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

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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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EST8 @ SEPUTEH – EUPE'S NEXT GROUND -BREAKING PROJECT

Other stories in this edition:

- Eupe steps up to tackle urban hunger
- Eupe trials new 'green' building system
- SPARK - a fresh retail look for northern Malaysia

MANAGING DIRECTOR'S MESSAGE

LIGHT AT THE END OF TUNNEL

As we pass the one-year mark since COVID-19 was declared a global pandemic by the World Health Organisation, we are starting to see a ray of hope for the end of what has been a tough period for Malaysia.

A number of COVID vaccines are now being rolled out around the world and they are already achieving excellent results in curbing the virus' spread.

Yet a large part of the population needs to be immunised to achieve "herd" immunity, as well as being protected against introduction of variants from other parts of the world.

In short, while we can now see that a return to normality is not far away, it is important for everyone to continue taking preventive measures, including good personal hygiene, to keep the transmission rate as low as possible.



Dato' Beh Huck Lee

Group Managing Director
Eupe Corporation Berhad

The pandemic highlights the need to think outside the box in terms of planning and design to make sure the homes we build are as safe as possible.

EST8'S COVID-SAFE FEATURES

The scale and reach of COVID-19 pandemic has changed many of our perceptions about risk and safety. In particular, it has taught us to better prepare for what is often an unpredictable and fast-changing future.

This is particularly the case for the property development industry. The pandemic highlights the need to think outside the box in terms of planning and design to make sure the homes we build are as safe as possible.

Our new development in KL - Est8 @ Seputeh - is an example of how Eupe strives to adapt to change through innovative design as we seek to safeguard those who buy our properties not only from the current public health risk, but future ones as well.

The plumbing system of high-rise residential developments plays a critical role in the prevention of disease transmission. Conversely, a poorly designed system can spread airborne viruses, putting everyone living a high-rise residential development at risk.

One of the key COVID-safe features that we have integrated into Est8's design is what is called an active drainage ventilation system.

This advanced piping system is designed to ensure that there is always water barrier in the drain trap. This effectively creates a protective seal that prevents virus and germs escaping the piping system and circulating in the home.

As public awareness of the frontline role of home design in safeguarding public health - particularly in urban environments where housing density is high - these and other design innovations are likely to become standard in the industry.

You can find more details on Est8 @ Seputeh, including this and other COVID-safe features we are incorporating into Est8, in this edition of Property Trust (page 4 - 7).

TOP PROPERTY DEVELOPERS AWARD

Underlining our innovative approach to property development, Eupe has recently been named as one of the Top 30 Property Developers at the The Edge Property Excellence Awards (TEPEA) 2020.

This award recognises Eupe as a sustainable company delivering high quality products for both homeowners and investors.

It is an honour to be recognised in this way, alongside with many of Malaysia's other leading property developers. It adds to the recognition Eupe has received over the past year through a string of high-profile design awards and other accolades.

In the next edition of Property Trust, I hope to be able to share with you, news of another major design award won by Eupe that will again highlight how we are raising the high bar on architectural and eco-design excellence in Malaysia.



DISCOVER YOUR STATE OF DIFFERENCE

Eupe's next major residential development is almost ready for launch and promises to our most ground-breaking project to date.

Est8 @ Seputeh (pronounced 'estate') is located in one of KL's premium locations – just a stone's throw away from Mid Valley shopping precinct and its world-class shopping, dining and entertainment.

The development has been painstakingly crafted to create an exclusive sanctuary of serenity and safety in the heart of the city.

Central to Est8's masterplanning are meandering walks, forested lush gardens and premium lifestyle facilities, all designed around the concept of 'distinctive difference'.

This difference is highlighted throughout the project's design, gardens and facilities by the theme of childhood fairy tales.

As Eupe's Head of Marketing and Sales Datin Michelle Gan explain: "Every aspect of Est8's planning and design aims to create a unique sanctuary of calm and tranquility so everyday urban life, especially time with family and friends, is made more distinctive and more memorable".

Est8

SEPUTE H

A State of Difference



Celebrity Kitchen
(Through the Looking Glass)



50-Metre Lap Pool
(Pandora's Dream)



Business Centre
(Pavilions in the Park)



Gymnasium
(The Jewel Box)

DISTINCTIVE FACILITIES

Eupe's award-winning design approach means every facility at Est8 is about creating iconic lifestyle difference. Each of the 40-plus facilities has been designed in itself to make a bold architectural statement while raising everyday living to new heights.

Celebrity Kitchen encased in a glass box with expansive views of Est8's gardens - the ideal place to cook and entertain privately with style. And to step into the threshold of another world.

Business Centre housed in 3 vibrant pavilions for privacy equipped with work stations, meeting rooms and state-of-the-art office technology.

50-metre Lap Pool and Wading Pool inspired by the gardens of Pandora in Avatar and set amongst lights, foliage and the winding paths of Est8's Enchanted Garden.

Fully-equipped gymnasium encased in glass to give your fitness routine an energetic lift.



Walk in the Woods

SERENE TRAILS AND PEACEFUL GARDENS

At Est8, a myriad of gardens and trails will immerse you in the serenity of nature.

Est8's five Sky Gardens represent the 5 elements in Chinese FengShui : Metal, Wood, Water, Fire, and Earth. Combined with magical landscape design, each garden offers its own unique theme and ambience, allowing your imagination and lifestyle to soar.



Hansel & Gretel's Sky Garden

COVID-SAFE FEATURES

With the COVID-pandemic putting the spotlight on enhanced home safety and security, Est8 will offer the best in lifestyle innovations that promote and protect your personal health, including COVID-safe design features.

Est8 has been masterplanned to circulate healthy, fresh air throughout the building and units as well as an innovative water piping system that minimizes the risk of airborne viruses. Special sanitizing/washing stations will also take centre stage at Est8.

The Est8 Show Gallery is now open by appointment only. For further information or to book an appointment, please contact:

+6017-275 7188



An innovative wastewater system in every unit designed **to curb the spread of airborne virus** and other germs.



Hand hygiene stations located throughout Est8.



Facility design that enables **socially-distanced interaction**.



Specially designed air ventilation system to circulate **healthy, safe air**.

CORPORATE UPDATE



Eupe Named Top Property Developers

Eupe is honoured to have been ranked in the Top 30 Property Developers by The Edge Property Excellence Awards 2020.

The ranking is a further recognition that Eupe is continuing to make its mark through its innovative approach to architectural design and property development.

Check out the story on the awards at TEPEA Special Report: <https://bit.ly/38HgYN4>

SUSTAINABILITY WINNERS SHARE THEIR INSPIRATIONS

Eupe recently organised a sustainability contest for its staff in order to encourage their ideas on how to 'go green' and promote sustainable living to help fight climate change. The **Sustainability Starts with You** contest attracted many very thoughtful and innovative entries from staff, which sparked our interest to find out more about the inspiration behind the staff members who were the competition winners.

Sustainability Starts with YOU Contest

Hafizah bt Hashim Winner (Northern)

of Sustainability Starts with You Contest

Q What motivates/ inspires you to be environmentally conscious?

A I love to live a minimalist lifestyle by cutting out unnecessary purchases. When you choose to be environmentally-friendly in your daily life, you effectively reduce your carbon emissions and help create a greener world.

Q Can you share an interesting/ amusing/ fun green living experience?

A I once used the wrong ratio of materials for my compost pile and it attracted lots of bugs and pests.

Q Do you have any sustainability advice for everyone else who finds it difficult to live green?

A You just have to make up your mind to live green and turn it into an action.

Amni Nadia Runner-up (Northern)

of Sustainability Starts with You Contest

Q What motivates/ inspires you to be environmentally conscious?

A It all stems from my love for nature and the desire of creating a better world for the next generation. Seeing and hearing alarming environmental news such as ecosystem destruction has made me decide to be more environmentally conscious.

Q Can you share an interesting/ amusing/ fun green living experience?

A An ex-colleague from my previous employment encouraged me to live green. She basically recycled every single thing and turn it into something useful (for example, turning old baby clothes into table deco and glasses into flower pots).

One time, she scolded me for not recycling my plastic water bottles. Since then, I've been recycling everything I can and depositing them into the Environment Idaman recycling bin on a weekly basis.

Q Do you have any sustainability advice for everyone else who finds it difficult to live green?

A Start by taking small steps in sustainable living. Once you realise the impact you make with every small step, you will start to do more and you will eventually be much happier by helping to create a better environment.

Kelvin Winner (Klang Valley)

of Sustainability Starts with You Contest

Q What motivates/ inspires you to be environmentally conscious?

A To create a better world for our next generation. As parents, we are the role models for our children. Therefore it is also important to share our passion with them to nurture the environment.

Q Can you share an interesting/ amusing/ fun green living experience?

A My children and I once constructed a decorative table using recycled wood pieces. We spent a long time on the project but the time spent with the children working together was worth every second.

Q Do you have any sustainability advice for everyone else who finds it difficult to live green?

A Start by understanding the value behind being environmental conscious and commit yourself to it. Then just enjoy the process of acting more sustainably.

Joyce

Runner-up (Klang Valley)

of Sustainability Starts with You Contest

Q What motivates/ inspires you to be environmentally conscious?

A Going green can help you save money. I reduce my expenses when I reuse and recycle things. An example of saving money is returning egg cartons to the egg seller which means I get a discount on my next purchase.

Q Can you share an interesting/ amusing/ fun green living experience?

A My in-laws and I always pass recyclable items (such as aluminium cans and glass bottles) to an old jobless relative of my mother-in-law, for him to make some extra money.

Q Do you have any sustainability advice for everyone else who finds it difficult to live green?

A The easiest thing anyone can do is to bring their own bags to the grocery store or supermarket. You can also keep a glass container in their car for takeaway food and even make some cash by selling recyclable items (i.e. plastic bottles, milk bottle, and glass containers) at buy-back centres like the one in Ikano Power Center.



Photo Credit: <https://www.ipc.com.my/services/recycling-buy-back-center/>

EUPE PARTNERS WITH AUTISM CAFÉ PROJECT MALAYSIA TO GIVE AWAY FOOD



Imran from Autism Café Project Malaysia making cupcakes from scratch for the food distribution.



Boys from the Autism Café Project are excited to be preparing the food packages.



Distribution of packed lunches at Flat Kenanga, Gombak



The food distribution programme was organised jointly with Autism Cafe Project Malaysia, Dutch Lady Malaysia and Universiti Teknologi MARA Shah Alam.

In the midst of the COVID-19 pandemic, Eupe extended a helping hand to the most in need during the public health crisis by providing free packed meals to the B40 lower-income families in Gombak and Shah Alam. The food distribution was organised in collaboration with Autism Cafe Project Malaysia - a social enterprise that empowers autistic youths, as well as other generous sponsors, including Dutch Lady Malaysia and Universiti Teknologi MARA Shah Alam.

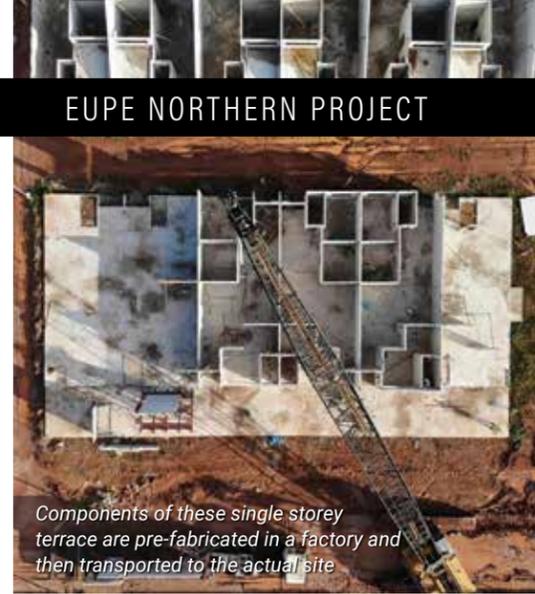
Group Managing Director of Eupe, Dato' Beh Huck Lee said, "Not having enough to eat is among the many challenges faced by the urban poor households in Klang Valley, especially during a pandemic. We are grateful to play our part in giving back to the local community in a small part and in the process, supporting a worthy social enterprise."

The appetizing packed meals were all prepared, cooked, packed and hand-delivered by the autistic boys and committed staff from Autism Cafe Project Malaysia.

"Eupe's order of the food packages helps our autistic boys earn a living. Working empowers them, helping them to become productive members of the community, rather than living on the fringes." said Mohd Adli Yahya, founder of Autism Café Project Malaysia.



Maliana @ Padang Serai, Kedah is being constructed using Industrialised Building Systems.



Components of these single storey terrace are pre-fabricated in a factory and then transported to the actual site

EUPE TAKES A BIG STEP FORWARD IN GREEN CONSTRUCTION

Responding to the growing need for a more sustainable construction industry, Eupe is taking a major step forward in sustainable property development with the use of a new building system.

The Industrialised Building Systems (IBS) is a leading-edge construction technique that involves the manufacturing off-site many of building components required for a housing project. These components are then transported to the construction site to be assembled or installed.

"IBS has many benefits compared to the conventional construction method where construction of building components is largely carried out on-site.

These benefits include improved quality, reduction in construction time and as important, a more efficient use of building materials," said Eupe's Group Managing Director, Dato' Beh Huck Lee. "This means a smaller environmental footprint for property projects using the IBS system because there is lesser wastage in the materials used to construct them".

The IBS is being trialled by Eupe in the development and construction of one of its latest affordable housing project - Maliana @ Padang Serai, Kedah.

"Although using IBS for the construction of our 8.76-acre affordable housing project does mean some additional costs, we are excited to have adapted this innovative technology for our development because of its potential to make property construction much more environmentally sustainable."

"We're aiming also to extend the use of the IBS system to our other current and future projects."

Maliana @ Padang Serai features 29 units of single storey terrace houses. Limited units are still available. To find out more about this project, please contact:

+6013-4411 858



MALIANA

Teres Mewah Setingkat

SPARK*

ignite your senses

Introducing the first integrated container park for small business and other emerging retail outlets in Sungai Petani - **SPARK Box Park** by Eupe Corporation Berhad.

Strategically located in Taman Ria - a long-established township in Sungai Petani, SPARK Box Park is designed to bring a new level of vibrancy and liveliness to the precinct and create a brand new experience for local residents.

With its low-cost, accessible space, it is also intended to provide a much easier entry point, in terms of rent and set-up costs, for small entrepreneurs such as young people or housewives to start their own business.

Since the opening of SPARK, outlets setting up shop at the container park have focused on food, lifestyle and culture, with the aim of connecting people from all walks of life by offering a variety of options of food & beverage, arts and events.

As Eupe is committed to sustainability, SPARK's attractions - which include street art and large art sculptures, are made of recycled or eco-friendly materials such as used containers, oil barrels, tyres and PVC pipes.

To rent a space at SPARK Box Park, please contact:

+6012-563 2588

+6012-531 2588

sparkboxpark@gmail.com



These eco-art sculptures at SPARK Box Park - 'donuts' - are made of recycled tyres



Variety of food & beverage selections on offer at the SPARK Box Park

Creative street painting at the entrance of SPARK Box Park



Life-size barrel art placed around the container park

Lot Melayu sahaja

Link Banglo Setingkat

Luas tanah: 59' x 65' | Luas binaan: 1,510 kps

- **Siling yang tinggi** di ruang tamu.
- Reka bentuk **moden kontemporari**
- Kawasan **berpagar & berpengawal**
- Lokasi yang **strategik dipenuhi kemudahan**
- **Ruang besar** di bilik utama

Gambar hanya sebagai ilustrasi sahaja

MEET THE PEOPLE BEHIND EUPE

What is your role and responsibilities at Eupe?

I have been tasked to help manage Novum, Eupe's first completed property project in KL, as well as another large, upcoming new project in PJ South.

For Novum, one of my main responsibilities is to work closely with my colleagues at the site office to manage the progress of the defect rectification work and collect and respond to suggestions and feedback from the residents for future improvement.

As an architect, hotel consultant and project manager in my previous jobs, I believe I am able to contribute a lot of insights and expertise in helping Eupe to create a unique residential product in PJ South, which will have a big emphasis on resort living.

Why did you choose this career?

I always believe a comfortable home is where we spend most of our time. With my past experience in design and hospitality, I hope to be able to help craft a tasteful living space for the residents of our development.

What was the funniest thing that happened to you recently?

I forgot to take my slippers off when I left home and went to work!

How would your best friend describe you?

A person who loves to travel. Before the pandemic, I used to travel to many different places and enjoyed staying in different hotels with my family. I used to organise two trips a year – one overseas and one local. I also like to share photos of hotels that we stayed in on social media. So far, my 9 year old son had visited 8 countries since the year he was born and I personally have visited over 50 hotels over the past 5 years.

What fictional character do you identify with the most and why?

Batman - because I like to wear black.

What is the least useful skill/ talent that you have?

I can identify the brand of most cars by just seeing the head lamps, front grilles or tail lights.



Jazz Law
Senior Project Manager



+6013-4411 858
eupe.com.my



A project by: **EUPE KEMAJUAN SDN BHD** (150839-X) A Subsidiary of **EUPE CORPORATION BERHAD** (377762-V)

Pemaju: Eupe Kemajuan S/B • Tingkat 5, Wisma Ria, Sg Petani • No. Lesen: 3828-34/03-2022/0524(L) • Tempoh Sah: 16/08/2020-15/08/2022 • No. Permit Iklan & Jualan: 3828-34/08-2022/0524 (P) • Tempoh Sah: 16/08/2020-15/08/2022 • No Rujukan: MPSPK(IP)B.25/2020'D'RK M • Projek perumahan 18 unit rumah berkembar setingkat berharga Min.RM639,984 Max.RM758,344 • Dijangka siap 2022 • Petan diluluskan: MPSP • Jenis hak milik: FREEHOLD • Bebanan tanah: Tiada

INDULGE IN A CULINARY EXPERIENCE AT



Cengkih Specialty Restaurant offers authentic traditional Malay cuisine

Cengkih

SPECIALTY MALAY CUISINE

Cinta Sayang Resort - Eup's award-winning resort destination in Sungai Petani - is home to a variety of great dining options.

Crowned as the 'Top Hotel for Honeymoon, Top 3 Hotels for Families and Top 4-Star Hotel in Sungai Petani', Cinta Sayang Resort is definitely the place to come to for a romantic getaway, family staycation, or just enjoy a delicious meal.

From traditional local cuisine to a comforting hot pot or just a chilling beer, dining at Cinta Sayang Resort is an unforgettable experience.

Cinta Sayang Resort's semi fine-dining restaurant - **Cengkih Specialty Restaurant** - offers authentic traditional Malay cuisine, with lavish delicacies including *Itik Salai Masak Lemak Cili Api*, *Asam Pedas Kepala Ikan* and *Tempoyak Udang*.

Cinta Sayang Resort's **Al Fresco @ Chips & Bites** is famous for offering the **best steamboat in town** at an affordable price as well as picturesque views of the resort's 190-acre golf course.

Love birds are also welcomed to indulge in a romantic 4-course **Asmaradana Candle Light Dinner** - specially curated by the Resort's Consulting Chef, with balcony views when they sign up for the Asmaradana Suite & Dinner Package. The package also includes a floral bath, a mystery gift and a personalised love card.

An **idyllic gathering** place, Cinta Sayang Resort's state-of-the-art **Bum Bum Bar** caters for a range of celebrations and events. Quench your thirst after a round of golf with a cool drink or enjoy cocktails mixed by the Resort's certified bartender.



Asmaradana Candle Light Dinner features a specially-designed menu



Cinta Sayang Resort's Bum Bum Bar

SIMPLE STEPS TO KEEP YOUR HOME COVID-FREE

While COVID-19 vaccines are now being distributed across many countries, experts say the battle against the virus could still take some time to end.

That's why everyone need to continue to stick to precautionary measures to stop the virus from spreading while the vaccine program is being rolled out.

This means keeping our homes COVID-free, particularly when we know the virus can continue to live on some surfaces in our home for hours, or even days.

Here are some useful tips to help keep your home COVID-free.

Wash your Hands

Proper hand washing is an essential preventive measure in fighting COVID-19. It is a good idea to wash your hands often even when you are at home - especially when you have returned from being outside, or touched a potentially-infected surface (such as food packaging and any deliveries), when you have used the bathroom and before you eat.

Regular hand washing with soap and water at home means the risk of transferring germs and viruses from one surface to another is greatly reduced.





Clean & Disinfect

Viruses can remain infectious for 3 - 7 days on glass, stainless steel and plastic surfaces. So it is important to regularly clean and disinfect those areas of your home that are frequently touched, such as doorknobs, door bells, faucets, countertop, TV remotes, mobile phones and switches.

The best way to clean these areas is with a disinfectant wipe or spray. You can easily make your own by mixing 5 tablespoons (1/3 cup) of bleach per gallon of room temperature water.

To make sure there is sufficient "contact time" for the disinfectant to work, it should be left on the surface you are cleaning for at least 1 minute before being wiped off.

When doing laundry, try not to shake the dirty laundry so you minimise the possibility of dispersing any viruses in the air. You can also choose to use detergent that contains bleach for more efficient sanitisation and set your washing machine to the warmest available water setting, and dry laundry on a hot cycle for at least 45 minutes.

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<https://www.wsj.com/articles/how-to-keep-your-home-free-of-coronavirus-germs-11583867479>
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<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/improving-ventilation-home.html>

Ventilation & Filtration

Studies have shown that allowing air to circulate in enclosed spaces can help to disperse the airborne virus particles – which are thought to remain suspended in the air for long periods. That is why it is recommended to improve ventilation and filtration in your house, especially when you are sharing the same house as someone who is sick.

Here are some simple ways to improve ventilation in your home.



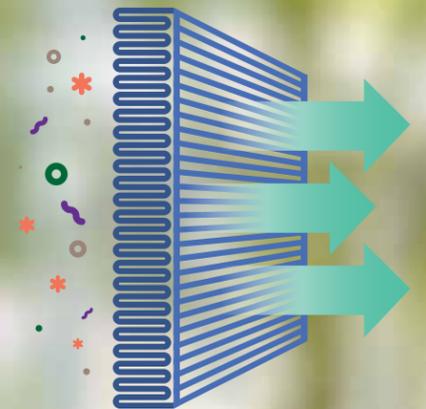
Ensure Heating, Ventilation, and Air Conditioning (HVAC) maximises ventilation with filter - by turning on the 'fan' function



Use exhaust fans in bathroom and kitchen



Open windows and doors to bring in fresh air



Improve level of air filtration by using high-efficiency particulate air (HEPA) purifier

Est8

SEPUTEH

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A Unique Haven of Serenity & Style at Seputeh, KL

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KLANG VALLEY OFFICE D-26-01, Menara Mitraland, No.13A, Jalan PJU 5/1, Kota Damansara PJU 5, 47810 Petaling Jaya, Selangor, Malaysia. T.+603-7610 0638 (GL) F.+603-7610 0651/52