the side doors on the right of Central Market.

“The plan to have F&B there [at Jalan Benteng] is to complete the whole picture that we envision for Central Market, in which the main building offers craft products, a place to take photos is located at the Illusion 3D Art Museum in the Central Market Annexe, a place to have some snacks is at Kasturi

Walk and Jalan Benteng is a place to enjoy a meal,” Central Market Sdn Bhd complex manager Cheong Wai Mun tells EdgeProp.my.

“We hope to start work on the Jalan Benteng food street once we get the approval,” she adds.

Other works pending include repainting the building’s facade, car park resurfacing, adding better drainage and light posts to the car park and other minor upgrades.

Kha Seng Group (the current management) acquired a 60-year lease for the building in 2004 and subsequently carried out some extensive renovations including adding more shopping aisles and reducing shop sizes. The last major upgrade was in 2010 when Kasturi Walk was introduced.

One-stop cultural art centre

Central Market currently boasts an occupancy rate of around 97% of its net lettable area of over 70,000 sq ft.

Positioning itself as a “one-stop Malaysian cultural art centre”, Central Market currently enjoys around 10,000 visitors per day on weekdays and 15,000 visitors per day on weekends. It received 4.16 million and 4.20 million visitors in 2017 and 2018 respectively.

It is aiming for 4.8 million visitors in 2020, contributing to the Ministry of Tourism, Arts and Culture’s target to welcome 30 million foreign tourists and achieve RM100 billion in tourist receipts from VMY2020.

Cheong says the management is very selective when it comes to choosing tenants as it wants to maintain a clear Malaysian identity even though it is tough to secure new tenants that deal with traditional handicrafts or works of art.



It is a perfect place for parents to show their kids Malaysian handicrafts and enjoy a unique experience that is unlike a normal shopping mall. — Cheong

“We give very good rental rates and prime spaces to those who do real traditional handicrafts, because we want to promote their work and we want them to be seen.

“We also carefully monitor other merchandise to make sure that the percentage of other products is always lower than the craft and cultural products,” she notes.

As some of the craftsmen are not very good at promoting their own works, the mall management sometimes helps to educate them.

“Our annual turnover is about 10% to 11%, meaning we have about 90% loyal tenants [every year],” she points out, adding that rent collected has been steadily growing in recent years.

Change in shopping trends

Interestingly, Cheong says with more and more people travelling, souvenir shopping seems to be declining as families, friends and colleagues are likely to have already been or will eventually visit a place themselves. Consequently, shopping preferences have switched to more exclusive and unique items.

“The spending pattern is very dependent on the tourists’ nationality,” she says, adding that tourists from first-world nations tend not to buy many things, whereas those from countries like Indonesia tend to spend more on souvenirs.

Cheong believes that providing photo opportunities could increase footfall as more people will notice Central Market when they see photos that have been shared via social media.

“We cannot force people to buy, we just want them to visit Central Market...only then will they discover what is offered there,” she says.

Hence, the management is working on setting up more spaces which will attract shutterbugs and draw visitors to take a photo or two.

“Space here is very limited, so we have to organise it well. The theme of these spaces will relate back to the country’s heritage and be consistent with Central Market’s positioning,” she adds.

Appreciated by many

From a wet market, Central Market was converted into a cultural centre in 1986. “As Kuala Lumpur became more developed, housing areas moved further away from the city centre, so a wet market was no longer relevant at the location,” Cheong explains. A cineplex opened in 1991 at the Central Market Annexe behind the main building.

Despite its new use, Central Market continues



Kasturi Walk, a short walk from the Pasar Seni LRT station, features an awning design based on the “wau bulan” a traditional kite and a national symbol.

to be a gathering place for the community, and due to its positioning, as well as its heritage status and strategic location, it also naturally attracts tourists.

To many young Malaysians, Central Market has become a “souvenir place” and some may not even know about the place. Ask someone older and they would probably say they have not visited the place in a long time. Hence, it wants to attract more Malaysians to visit.

According to Cheong, around 50% of Central Market’s visitors are foreigners. The mix varies, depending on travel seasons and school holidays.

She highlights that besides shopping for sou-

venirs, one also gets the chance to learn more about Malaysian culture and its traditional arts and heritage. “It is a perfect place for parents to show their kids Malaysian handicrafts and enjoy a unique experience that is unlike a normal shopping mall,” she enthuses.

“We provide the human touch and interaction. If you talk to the vendors, they would tell you a lot of things about their craft or you can get to know some stories behind the goods.

“This is a unique place to explore, experience and fall in love with Malaysia and its unique heritage,” she says.

Love Our Malaysia:
A Clean Malaysia

**HAPPY
NATIONAL DAY!**



**Sayang
Malaysiaku**
Malaysia Bersih

From all of us at

EdgeProp.my



Brickfields

Also known as Little India, Brickfields is located right next to the first and largest transit-oriented development project in Malaysia, KL Sentral.

The name Brickfields speaks of its history as it was a site acquired by Kapitan Yap Ah Loy as a brick manufacturing hub to supply bricks and tiles for the reconstruction of buildings in Kuala Lumpur following a flood and a fire that swept through the town in the 1880s.

Kerinci

Kerinci lies at the border of Kuala Lumpur with Petaling Jaya in Selangor. It is in a strategic location with well-established amenities and public transportation system. It is also undergoing gentrification with more modern high-rise buildings.

Kerinci used to be a simple village with its early inhabitants originating from Jambi, Aceh and Minangkabau of Indonesia. A majority of them were from Kerinci, a district in Jambi, hence the place was widely known as Kampung Kerinci, which later became the official name of the area.

What do the names of these places mean?

BY RACHEL CHEW

As you take a stroll along the River of Life at the confluence of the Gombak and Klang rivers in Kuala Lumpur, you would be walking on history as this was where the city got its name from.

In the Malay language, Kuala Lumpur means muddy confluence — Kuala is the point where two rivers join together, or an estuary, while Lumpur translates to mud, hence Kuala Lumpur.

However, it is said that the initial name proposed for the city was Pengkalan Lumpur, which means muddy harbour or landing place.

There was also a suggestion that the name was based on the Cantonese word, “lam-ba”, meaning flooded jungle or decayed jungle.

While there is no firm contemporary evidence for these other than anecdotes, they have one thing in common — the description of Kuala Lumpur as a muddy place.

Indeed, the name of a place could tell us more about it as the names are sometimes derived from a significant characteristic, event or a person that made it unique.

Here are seven of the oldest areas in Kuala Lumpur and the stories behind their names.

Sentul

Sentul has the oldest Tamil Sivan temple in the country which was built in 1937. It is also home to the largest complex of railway workshops and train depot in Malaysia which date back to 1905. Today, Sentul is a vibrant town given its proximity to the Kuala Lumpur city centre.

It is believed that Sentul's name was derived from the Santol tree, a rare fruit tree that could grow up to 150ft tall and was often found in the area in the past.

Some also say that the name Sentul originated from the Tamil words Senggul Tul meaning rock dust, which was said to cover the place, especially the workshops there, a long time ago.

Cheras

Located at the south-east of Kuala Lumpur, Cheras is unique as parts of the district have a Selangor address while the larger part of it is under the Federal Territory of Kuala Lumpur.

Although there is an ancient Indian Kingdom called Cheras that roughly corresponds to the current Kerala region in Southern India, Malaysia's Cheras has nothing to do with the Indian Kingdom.

Some people say the place used to be covered in paddy fields producing rice, hence the place was called Beras — the word for rice in Malay. However, the Chinese who predominated the area those days could have mispronounced Beras and called it Cheras instead.



SAYANGI MALAYSIAKU



Ampang

Ampang and the Kuala Lumpur city centre is connected by Jalan Ampang. The district is literally a stone's throw from the heart of Kuala Lumpur. Therefore, Ampang's history is closely related to the history of Kuala Lumpur.

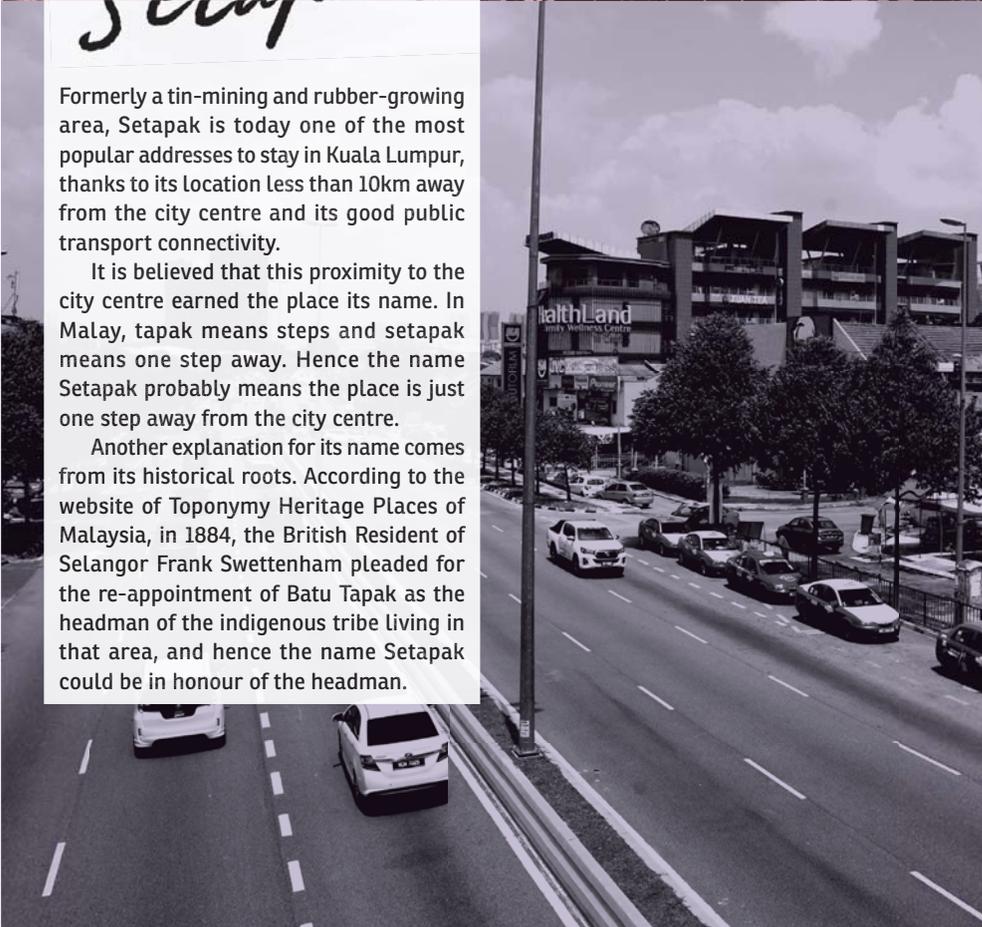
According to the Ampang Jaya Municipal Council website, Ampang was derived from the Malay word "empangan", which means a dam. A dam was constructed from Bukit Belacan to Ampang town centre (the Ampang Point vicinity today) by Chinese miners in the past.

Setapak

Formerly a tin-mining and rubber-growing area, Setapak is today one of the most popular addresses to stay in Kuala Lumpur, thanks to its location less than 10km away from the city centre and its good public transport connectivity.

It is believed that this proximity to the city centre earned the place its name. In Malay, tapak means steps and setapak means one step away. Hence the name Setapak probably means the place is just one step away from the city centre.

Another explanation for its name comes from its historical roots. According to the website of Toponymy Heritage Places of Malaysia, in 1884, the British Resident of Selangor Frank Swettenham pleaded for the re-appointment of Batu Tapak as the headman of the indigenous tribe living in that area, and hence the name Setapak could be in honour of the headman.

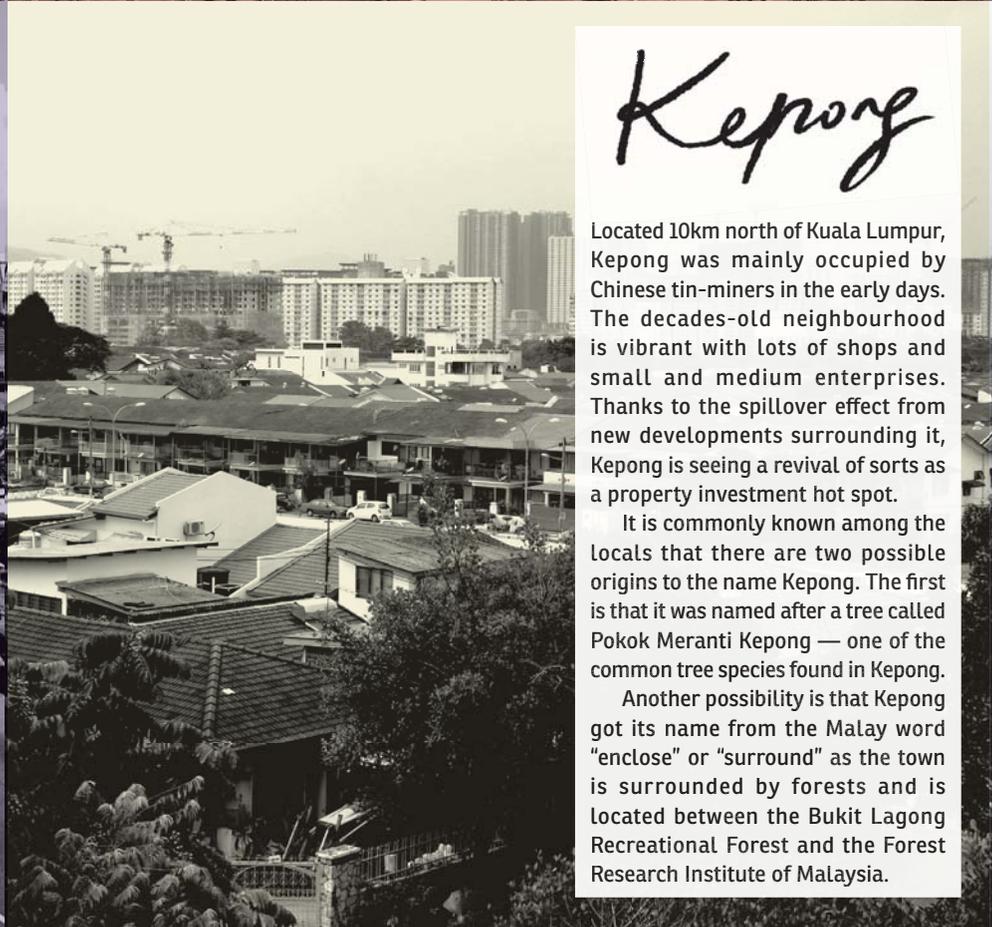


Kepong

Located 10km north of Kuala Lumpur, Kepong was mainly occupied by Chinese tin-miners in the early days. The decades-old neighbourhood is vibrant with lots of shops and small and medium enterprises. Thanks to the spillover effect from new developments surrounding it, Kepong is seeing a revival of sorts as a property investment hot spot.

It is commonly known among the locals that there are two possible origins to the name Kepong. The first is that it was named after a tree called Pokok Meranti Kepong — one of the common tree species found in Kepong.

Another possibility is that Kepong got its name from the Malay word "enclose" or "surround" as the town is surrounded by forests and is located between the Bukit Lagong Recreational Forest and the Forest Research Institute of Malaysia.



- Comes with 12 Years Warranty!
- Ultra-thin and flat design, comes in champagne and silver color.
- Surface material made of aluminium (champagne color) or stainless steel (silver color) gives a smooth metallic touch feel
- Different modules can be assembled freely to meet various demands.
- Adopts latest advanced V-shape saddle-type wiring method which can clamp multiple different wires at the same time, achieve faster and safer wiring
- SABIC PC material, high-precision QSn6.5-0.1 is used in manufacturing the socket, ensuring longer service life

Stainless Steel & Aluminium Surface

NEW3S Series

Wall Switch & Socket



NEWS



Participants of the Waterfall Hike taking a group photo. (In white t-shirts, from left): EdgeProp.my executive editor Sharon Kam, Chan, Koe, Au and EdgeProp.my product and business development director Alvin Ong.



PICTURES BY PATRICK COH | THE EDGE, SAM FONG | THE EDGE, LOW YEN YEING | EdgeProp.my

EdgeProp.my Setia Eco Templer THE LEGEND OF NINE CREEKS Waterfall Hike 2019

Nature is nice

BY RACHEL CHEW

RAWANG: About 200 people woke up early and braved the rain to take part in a hike up the Kanching Eco Forest Waterfalls located near Setia Eco Templer in Templer Park, Rawang last Sunday, on Aug 25.

The EdgeProp.my + Setia Eco Templer Waterfall Hike 2019 was organised by EdgeProp.my and supported by Setia Eco Templer, a subsidiary of S P Setia Bhd.

Hikers were divided into two groups, one that climbed to Level 7 (208m above sea level) and another that climbed to Level 4 (140m above sea level).

Breakfast was served and a warm-up session was conducted before the hike began.

Present to support the hikers were EdgeProp.my managing director and editor-in-chief Au Foong Yee, S P Setia Bhd senior executive vice-president Datuk Koe Peng Kang and Setia Eco Templer Sdn Bhd general manager Dianne Chan.

One of the Level 7 participants, Tan She Yean, said this was her second time climbing the waterfall. She said it was a very fun climb but it can be rather taxing for beginners. "The rain made it slippery but it was such an exhilarating hike," she said.

Another participant, YL Chew, 53, who also made it to level 7 of the Kanching

hill took time to admire the waterfall. "The waterfall scene here is nice. Since it rained this morning, the trail after Level 7 was too slippery. I would like to come back here to conquer the levels past Level 7."

All participants were led by rangers and each received a finisher medal after the hike.

The participants also got the chance to find out about the latest projects offered by Setia Eco Templer.

Located in Templer Park, Rawang, Setia Eco Templer is a 194-acre modern township development that launched its first phase in 2016, offering English-, Peranakan- and Balinese-inspired bungalows, semidees, link villas, two- and three-storey shopoffices and a Rumah Selangorku affordable housing scheme.

Some of the facilities at Setia Eco Templer include a clubhouse with an Olympic-size swimming pool, gymnasium, jogging track, playgrounds, parks and 24-hour security.

The township is 23km away from the Kuala Lumpur city centre via toll-free roads of Jalan Rawang and Jalan Kuching. It is also connected by the North-South Expressway, Guthrie Corridor Expressway, Kuala Lumpur-Kuala Selangor Expressway and Rawang-Serendah bypass, which cuts the journey to Serendah, Selayang and city centre from two hours to about 30 minutes during peak hours.



CLICK/TAP to view video.

Above: One of the Level 4 hiking groups taking a picture with the waterfall before descending.

CLICK/TAP to view more pictures from the hike.



Above: Participants warming up before the hike.



Left: The rain did not dampen the spirits of this Level 7 hiking group.

Right: (From left): Chan, hike participant CBRE|WTW managing director Foo Gee Jen and Koe.



TO BUILD A NEST, IT STARTS WITH FINDING THE FIRST TWIG...



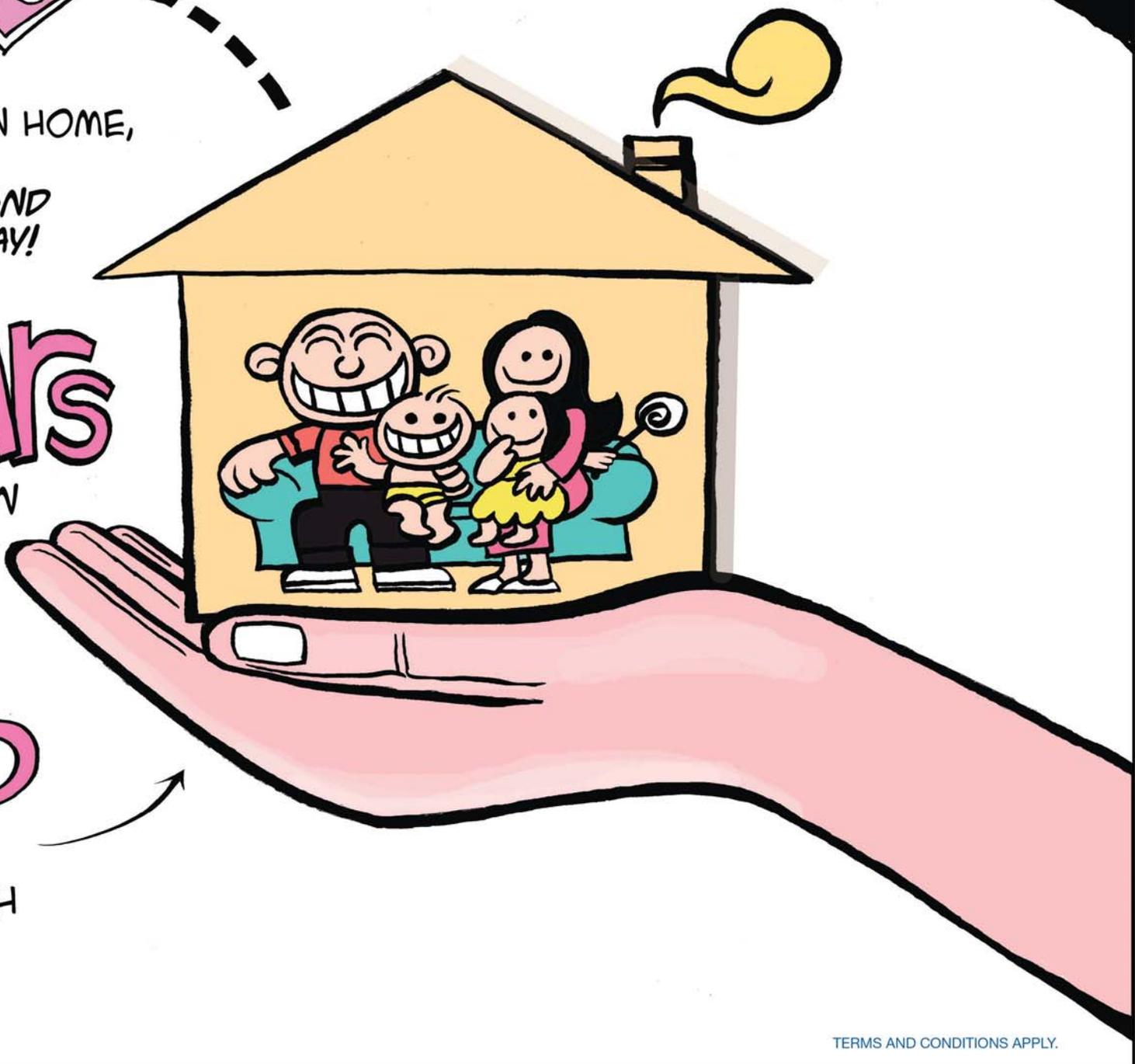
TO HAVE YOUR OWN HOME,
IT STARTS HERE ...
PAY 20% TO OWN AND
MOVE IN RIGHT AWAY!

5 Years

NO HOUSING LOAN
-NO MONTHLY
REPAYMENTS!

REALLY? HOW?

IT'S POSSIBLE WITH
FUNDMYHOME



TERMS AND CONDITIONS APPLY.

FIND OUT MORE



FundMyHome.com

TELEPHONE: +603 7732 8820

WHATSAPP: +6018 388 4165

EMAIL: support@fundmyhome.com

FundMyHOME

Powered by **EdgeProp**

SPOTLIGHT



Commercial Residential



Click/tap on each listing to visit the agent's page

Properties for sale and rent



RM1,960,000

The Sentral Residences, KL Sentral, Kuala Lumpur

Type: Condominium Tenure: Freehold Built-up: 1,485 sq ft Bedroom: 2 Bathroom: 2



Yat Min (REN 31294)

WTW REAL ESTATE SDN BHD (E (I) 0507/6) +6018 661 3088



RM1,185,000

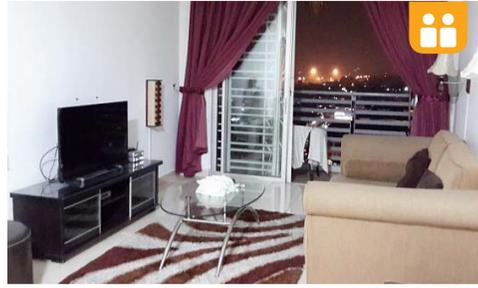
Reflection Residences, Mutiara Damansara, Selangor

Type: Condominium Tenure: Freehold Built-up: 1,283 sq ft Bedroom: 3 Bathroom: 2



Yat Min (REN 31294)

WTW REAL ESTATE SDN BHD (E (I) 0507/6) +6018 661 3088



RM350,000

Pearl Avenue, Sg Chua, Kajang, Selangor

Type: Condominium Tenure: Freehold Built-up: 1,100 sq ft Bedroom: 3 Bathroom: 2



Vivian Liong (REN 17134)

TOTAL REALTY SDN BHD (E (I) 1572) +6016 510 0199



RM718,000

Nadayu 92, Kajang, Selangor

Type: Terraced house Tenure: Freehold Built-up: 2,637 sq ft Land size: 1,430 sq ft Bedroom: 5 Bathroom: 4



Vivian Liong (REN 17134)

TOTAL REALTY SDN BHD (E (I) 1572) +6016 510 0199



RM240,000

Pangsapuri Melor, Seksyen 5 Bandar Baru Bangi, Bangi, Selangor

Type: Apartment Tenure: Leasehold Built-up: 750 sq ft Bedroom: 3 Bathroom: 2



Mohd Faiz (REN 04003)

TRUE VEST PROPERTY CONSULTANTS SDN BHD (VE (I) 0249) +6013 308 3063



RM520,000

Dsentral, Bandar Seri Putra Bangi, Bangi, Selangor

Type: Terraced house Tenure: Freehold Built-up: 1,900 sq ft Land size: 1,690 sq ft Bedroom: 4 Bathroom: 3



Mohd Faiz (REN 04003)

TRUE VEST PROPERTY CONSULTANTS SDN BHD (VE (I) 0249) +6013 308 3063



RM1,650,000

Setiawangsa Business Suites, Taman Setiawangsa, Kuala Lumpur

Type: Office Tenure: Freehold Built-up: 2,861 sq ft Bathroom: 2



Mohamad Nazeri Aziz (REN 22743)

REAPFIELD PROPERTIES (KL) SDN BHD (E (I) 0452/1) +6016 287 0975



RM960,000

Shah Alam, Selangor

Type: Terraced house Tenure: Freehold Built-up: 2,617 sq ft Land size: 3,820 sq ft Bedroom: 5 Bathroom: 5



Mohamad Nazeri Aziz (REN 22743)

REAPFIELD PROPERTIES (KL) SDN BHD (E (I) 0452/1) +6016 287 0975



RM3,500,000

Setia Eco Park, Selangor

Type: Bungalow Tenure: Freehold Built-up: 4,100 sq ft Land size: 5,550 sq ft Bedroom: 5 Bathroom: 5



Law Yong Sein (PEA2212)

CHESTER PROPERTIES SDN BHD (E (I) 1321/1) +6010 226 1608



RM620,000

Vina Versatile Homes, Taman Seri Taming, Cheras South, Selangor

Type: Condominium Tenure: Freehold Built-up: 1,550 sq ft Bedroom: 4 Bathroom: 4



Kenny Lew (REN 25411)

FULL HOMES REALTY SDN BHD (E (I) 1501/8) +6012 247 4805



RM190,000

Taman Puchong Indah, Puchong, Selangor

Type: Flat Tenure: Leasehold Built-up: 709 sq ft Bedroom: 3 Bathroom: 1



Kenny Lew (REN 25411)

FULL HOMES REALTY SDN BHD (E (I) 1501/8) +6012 247 4805



RM400,000

Koi Prima, Puchong, Selangor

Type: Condominium Tenure: Leasehold Built-up: 1,098 sq ft Bedroom: 3 Bathroom: 2



Kelvin Tan Khai Yik (REN 31324)

ASPIRE PROPERTIES (E (3) 1632) +6016 403 2222



RM425,000

Koi Prima (Kinrara Puteri), Puchong, Selangor

Type: Condominium Tenure: Freehold Built-up: 1,055 sq ft Bedroom: 3 Bathroom: 2



Kelvin Tan Khai Yik (REN 31324)

ASPIRE PROPERTIES (E (3) 1632) +6016 403 2222



RM1,550,000

Semenyih, Selangor

Type: Semidee house Tenure: Freehold Built-up: 3,200 sq ft Land size: 4,262 sq ft Bedroom: 5 Bathroom: 6



Elvie Ho (REN 22102)

REAPFIELD PROPERTIES (KL) SDN BHD (E (I) 0451/1) +6012 303 3788



RM650,000

Taman Cheras Awana, Cheras, Selangor

Type: Terraced house Tenure: Freehold Built-up: 1,100 sq ft Land size: 3,412 sq ft Bedroom: 4 Bathroom: 2



Elvie Ho (REN 22102)

REAPFIELD PROPERTIES (KL) SDN BHD (E (I) 0451/1) +6012 303 3788



RM380,000

Banjaria Court Apartment, Batu Caves, Selangor

Type: Apartment Tenure: Leasehold Built-up: 991 sq ft Bedroom: 3 Bathroom: 2



Aiman (REN 20482)

FML ZI VALUERS & PROPERTY CONSULTANTS SDN BHD (VE (I) 0294) +6014 669 6250

Find your dream home from more than 250,000 listings at www.EdgeProp.my



SPOTLIGHT



Commercial



Residential

Pro Agents, get your listings featured here! Email support@edgeprop.my or call 03-7733 9000



RM1,300,000

Taman Desa, Seputeh, Kuala Lumpur

Type: Bungalow **Tenure:** Freehold
Built-up: 1,870 sq ft **Bedroom:** 4 **Bathroom:** 3

Adeline Teh (REN 04207)

TECH REALTORS PROPERTIES SDN BHD (E (I) 1492)

+6012 320 6520



RM1,600,000

First Layer Main Road Agricultural Land, Kajang, Selangor

Type: Land **Tenure:** Freehold
Land size: 43,560 sq ft

Terence Tih (REN 01644)

TECH REAL ESTATE SDN BHD (E (I) 1537)

+6017 668 2669



RM520,000

Megan Phoenix Office, Cheras, Kuala Lumpur

Type: Office **Tenure:** Freehold
Built-up: 1,815 sq ft **Bathroom:** 2

Terence Tih (REN 01644)

TECH REAL ESTATE SDN BHD (E (I) 1537)

+6017 668 2669



RM1,980,000

Amberhill, Taman Melawati, Selangor

Type: Semidee house **Tenure:** Freehold
Built-up: 4,616 sq ft **Land size:** 4,316 sq ft
Bedroom: 5 **Bathroom:** 4

Terence Tih (REN 01644)

TECH REAL ESTATE SDN BHD (E (I) 1537)

+6017 668 2669



RM2,100,000

Bandar Sungai Long, Selangor

Type: Shoplot **Tenure:** Freehold
Built-up: 8,523 sq ft **Bathroom:** 6

Terence Tih (REN 01644)

TECH REAL ESTATE SDN BHD (E (I) 1537)

+6017 668 2669

SOLD FOR

RM1.05 million
(RM636 psf - based on plot size)

Three-storey shopoffice in Puchong Gateway, Puchong Selangor

Concluded by: Darren Toh (REN 05189)
of Kim Realty (+6012 397 7800) **When:** March 2019



Noteworthy

- Unfurnished
- Leasehold
- Built-up: 4,950 sq ft
- Land size: 1,650 sq ft
- Facing main road

According to Kim Realty's real estate agent Darren Toh who concluded the deal, the buyer was previously renting another shoplot nearby for three years before deciding to own his own unit. Toh said the buyer got a good deal as the concluded price was below the current asking price of similar shoplots in Puchong Gateway.

"A similar shoplot with that land size and built-up is currently asking for about RM1.3 million. In fact, the shoplot next to this unit is asking for RM1.6 million. So, the buyer got a good deal. The previous owner is a property investor who wanted to cash out and invest elsewhere," Toh shared.

Completed in 2012, the shoplots here have good visibility from the Lebuhraya Damansara-Puchong highway. Shops operating here include eateries, budget hotels, furniture shops as well as car showrooms.

Based on EdgeProp.my's listings, as at mid-August 2019, the average asking price of the shopoffice units here was RM727 psf or RM1.2 million.

The last sale transaction in Puchong Gateway was in 4Q2018 with the unit sold for an average price of RM507 psf or RM950,000.



RM410,000

Seri Austin Residence, Taman Seri Austin, Tebrau, Johor Bahru, Johor

Type: Condominium **Tenure:** Freehold
Built-up: 1,028 sq ft **Bedroom:** 3 **Bathroom:** 3

Usha Sha (REN 17124)

GATHER PROPERTIES SDN BHD (E (I) 1536/3)

+6016 720 0135



RM650,000

Taman Nusantara Prima, Nusajaya, Johor

Type: Terraced house **Tenure:** Freehold
Built-up: 2,224 sq ft **Land size:** 3,229 sq ft
Bedroom: 4 **Bathroom:** 4

Usha Sha (REN 17124)

GATHER PROPERTIES SDN BHD (E (I) 1536/3)

+6016 720 0135



RM330,000

Tmn Pasir Putih, Pasir Gudang, Johor

Type: Terraced house **Tenure:** Freehold
Built-up: 1,300 sq ft **Land size:** 2,704 sq ft
Bedroom: 3 **Bathroom:** 2

Usha Sha (REN 17124)

GATHER PROPERTIES SDN BHD (E (I) 1536/3)

+6016 720 0135



RM500,000

Bandar Seri Alam, Masai, Johor

Type: Terraced house **Tenure:** Freehold
Built-up: 2,500 sq ft **Land size:** 1,540 sq ft
Bedroom: 4 **Bathroom:** 3

Usha Sha (REN 17124)

GATHER PROPERTIES SDN BHD (E (I) 1536/3)

+6016 720 0135



RM1,888,000

Binjai Residency, KLCC, Kuala Lumpur

Type: Condominium **Tenure:** Freehold
Built-up: 2,096 sq ft **Bedroom:** 4
Bathroom: 5

Vincent Wan (REN 04082)

PRESTIGE PROPERTIES SDN BHD (E (3) 1120)

+6013 966 5552



RM660,000

Impian Makmur, Saujana Impian, Kajang, Selangor

Type: Terraced house **Tenure:** Freehold
Built-up: 1,800 sq ft **Land size:** 1,650 sq ft
Bedroom: 4 **Bathroom:** 3

Zahari Bin Abd Rahman (REN 33520)

IREAL PROPERTY SDN BHD (E (I) 1747)

+6013 633 7535



RM3,500,000

Kayangan Heights, Shah Alam, Selangor

Type: Bungalow **Tenure:** Leasehold
Built-up: 6,000 sq ft **Land size:** 12,300 sq ft
Bedroom: 7 **Bathroom:** 6

Zahari Bin Abd Rahman (REN 33520)

IREAL PROPERTY SDN BHD (E (I) 1747)

+6013 633 7535

WEATHERBOND NO MATTER THE WEATHER



*Terms & conditions apply.

Nippon Paint (M) Sdn. Bhd. (7516-H)