



Building
Lifestyles
Building
Trust

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10, Jalan Teknologi 3/6C, The Core Kota Damansara,
47810 Petaling Jaya, Selangor. | T. +603-6143 6858

Property trust

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PARC3'S MY HOME GARDEN: Blending Nature with Community

Other stories in this edition:

Eupe
Announces
4th KL Project

Celebrating CNY
Togetherness at
Parc3

Building Hope For
Cheras Orphans With
Community Giving



A FRESH APPROACH TO GREEN COMMUNITY

One of the key roles for any property developer is to build homes that connect communities with balanced living.

It can be all too easy to squeeze as many homes into a project when higher profits are the overriding objective.

The cost is almost always less green space and amenities that allow people to come together and enjoy a peaceful and energizing environment.

DEVELOPING NATURALLY

As our major population centres become busier and more stressful, creating balanced lifestyles for property buyers becomes even more important.

That's why I'm very proud how Parc3 at KL South, our second project in Kuala Lumpur, goes beyond conventional property design in the linking city living with natural living.

Parc3's slogan 'Designed by Nature, Designed for You' is not just a marketing pitch.

Every aspect of the project has been meticulously designed to connect Parc3 residents with nature and natural living at many different levels and experiences.

We call the natural lifestyle concept at the heart of Parc3 *My Home Garden*.

MANAGING DIRECTOR'S MESSAGE



These garden spaces will encourage community-building, providing place for families and neighbours to share the fun and adventure of getting back to nature.

MY HOME GARDEN

We've partnered with one of Malaysia's leading landscape designers, MLA, to help us turn this natural design vision for Parc3 into reality.

As this edition of Property Trust highlights, the concept has two elements. One is the extensive, multi-level parks and gardens which flow together throughout Parc3 to create a unique combination of nature, play and relaxation.

The second takes the natural living concept and turns it into community-style garden facilities that will allow Parc3 residents to grow their own food the organic way.

These garden spaces will encourage community-building, providing places for families and neighbours to share the fun and adventure of getting back to nature.

Parc3's carefully-planned landscaping will also offer a range of medicinal plants that can be used by residents to promote natural well-being and healing.

Everything about the *My Home Garden* concept is about giving residents the opportunity to disconnect from the daily distractions of urban life and enjoy community in a natural way that promotes personal well-being and growth.

EUPE'S GROWTH PLANS

Speaking of growth, I'm also pleased that our expansion plans into Kuala Lumpur into has taken another important step, with Eupe's purchase of its fourth development site in Malaysia's capital.

Our first two projects, Novum at Bangsar South and Parc3 have been aimed at raising the bar on urban living for buyers wanting a niche, aspirational-style property product.

This new project in Petaling Jaya South will be positioned to target home makers on a more limited budget.

As the property market continues to consolidate after a period of strong price growth, this location is a strategic response by Eupe to target a growing segment of the market for whom well-designed, affordable housing is very important.

It's also an exciting opportunity to bring our 30 years of experience and innovation in building affordable homes in northern Malaysia to KL.

As we conceptualise and plan this new project, I look forward to sharing more details with you.

On behalf of Eupe and its staff, I would also like to extend my sincere best wishes for the Year of the Pig. I hope the new year brings you great success, happiness and inspiration.

Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad

MY HOME GARDEN



DESIGNED BY NATURE
DESIGNED FOR YOU

FLOWING GARDENS

Introducing **My Home Garden**, an innovative lifestyle concept that blends of the **very best of nature and healthy living** with city life.

My Home Garden is the landscape masterplan at the heart of Parc3 at KL South. It's all about **bringing community, personal health and natural eco-systems together** to create a unique Green Community.

My Home Garden has two elements:



HOME GARDENS

Community-style gardens where you can **grow your own food** the organic way. A place for families and neighbours to network and **nurture relationships**.

KEY BENEFITS



NATURAL ECO-SYSTEMS

The landscape masterplan plan has not only the well-being of humans in mind, but animals as well. The trees have been carefully selected to include those which are **magnets for birds and butterflies**.



HEALTH-GIVING

As well as being lush and beautiful, many of the trees and shrubs have been chosen because they are **herbs, spices** and plants with **important medicinal and traditional healing properties**. Other plants have been selected for their ability to **filter the air** from pollutants.



COMMUNITY-BUILDING

Parc3's landscape aims to build and foster **community and family relationships** via its curated spaces and communal gardens.

About Parc3

Parc3 in KL South is another ground-breaking residential project by Eupe that blends **luxury, affordability** and **natural living**. Its **spacious layouts** and **iconic architecture** will make Parc3 **the best new address in Cheras**.

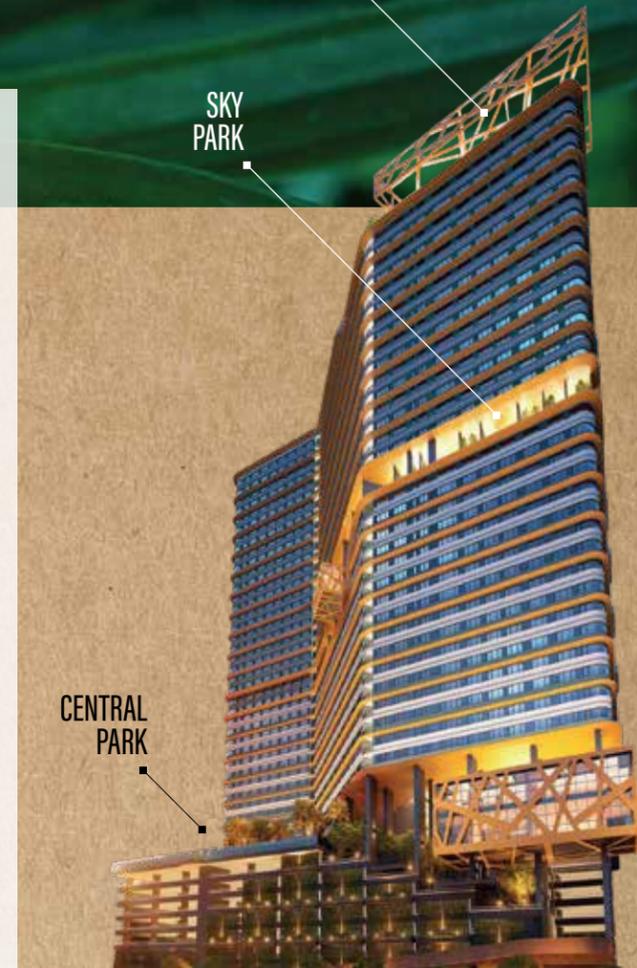
Less than 6km from KLCC, directly opposite Taman Pudu Ulu, the **64-acre park** and with the **new MRT link** nearby, you'll be surrounded by greens, great shopping, entertainment, education and health services.



MOONLIGHT DECK

SKY PARK

CENTRAL PARK



CENTRAL PARK

Family Wellness Deck (Level 7A)

KEY LANDSCAPE FEATURES

- Promotes **wellness for the entire family**, with spaces to read, chill and exercise, socialise and play.
- A **community herb garden** will cultivate 'healing gardens' of medicinal plants as well as **vegetables, herbs and spices** for home cooking.
- **Facilities:** Badminton court, playparks, BBQ & picnic areas, yoga deck, community herb garden.

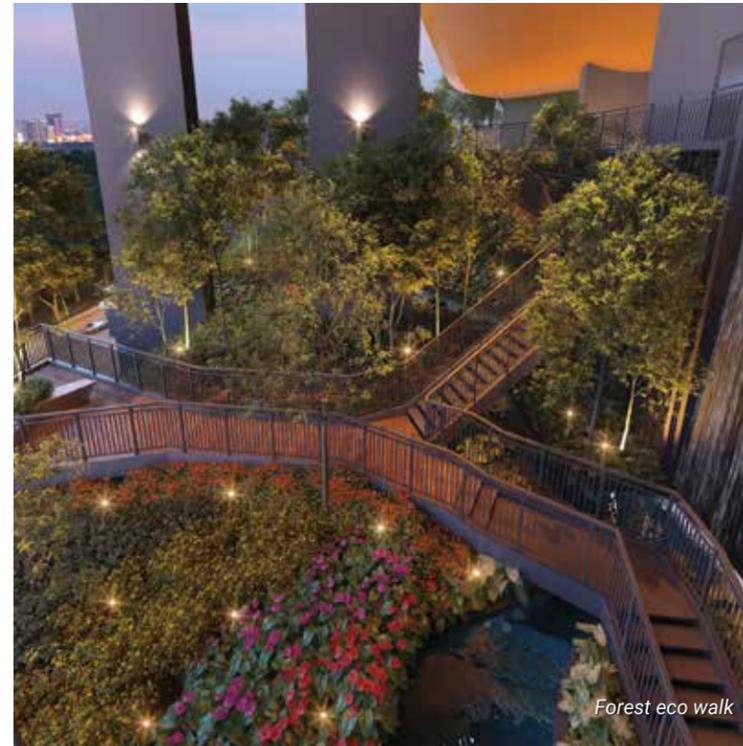
TREES & SHRUBS

Fiddle leaf fig, Pink frangipani, Sparrow's mango (for caterpillars, herbs, spices and its medicinal value), Lengkuas (Galangal) (a digestive aid), Pandan wangi (for cramps, headaches, to lower blood pressure), Pegaga (dubbed the "miracle elixir of life"), Pokok kari, Basil, Orange jasmine, Lemon grass, Turmeric, Kaffir lime & much more.

Central Eco Park (Level 8)

- Creating a **"forest" environment** with **trails, cascading water**, rainforest trees and ferns. A natural ambiance of trees and flowing water for **mental relaxation** and well-being.
- **Facilities:** 50m lap pool, wading pool, pavilions, jacuzzi, decks, boardwalk, forest eco walk, atrium, etc.

Kayu manis (Cinnamon), Palms, a variety of rainforest trees (Meranti, Jelutong), flowering trees (Pink frangipani), Kadok (to aid digestion and treat fever), Mexican Petunia, Iris, Flamingo lily, Scarlet spiral flag and a variety of ferns.



Forest eco walk



Atrium



50m lap pool



SKY PARK

Youth Deck (Level 23)

KEY LANDSCAPE FEATURES

- Provide spaces for **connecting, conversations**, while encouraging an immersion in the outdoors and an appreciation for nature.
- **Facilities:** Pocket gardens, outdoor gym, lounges.

TREES & SHRUBS

Kelat gelam (a forest tree with roots and leaves used in traditional medicine), Happiness tree (a nesting site for birds), Arrowhead vine (removes air pollutants), Basket plant (treats muscle and joint rubs), Aglaonema (purifies the air) & much more.

Family Deck (Level 27)

- With facilities that bring families together, the Family Deck is all about **building community** and **relieving the stresses** of city life. **Harvesting fresh vegetables**, healthful herbs and traditional remedies are also a feature.
- **Facilities:** Sky games area, gardening corner, kids' corner, reading cove, etc.

Pegaga ("a pharmacy in a one herb"), Aloe vera (treats burns and sunburn), Aromatic ginger, Spiral ginger (for intestinal complaints), Peace lily (purifies the air), Turmeric, Daun kesum & more.

MOONLIGHT DECK (Level 45)

KEY LANDSCAPE FEATURES

- Not just a sanctuary in the sky for residents, this precinct also hosts a selection of plants that **improve air quality and reduce pollution irritants** and whose foliage helps keep the building's temperature lower.
- **Facilities:** Gardens, entertainment area, viewing deck, reflexology, etc.

TREES & SHRUBS

Pink Frangipani, Bunga susun kelapa, Fiddle leaf fig, Terung pokok (a magnet for birds and butterflies), Brazilian Ironwood.



Moonlight deck



SERIOUS STYLE DESIGNED FOR YOU

Introducing the Parc3 C1 Show Unit (3 Bedroom+2 Bath)

An **affordable family home** that has it all.

Bright and airy with three bedrooms and 2 bathrooms, - a **practical layout** to meet all the needs of a young family.

Two bedrooms and a multi-use third room that can be a study / utility / music room / bedroom (it also fits a single bed very comfortably and a spacious desk for a cosy workspace).

The C1's two bathrooms means **no sharing is needed**. There's also a bright living room for valuable family time. Plus all **the benefits and lifestyle innovations** of Parc3! The unique *My Home Garden* concept, the Celebrity Kitchen to entertain, the Moonlight Deck on Level 43 to chill and much more.

The C1 is a practically laid out 865 sf and prices start at over RM600,000.

Visit our Parc3 Sales Gallery to view the C1 Show Unit, or contact the Parc3 sales team on:

+6017-275 7188



Living room & dining



Kitchen and dining



A cosy third bedroom or workspace cum guest room



Nancy Yeoh from the Joey Yap Academy sharing Feng Shui tips with attendees



The Wabi Kusa Workshop in progress



Attendees examining the Feng Shui elements in Parc3



A completed Wabi Kusa creation

FENG SHUI & WABI KUSA WORKSHOP

Two community workshops were organised by Eupe in October to energise the mind, attract good fortune, as well as learning to **blend nature with the home environment** through aquatic planting.

The first was a Feng Shui talk, highlighting **tips for wealth and happiness** by Nancy from the Joey Yap Group, as well as personal Ba Zi readings.

This was followed by a Wabi Kusa workshop in which participants learnt the art of creating and caring for an indoor aquatic garden to create a **living piece of natural art** in their own home.



Whatsapp blast and Facebook ads promoting the day's activities



SHARE THE JOY!

Parc 3
KL SOUTH



The Christmas Wreath Workshop in progress



Participants proudly displaying their Christmas wreaths



Christmas wreath-making!



A Paper Quilling Workshop in progress



A Christmas tree made out of recycled materials

SHARE THE JOY XMAS EVENT

Sharing the **special joy and spirit of Xmas** with Cheras residents was the theme of this event which included special workshops led by festive experts at the Parc3 Show Gallery:

- *Gingerbread Decorating Workshop* in which participants learnt to adorn one of **Xmas' favourite delights** with fun sweets to create a joyous as well as appetizing treat.
- *Christmas Wreath Workshop* where participants learnt the **delightful skills of Xmas wreath making** to adorn their doors with the festive spirit.
- *Paper Quilling Workshop* where participants learnt to make their own **special Xmas cards** to send to families and loved ones.

The Share The Joy event also raised RM880 which was donated by those who attended the event to help those in need at a local charity home (see page 12).

A big thank you to everyone for their **generosity and community spirit!**



Materials for the Gingerbread Decorating Workshop



Santa making a surprise appearance



Christmas refreshments!



Spreading the joy - Free postcards designed / drawn by the Eupe team for attendees to send wishes on (and mailed by the Eupe team)



Whatsapp blast and Facebook ads promoting the day's activities



Participants showing off their Gingerbread



GENEROSITY IS A NATURAL GIFT EUPE EXTENDS A HELPING HAND



Eupe has a proud tradition of lending a **helping hand in the community**.

Its *Building Hope Charity* program is all about raising funds to assist those most in need.

That's the reason why Eupe sales and marketing staff in the company's Kuala Lumpur office decided to give a helping hand to Bodhi Homecare in Cheras.

Bodhi Homecare is housed in a temple in a low-cost housing area and is a registered NGO care home.

Sick or mentally challenged children, who were abandoned at their gates are raised at the home. The home provides **shelter for the old, infirm and homeless** who have no one to take care of them.

The Home is also a **sanctuary for animals** and offers kindergarten classes for free for the local community.

The residents' sleeping quarters were burnt down some years back by vandals and now they sleep on the floor of the prayer hall of the home's temple.

There are currently about 20 children living at this home. Five are without birth certificates, and are not able to attend school. While older children and more able residents help out where they can, all the Home's services are provided for free.

Every bit of outside support counts so as part of the Eupe's 'Share the Joy' Xmas community event at Parc3 Show Gallery in Cheras on 15 December, those who participated in the event's activities were also asked to **contribute either money or goods to the Home**.

The Charity Drive raised a total of RM1160 in cash from those who attended the Xmas Celebration event as well as in-kind donations such as rice, coffee, sugar, flour, biscuits and cooking oil.

In addition, staff in Eupe's KL office donated a total of RM1,676, making a **total of RM2,836 in donations** to the Home.



The Eupe team delivering groceries, dry food and contributions to the residents of Bodhi Homecare. Staff contributions and proceeds from the workshops were all donated.



School holidays is a great time for parents and their children to spend quality time together and **create shared memories**.

That was the inspiration for **three holiday events** organized by Eupe for both parents and kids at the Parc3 Show Gallery.

FLOWER WORLD • 18 NOV 2018



Participants and their floral creations



The Flower Making Workshop (Floral World) in progress

Floral workshops

DISCOVER YOUR CREATIVITY • 24 NOV 2018



The Creative Clay Workshop creations



The Art Workshop in progress



Painting and art workshops

REDUCE, REUSE, RECYCLE • 8 DEC 2018



A Recycling Basket Weaving Workshop in progress. Participants were taught to weave baskets and containers from discarded plastic (powdered) drink sachets.



Making creative art from recycled items



Chinese calligraphy for attendees



A Guzheng performance



The lion dance to usher in good fortune

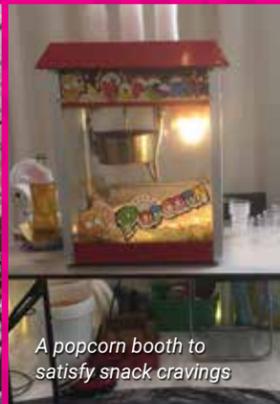
CELEBRATING THE SPIRIT OF TOGETHERNESS



Attendees receiving Chinese paper cut-outs and calligraphy



Zi Wei Feng Shui readings in progress



A popcorn booth to satisfy snack cravings

Chinese New Year is a **very special time** of year for many of Eupe's customers and supporters.

To help celebrate this special time of reunion and giving, Eupe held a special CNY event on February 16 for families and friends at the Parc3 Show Gallery.

The theme was celebrating the best of CNY traditions, and in particular the **spirit of togetherness**.

Those who attended the free event to usher in the Year of the Pig were treated to:

- A Lion Dance where those who posted a picture of it on Eupe's Parc3 Facebook page were able to redeem special lion dance cookies;
- The opportunity to have their family portrait taken;
- Traditional Chinese music performances; and
- Zi Wei Fortune-telling.

There was also a 3D Art Jelly workshop, as well as CNY treats such as egg tarts, CNY cookies and healthy, infused water.

The CNY event also co-incided with the **launch of the Parc3 C1 Show Unit** (see page 8) at the Gallery.

As part of the launch, those attending were invited to take a picture of the show unit and post it on Eupe's Parc3 Facebook page, in return for free movie tickets or a chopstick and spoon set.



The 3D jelly workshop in progress



Attendees showing off their jelly art creations



Jelly making



Jellies that are too beautiful to eat!



A photo booth for that mandatory family new year shot!



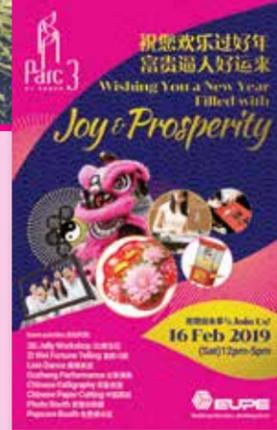
Chinese paper cut-outs in progress



Creating and keeping memories



Paper cut-outs of auspicious words for attendees to take home!



Facebook ads, Whatsapp blast and street banner promoting the day's activities



Event activities 活动列表:
 3D Jelly Workshop 3D果冻花
 Zi Wei Fortune Telling 紫微斗数
 Lion Dance 舞狮表演
 Guzheng Performance 古筝演奏
 Chinese Calligraphy 挥春祝福
 Chinese Paper Cutting 中国剪纸
 Photo Booth 家庭合照
 Popcorn Booth 免费爆米花

EUPE BRINGS A TOUCH OF ART AND STYLE TO CNY



Article in Edge Property on Eupe's Red Packets



Red packets are a big part of every Chinese New Year celebration.

That's why Eupe goes to great lengths to make sure the red packets it sends as a gift to all its customers and supporters each CNY are full of **colour, inspiration and joy**.

Eupe's collection of Ang Pow packets this year was a set of six designs that focused on the theme of **reunion and togetherness**.

The designs, when arranged together, create a scene of a family joyfully celebrating a CNY reunion meal.

The whimsical design, and the creative spirit behind it, was **recognized by The Edge Property magazine**.

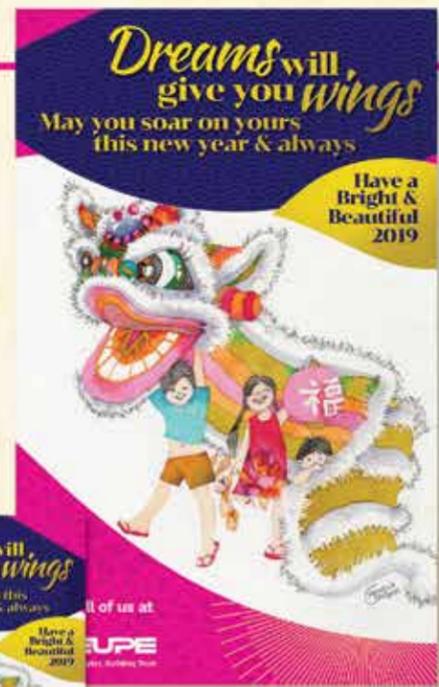
It nominated Eupe's Ang Pow packets as **among the best** given out this year by Malaysia's property developers.

Also fast becoming a Eupe tradition is its annual **CNY celebration logo** specially drawn by Eupe's head of marketing, Datin Michelle Gan.

This year's logo shows happy children taking part in a CNY Lion Dance.

The message accompanying it is **"Dreams will give you wings: May you soar on yours this new year and always"**.

The CNY logo was shared to all Eupe's supporters and followers via its social media platforms.



CNY artwork: A reminder to never lose sight of the child within all of us. To always see the world with wonder and bewilderment.



Novum: A new landmark for South Bangsar



Artist's rendering of completed Novum project

NOVUM

SOUTH BANGSAR

BOLD NEW VISION RISES IN BANGSAR SOUTH...

As Novum at South Bangsar enters the final stages of construction, its iconic design and **striking architectural impact** is becoming more apparent every day.

Novum, Eupe's maiden project in KL, was carefully conceptualized and designed to make a **defining statement on the skyline** of one of the city's newest precincts.

'Iconic Design' is a key part of the Eupe's community building and sustainability philosophy.

The idea is that by investing significantly in design in order to raise the high bar on architectural innovation, Eupe aims to develop residential buildings that become a **focal point for community identity and pride**.

Project construction for Novum is now more than 90 per cent complete and the building's signature pixelated facade is now being put in place.

The facade is inspired by the **pixels of computer screens** and signify the New Bangsar, as well as 'new' which is the meaning of Novum in Latin.



...WHILE ANOTHER TAKES SHAPE IN SOUTH KL

As Eupe's first KL project approaches construction completion, it's second – Parc3 in South KL – is taking shape.

Construction of the 46-level building, which began in September last year, is now at Level 7.

As with Novum, Parc3 has been designed as a **bold landmark** and will give Cheras – one of KL's established precincts - a new focal point of **innovative urban architecture**.

Parc3 is expected to be completed by the end of 2021.



Artist's rendering of completed Parc3 project



Parc3 construction is gaining momentum

COMING SOON

NEW LAND TO BOOST KL EXPANSION STRATEGY

KLCC

Parc 3
KL SOUTH

VIVUS
SEPUTEH

NOVUM
SOUTH BANGSAR

PJ South

Eupe's expansion into KL is moving ahead with the company announcing in December it has secured land for its **fourth project in Klang Valley**.

The 2.9 acre site in Petaling Jaya (PJ South) will be developed as a high rise residential project but will differ from the Eupe's current projects in the Klang Valley.

"Our first three KL projects have been targeted at niche, aspirational markets. This new project will be positioned to **target home makers on a limited budget**, explains Eupe Group Managing Director, Dato' Beh Huck Lee.

"Buying land in this location is a strategic response to a changing property market environment. It will allow us to target a growing segment of the market where **affordability is very important**."

Eupe, which has built more than 22,000 homes over the past 30 years in Kedah, began its expansion into the Klang Valley market with the launch of Novum at South Bangsar in 2016.

Novum is almost totally sold out, while Parc3 at KL South has exceeded more than 70 per cent take-up rate, a **strong outcome** in what continues to be a challenging market.

Further details of the PJ South project will be announced later this year.

EMBRACING FUTURE PROSPERITY FOR KEDAH



Dato' Beh addressing the ISI conference

In December, Eupe Group Managing Director, Dato' Beh Huck Lee addressed the Kedah International Business and Investment Summit in Langkawi. The theme of the conference to Summit, which was organised by the International Strategy Institute, was **'Kedah in a New Malaysia: Building a Resilient Economy'**. This is an edited version of the address he gave.

Today I'll be speaking on the topic of property development and future trends and opportunities in Kedah. But I also want to link the trends I'm highlighting in my sector to the broader picture of Kedah's economy and future prospects.

Eupe has been building homes in Kedah, particularly around Sungai Petani - Kedah's biggest and fast-growing growing population centre - for nearly 30 years.

Developing land in today's market means having **clear answers and actions to three questions**. One, who are my customers? Two, what do they want and how do we respond to their needs?

Three, how can we anticipate and respond their future needs even before they know they want them?

They are not only the keys to building success in the property sector. They are critical to **every sector - and every company**. This because we now live in world where consumers not only have more spending power, thanks to the internet they have more information than ever to share and compare products.



LANGKAWI CONFERENCE

On our doorstep is one of the biggest economic transformations in human history - the rise of China.

TREMENDOUS OPPORTUNITY

Kedah's economic well-being for a long time into the future will be tied to fortunes of its agriculture sector. Like property development, the success of Kedah's agriculture sector is tied to how well it **maximizes the value of land**.

On our doorstep is one of the biggest economic transformations in human history - the rise of China. Kedah has a tremendous opportunity not just to be the food bowl of Malaysia. It is a once-in-a-lifetime opportunity to become an important source of food for China.

But it means a fundamental rethink of land use - in the same way property developers have had to rethink how they get the most value from the land they invest in. Meeting a **massive upswing in consumer demand** from the Chinese market means being open to new technologies and ways of working to make production more efficient.

But the China opportunity is not just about producing more food to meet mass demand. Like property developers, this new world of more informed, more demanding customers means agriculture needs to come up with **more innovative, niche products**.

A CHANGE IN MIND-SET

As with property development, this means a whole new way of customer-focused thinking. I highlighted 'listen, respond and anticipate' as the three rules that guide us as property developers. These rules are all the more important for agriculture.

Land is what Kedah has plenty of. But we need to develop a new mind-set that sees land as a flexible platform for producing new and **innovative products for customers who demand difference**.

Eupe has been building townships and communities for 30 years. An important part of these communities are the local businesses that serve the needs of residents.

*This is the first of occasional series - called **Eupe Neighbours** - featuring business owners in and around residential communities developed by Eupe who are dedicated to giving Eupe homebuyers great service at a great price!*

RAVE SALON

Fancy having your hair done in an Award Winning Shiseido Professional salon while enjoying a hot cuppa (delivered from the café behind)? Or imagine de-stressing with an essential oil head and neck massage and a refreshing scalp treatment with Shiseido products.

Right among the Carnivall Business Centre shops (behind Heart and Soul / The Black Kettle) in Sungai Petani is **Rave Salon** - a gem of a discovery.

Rave Salon, founded by **Justin Tan Ching Wei** is the first and only **Shiseido Professional Partnership salon in Sungai Petani**. The salon have also just won the **Shiseido Professional Beauty Innovator Award for 2018 (Total Creation Category Grand Prix Winner)**. Justin is the **first Grand Prix winner from Northern Malaysia**, and two of his creations were shortlisted as top 5 finalists- an impressive achievement!



Phone:
+604-440 4140

Address:
A80, Jalan 2, Cinta Sayang
Resort Homes, Sungai Petani,
08000 Sungai Petani, Kedah.

Business Hours:
Mon-Thu 10:30AM - 8:30PM
Fri-Sun 10:30AM - 7:30PM

Services:
Hair & scalp treatments / Hair wash /
Hair perming & straightening / Hair colour /
Hair cuts / Aromatherapy head &
shoulder massages / Hair styling &
makeup for events

The salon opened in 2013. Its proximity to the residents of Eupe's Cinta Sayang residential precinct spurred Justin to start his business here. We spoke to Justin about his passions and his salon.

What do you find most rewarding about your job?

"I found that I could help (my clients) look different. I could help them find confidence in their looks with a new image. Their smiles after I complete my work on them are the reward. I discovered that I could make a difference in the way a client sees him or herself. It is not just technique. It's also a marriage of passion and art."

What inspires you?

"Fashion and hair are always evolving. I like to stay up to date. I find it exciting to explore new techniques, new way to achieve new looks, and to constantly create."

How would you describe your average customer?

"I have a mix of males and females although the bulk of my customers are female. They are of every age!"

What makes your salon stand out from the crowd?

"Our salon styles are more Japanese inspired as I find that this is more suited to our Asian features. The Japanese are also very strong in techniques and very stylistic. We are also using only Japanese products – specifically Shiseido Professional in our daily hair creations. In fact, our salon is the first and only Shiseido Professional Partnership Salon in Sungai Petani. All our technical training is based on the Japanese training program.

Japanese style salons are rarer in our country, which is usually dominated by European brands. I think we are very different in this sense. We focus a lot on not just styles, but the tools, techniques and fashion trends that are new to ensure that we are able to always create something fresh for our customers."

Who cuts your hair?

"My staff! This gives them the opportunity to learn and gain more experience! It also gives them more confidence to serve our customers."

MEET THE PEOPLE BEHIND THE EUPE NAME

What is your role/position at Eupe?

I'm the Personal Assistant to the Group Managing Director, Dato' Beh. My main roles is to organize the MD's diary and appointments, as well as organize and coordinate all his meetings. I am also the General Admin Assistant Manager in office so I also organise company events and functions.

What is the most enjoyable or interesting part of your role?

Organising the company's internal activities, events and functions is both very satisfying and very interesting. I meet a lot of different people through the process and I enjoy coordinating and working closely with Eupe's staff to make each event successful. Making sure each event is a success is a great motivation for my job.

What is the most difficult or challenging part?

There are always urgent issues that come along and need to be solved right way. Because they're mostly unexpected, I have to come up with quick solutions in a very short lead time which is not always easy!

Where is the most interesting place you've been to, and why?

It would have to be Bangkok because of its great shopping & food. Actually I'm most happy when I'm enjoying fun and happiness with my family and friends.

What skill or hobby outside of work would you like to become better at?

I really like cooking. I like to learn different ways of cooking using recipes from friends, online or books. Every weekend I cook for my family. While I know how to cook, I don't know how to bake. One day I will conquer it and bake the best cakes! Besides cooking, I like jogging and the outdoors. I have run in the local Sungai Petani marathon which was exhilarating.

What is your favorite inspirational quote?

"Before comparing yourself with others, win the battle with yourself. Strive to be better today than yesterday, and better tomorrow than today."

If your life was a book, what would its title be?

'Busy Mummy'



Felycia Ooi
Personal Assistant to
Group Managing Director



We Instagram To Inspire

Eupe's Instagram page aims to inspire or put a smile on our followers' faces (or both!) with quotes and images that celebrate Malaysia's rich and diverse culture, as well as the richness of life in general.

Here are some of our more popular recent IG posts



Follow our Instagram page at [eupecorpbhd](https://www.instagram.com/eupecorpbhd)

A selection of our favorite recent Facebook posts

Architecture We're Inspired By

These buildings prove sustainable architecture + high design are a perfect pair.

<https://bit.ly/2zFlwSI>

Sustainability Architecture in 2018.

<https://bit.ly/2Jheon1>

Interior Design that Defines Style

New Year, New Kitchen trends! These Trends Are Going To Be Everywhere In 2019.

<https://bit.ly/2PHhhjy>

Get inspired with the best 2019 interior design trends!

<https://bit.ly/2Evm82b>

Hexagon tiles add an eye-catching & stylish look to your home.

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KL Office: D-26-1 Menara Mitraland,
No.13A, Jalan PJU 5/1, Kota Damansara PJU 5,
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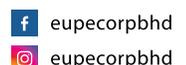
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Developer's License no: 19122-1/08-2019/0660(L) • Validity: 29/8/2017 - 28/8/2019 • Advertising & Sales Permit no: 19122-1/08-2019/0660 (P) • Validity: 29/8/2017 - 28/8/2019 • Approving authority: Dewan Bandaraya Kuala Lumpur • Ref no: (18) DLM, BP S2 OSC 2017 0881 • Land tenure: Leasehold (until year 2114) • Total units: 793 units Serviced Apartments • Built-up: 592sf • 1470sf • Expected date of completion: September 2021 • Land Encumbrances: CIMB Bank • Selling Price: RM425,000 - RM1,294,000 • Type of Development: Serviced Apartment
All information contained herein (including specifications, plan measurements and illustrations) are subject to amendments without notification as may be required by the authorities or the developer's consultants and is not intended to form and cannot form part of an offer or contract. All measurements are approximate and illustrations are artist's impressions only. The descriptions of the specifications of building materials are merely general descriptions and may vary according to the types of units, which will be specifically provided in the Sale and Purchase Agreement