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**Trust**

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5th Floor, Wisma Ria, Taman Ria, 08000 Sungai Petani,  
Kedah Darul Aman, Malaysia. | T. +604-441 4888

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

# Property trust

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## EUPE'S MD TALKS ABOUT LIFE AFTER COVID-19

Other stories in this edition:

- Another milestone for Parc3
- Hacks to make working from home a breeze

Novum Buyers  
Share Their  
Positive Feedback





# MANAGING DIRECTOR'S MESSAGE

## LIFE - AND LIVELIHOODS - AFTER COVID-19

As we get to the end of 2020, it is worth reflecting on some of the important learnings that this year of unprecedented disruption and uncertainty has brought us.

The restrictions placed on the community to curb the spread of COVID-19 have placed a significant burden - and in many cases, tremendous hardship - across our community.

It has meant being separated from the things we value most - family, friends and work.

The COVID-19 virus has reminded us that we can never take the precious gift of good health for granted.

With a vaccine now close at hand and the prospect of the current health emergency receding over next 12 months, it's also time to consider some other important lessons from the past year.

***COVID-19 has highlighted that good health and well-being is a shared responsibility.***

Malaysia's success in tackling the virus has been largely the result of everyone observing the rules and sharing a common commitment to safeguarding a healthy and safe community.

In short, it has shown that meeting complex challenges requires all us to work together. This means temporarily putting aside short-term personal interests for the common good of the entire community.

At the same time, while the global response to the pandemic has put the spotlight on the need for stronger, more adaptable health systems, one aspect of the ongoing debate on how best to manage the virus needs more focus.

The priority in tackling a threat like a pandemic should always be on saving lives. But saving lives also needs us to take a broader view of community health.

Restrictions on movement has curtailed the virus death toll. But it has also led to a number of indirect health and well-being issues resulting from large areas of our society and economy being shut down for prolonged periods.

The loss of employment, or reduced hours and income for many, has created huge stress. This is likely to mean a significant mental health challenges for many over the short to medium term.

Movement restrictions is also likely to result in future health challenges for many people who have missed out on health checks or important health care.

***We need to be mindful that our hard-won gains in tackling COVID-19 do not dash hope or instill strong fear in ways that can have long-term, negative economic and community consequences.***

That's why the focus from government, business and the community going forward has to be firmly on saving livelihoods as well as lives through the re-building of economic confidence and activity.

In this way, I hope many will start to see that 2021 not only promises better health, but also better prospects and opportunity that can underpin our community's well-being in the long-term.

Dato' Beh Huck Lee

Group Managing Director  
Eupe Corporation Berhad





# NOVUM

SOUTH BANGSAR

MAKES A PREMIUM  
IMPRESSION



As the handover of Novum - Eupe's first project in KL - nears completion, buyers are experiencing the award-winning architectural and lifestyle design first-hand.

For Eupe, customer satisfaction and trust in the homes we design and build is our priority.

That's why we proud to share with you the latest photos of the Novum @ South Bangsar and its numerous innovative design and lifestyle features that raise the high bar on contemporary urban living.

And we're also proud to highlight the feedback of just a few of Novum buyers who have been pleased to share their Novum experience with us.

Child with Paper Plane sculpture

Child with Star sculpture

Tower B's lobby, designed to inspire

Main lobby of Tower C features this artistic light fixture

Novum's breathtaking 50-metre infinity pool

A tranquil space to unwind and relax

Novum's 4-storey Sky Garden with spectacular reflective ceiling



# HAPPY BUYERS SHARE THEIR NOVUM EXPERIENCE

## Seeing is believing!

As a proud Novum unit owner, I must sing the praise of, and share some of the highlights:

- Common facilities that exude new urban lifestyle
- Breathtaking Olympic-size pool and the integrated playground offering tranquility and satisfaction
- Zero material defects - a pleasant surprise upon inspection

All in all, NOVUM is truly a value-add property.

- Bee Hong -

## Eupe lives up to their promises, as they delivered the property as per their marketing brochure.

They have gone the extra mile in enhancing the aesthetics of the facilities floor and maximising the usage of space in the common area. In addition, there are a lot of green elements in Novum which is something most high-rise properties located near to CBD area lack. I am particularly impressed by the façade, the tastefully designed lobby for each tower and the celebrity kitchen.

I am very satisfied with my purchase of this property in Novum. My initial intention was to buy it as an investment, but upon seeing the final product, I ended up moving in to stay there.

- Jimmy Yim -

## Eupe has proven itself in delivering a great product to the owners.

The facilities deck is spacious and has been designed with lots of art and colourful designer seats. There were minimal defects during the VP (vacant possession) process and the overall quality has been superior. We are very pleased with the unit as delivered.

-Kenny Phan -

## My dealings with Novum could not have been better.

I am very happy with the services provided, from the sales team through to the vacant possession and the defect teams. They have carried out their work with competence, efficiency, warm-heartedness and most importantly, are very customer-oriented.

- Tan Swee Kun -

## I must say I was impressed when I took my keys.

The whole VP (vacant possession) experience was one of the best that I have been through. The facade, facilities and common areas are exactly the same as per the scale model and artist impressions. I have brought a few friends over to view Novum and they all have said the developer has definitely over-delivered for this project! Excellent development.

- Kathleen Wong -





# ANOTHER MILESTONE FOR PARC3

Construction of Eupe's second project in Klang Valley - Parc3 @ KL South - has reached a major milestone.

Project construction has reached the 46<sup>th</sup> floor - the highest floor of the building.

"Getting to this stage has not been easy and has involved a lot of hard work, focus and dedication from all our Klang Valley team.

"We are very pleased to have reached such an important milestone with Parc3 - a project we are sure will raise the bar on natural living and affordable luxury in this increasingly popular precinct," says Dato' Beh Huck Lee, Eupe's Group Managing Director.



Construction of Parc3 reaches the highest floor



Parc3's innovative facade fronting the 33-acre Taman Pudu Ulu

The 2.67-acre leasehold project in Jalan Pudu Ulu, Cheras, was launched in October 2017 and is nearly fully sold.

A limited number fully furnished units are still available for sale. To find out more about the Parc3 fully-furnished unit offer, please contact the Parc3 sales team at:

**+6017-275 7188**



## EUPE EMPLOYEES DISPLAY THEIR BEST 'GO-GREEN' IDEAS.

As the world grapples with more man-made pollution as well as the challenges of climate change, everyone has a responsibility to do more to preserve our natural environment so the planet remains liveable for future generations.

With this in mind, Eupe hosted a sustainability contest for its employees to uncover and reward their best ideas on making sustainable living a part of daily life.

All Eupe employees were invited to enter by submitting their current or new-found 'go-green' habit/ lifestyle.

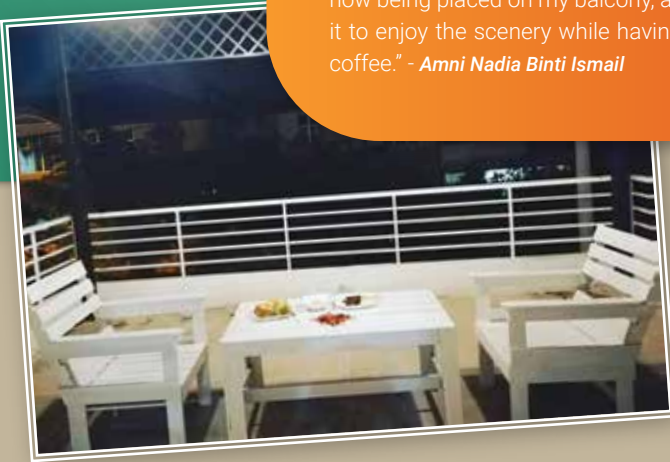
The contest, which offered cash prizes for the best ideas, attracted many innovative entries from our employees. Three winners from each of Eupe's three offices were selected by a judging panel of Senior Managers who are also members of Eupe's Sustainability Committee

The judging criteria included the quality of idea, its practicality and its sustainability impact.

A selection of the varied entries included:



"I made an outdoor coffee table and chairs using recycled wooden pallet. The furniture is now being placed on my balcony, and we use it to enjoy the scenery while having a cup of coffee." - Amni Nadia Binti Ismail



"My wife always make toys for our children using recycled items such as plastic cups, papers, straws, cornflakes boxes etc. We enjoy it very much and we always do it together. Not only we help to save the earth, we are also able to spend time as a family." - Kelvin Lim





# EUPE FEATURES IN EDGE LIFTOUT

Eupe and its latest projects recently featured in a major liftout in The Edge, Malaysia's leading business and property publication.

The 8-page feature highlighted Eupe's successful completion and handover to buyers of Novum @ South Bangsar, its first KL project, as well as progress with its second project in Malaysia's capital, Parc3 @ KL South.

The liftout featured an extensive interview with Eupe's Group Managing Director Dato' Beh Huck Lee on the company's unique approach to property development and lifestyle design and how this award-winning approach is underpinning Eupe's success in the Klang Valley property market.

The liftout, which appeared in both print and in the The Edge's popular website, also focused on Eupe's innovative public art approach in which major art works and sculptures are incorporated directly into the architectural and lifestyle design of its project.

You can read the liftout by visiting Eupe's website at:  
<https://eupe.com.my/eupe-in-the-media>





# PRODUCTIVITY HACKS FOR WORKING FROM HOME

Over the last few months, as the COVID-19 global pandemic continues to impact almost every aspect of our lives, businesses have experienced unprecedented disruption.

Companies and workers have had to quickly adopt and find innovative, new ways to keep operating, as movement restrictions and other measures to contain the virus have major impacts on business certainty and continuity.

With no immediate plans for workers to return to their place of work, businesses, large and small, have started to adapt and embrace remote working in a more permanent way.

While it is becoming the new norm for many of us, there are real challenges with working from home that can impact on our focus and productivity.

So we've put together some simple ideas and routines to help make working-from-home more sustainable and productive.

1

## Maintain a Morning Routine

A simple way to set the tone for a productive day is to maintain a regular morning routine. Tempting though it may be to stay in the bed for an extra hour, it is important to discipline yourself and stick to a routine that can not only help you kick-start your work day but keep it structures.

Make an effort to take a shower and change out of your pyjamas and into your work-from-home outfit

Just this simple routine can make you more awake and mentally prepared for the working part of your day.



2

## Find a Dedicated Workspace

In an ideal scenario, remote employees would have a dedicated office set up in a spare room, with a door that can be shut to separate work life from home life. But not everyone has this sort of home-office space or arrangement at their disposal.

The key here is to set aside a designated space in your home – be it the kitchen table or the dressing table - as the “office space”. Avoid working on your bed or anywhere dedicated to relaxation as this will lower your focus and productivity.



3

## Structure your Day

Creating a schedule and time-batching your tasks can help you get the most out of the hours in a day. An effective structure should include - just like working at the office - establishing working hours, prioritising urgent matters, taking regular breaks and checking in with your colleagues. Here is an example of a [Productivity Schedule](#).

Your schedule should be also flexible enough to take into account unforeseen obligations or non-work tasks, but sticking to what works best for you allows you to find a rhythm and focus more on each task at hand.



# 4

## Set Boundaries

Communicate with everyone in your home or whoever sharing your space so they know when you are working. Share your schedule with them so they can accommodate to your work needs. If you have other family members or housemates who are also working from home, try to work in separate spaces and work out a work schedule that works best for everyone.



# 5

## Communicate with your Colleagues

It is common to feel disconnected or less motivated when you are working remotely, especially when you don't get to strike up a water cooler chat or hang out with colleagues after work. But with so many online tools now available, virtual interactions to foster workplace friendships has never been easier. You should schedule video calls with work colleagues that might include taking virtual lunch breaks with each other, initiate morning catch ups or even celebrate each other's milestones.

The more you're involved in meaningful workplace relationships the better your productivity and wellbeing is going to be.



# 6

## Make To-do List

Identify the list of things that need to be done for the day. You can either use [Google Tasks](#) or [Outlook Tasks](#) to help stay organised. If you prefer a physical to-do list, you can also opt to write your tasks on a [printable template](#) and tick them off as you go along.

With a to-do list, you're able to break complicated or big assignments into smaller, more manageable tasks that you can help keep your focus.



# 7

## Care for Yourself

Eat a balanced diet, exercise regularly, practise good hygiene and stay healthy. Set boundaries between your work and personal life to prevent remote work burnout. Try surrounding yourself with nature or live plants. These are proven to reduce stress, elevate mood and increase productivity.



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# RIA VISTANA

PADANG SERAI



## IMPIAN

Banglo Berkembar Setingkat

Luas Tanah 35' x 80' / Luas Binaan 26' x 52'

- Reka bentuk moden kontemporari
- Ruang tamu & makan yang terbuka untuk ruang yang optimum
- Ketinggian sling 16' di ruang tamu & makan untuk pengudaraan yang lebih baik

## MALIANA

Teres Mewah Setingkat

Luas Tanah 20' x 70' / Luas Binaan 20' x 49'

- Reka bentuk moden kontemporari
- Ruang tamu & makan yang berasingan
- Dapur basah & kering yang terbuka untuk ruang yang optimum

Ruang tamu tingkat 1

Ruang tamu tingkat bawah

Ruang makan



## Teya

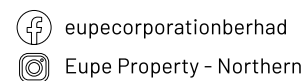
Rumah Teres Setingkat Setengah

Luas Tanah 22' x 75' / Luas Binaan 22' x 45'

- Reka bentuk moden kontemporari
- Siling yang tinggi untuk pengudaraan yang lebih baik
- Kawasan berpagar & berpengawal
- Dapur basah & kering yang terbuka untuk ruang yang optimum
- Lokasi yang strategik dipenuhi kemudahan



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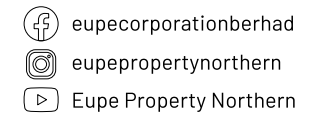


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# MEET THE PEOPLE BEHIND EUPE

## What is your role and responsibilities at Eupe?

I am the Senior Manager of Technical Support Management. I have been working with Eupe since 1988 and I hold a Degree in Civil Engineering and Master in Business Administration. I'm primarily in charge of liaising with government and planning authorities so Eupe's Northern projects meet all government requirements.

## We were told that you are recently dubbed Eupe's 'COVID-19 Manager'. Can you share more about that?

To prevent the spread of coronavirus, Eupe (Northern) – like all building and construction companies – is required to strictly follow the COVID-19 operating procedures and rules set by the Government.

One of the requirements of these new rules has been to appoint a COVID-19 officer as the company's control person throughout the pandemic – and I am honoured to take up this very important role with the help from all staffs.

As Eupe (Northern)'s COVID-19 Manager, it is important for me to keep myself briefed on all the relevant COVID-19 related knowledge and updates from Government so the company has the latest information on how to deal effectively with the virus. I also need to make sure all our northern employees and our construction workers comply with the Government's instructions to minimise the risk of virus exposure.

It is not an easy task because people can become infected without knowing. However, with the good strong support team, I need to ensure anyone who has potentially exposed to someone with COVID-19 reports to their superior.

## Noordihan Hashim

Senior Manager  
of Technical Support Management

## What brings you the most joy in life?

As an employee, accomplishing my team's goals brings me a lot of satisfaction.

As a father and leader of my family, being able to provide for my family and making sure they are happy and healthy brings me a lot of joy.

## What's one thing most people don't know about you?

I'm the founder, advisor and chairman of the Storm Taekwondo Club (Storm Tkd) in Kedah. Storm Tkd is a martial art association with members, including black belts, ranging from 4 to 30 years old.

## If you could live anywhere in the world for a year, where would it be?

If I had the opportunity to travel for a year, at the top of my list would be to visit, with my wife and daughters, countries with glaciers or beautiful beaches.

## What is your New Year's resolution for 2021?

I hope for three things:

- The COVID-19 pandemic in Malaysia is brought under control so that life can go back to normal.
- Malaysia's economy to bounce back so businesses and jobs can thrive again
- Eupe keeps growing as a success company so it can continue to deliver sustainable returns to all its stakeholders.



*Chips & Bites, CSR's outdoor bar with sweeping golf course views*

# THE PLACE TO BE FOR 'STAY, PLAY, EAT, MEET'

Cinta Sayang Resort has been one of the Northern Region's best tourist landmarks for the past three decades.

The Resort was officially opened by **Almarhum Sultan Almu Tasimubillahi Muhibuddin Tunku Alhaj Abdul Halim Muadzam Shah Ibni Almarhum Sultan Badlishah** in **February 1990**. Since then, Cinta Sayang Resort has become a popular destination for Kedah's royals, local and foreign golfers as well as domestic and local travellers.

This all-in destination features the first 18-hole golf course to be developed in Kedah; a hotel with renovated chalet rooms and apartments; recreational facilities such as a training pool, cardio and weights equipped gym, squash court and tennis; food & beverage outlets; events & conference facilities as well as The Carnivall Waterpark.

Comfort and safety is the Resort's priority when it comes to preparing its suites and meeting rooms for its guests. In 2016, the Cinta Sayang Resort underwent a complete renovation with suites renovated with a modern contemporary concept.

Cinta Sayang Resort has a range of venues for special occasions, offers an extensive ballroom with spectacular views of the golf course as well as Jerai Hill.

Cinta Sayang Resort will shortly open a semi fine-dining restaurant that offers traditional Malay cuisine. The CS Specialty Restaurant will be an exciting addition to the Resort's culinary offering and will be the first and only place to offer a traditional Malay fine-dining experience in a state well-known for its rich Malay culture.

Cinta Sayang Resort truly is a home away from home and more than lives up to its reputation as the 'Stay, Play, Eat, Meet' hub in the Northern region, with staff more ready than ever to welcome and pamper its guests.

For bookings and inquiries, please contact the Resort at:

**04-441 4666**

*Cinta Sayang Resort's CS Specialty Restaurant*

*Ballroom featuring spectacular views of the golf course and Jerai Hill*



Please note that in line with the Government's Recovery Movement Control Order, the Resort has decided to temporarily close The Carnivall Waterpark until **31<sup>st</sup> December 2020**.



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