

Property

# Trust

Vol. 29

2024 | APR - JUN

6-7

Putting

**The Green Into  
Cinta Sayang Resort**

8-9

Eupe Fun Run

**Raises RM160,000  
for the Community**

14

**Nurturing**

**Future Architects**

with Eupe's Design Contest



## Eupe triumphs on the world stage

Parc3 awarded FIABCI World Prix



Building  
**Lifestyles**  
Building  
**Trust**

# Managing Director's Message

Eupe has had the privilege of receiving a number of high-profile Malaysian property design awards in recent times.

We're always grateful to be honoured with these accolades.

In June, Eupe was awarded the world FIABCI award for best high-rise residential development for our Parc3 @ KL South development. The global FIABCI awards are often referred to as the 'Oscars' of property development.

To win such a highly sought-after global award was certainly an honour, if not an unexpected one, given Parc3 is only our second high-rise project in KL, and third ever high-rise development.

Parc3 won the FIABCI award in the face of very strong competition from projects by bigger property development companies operating in prestigious property markets such as Singapore, Hong Kong and Europe.

So it is tremendous recognition for everyone at Eupe who brought the project to reality, particularly during the very challenging times of COVID 19.

*Dato' Beh Huck Lee*

**Group Managing Director**  
Eupe Corporation Berhad



*HOMES SHOULD BE DESIGNED AND BUILT TO BE THE PLACE WHERE OUR BEST MEMORIES ARE MADE AND OUR PHYSICAL AND MENTAL-BEING IS NURTURED AND SUSTAINED.*

## The True Meaning of Awards

Any award is only truly meaningful if we have successfully carried out our most important job as a property developer - designing and building a home for our buyers that meets their highest standards. In short, an award is of value to us only if it recognises the value we have created for our buyers.

Homes should be designed and built to be the places where our best memories are made and our physical and mental-being is nurtured and sustained. I'm pleased to say that based on feedback from our buyers, our mission to create a home that makes a positive and lasting difference to the lives and lifestyles of those that live at Parc3 is being achieved.

And that is the best recognition of all.

On the other hand, we also recognise the fact that we may have overlooked certain details when we carried out the project. We may not be attuned to how you could be using your units more efficiently, or if there is anything else we should have done.

If we can have your suggestions, that will mean so much to us.

## Running to Support the Community

Also in June, Eupe held a very successful charity fun run at the company's Cinta Sayang Resort in Sungai Petani.

The Run for a Greener Tomorrow event raised more than RM160,000. All funds will go to assist groups that support those in need in the Sungai Petani community, as well as organisations that nurture and protect the natural environment.

This was an outstanding effort and my thanks goes to the 800 runners who participated, along with a long list of generous sponsors of the event.

In a world where people increasingly seem to be moving apart, the event reminds us of the importance of coming together to achieve a common goal.

Cinta Sayang Resort- which first opened over 35 years ago - has long played an important role in bringing the Sungai Petani community together.

I hope to see that role expands as we continue to host community events at the Resort and introduce new community facilities in the near term.

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# Eupe Globally Recognised at The FIABCI World Prix D'excellence Awards 2024



*World Gold Winner trophy for Parc3 in the Residential High Rise category.*



*Dato' Beh Huck Lee (1<sup>st</sup> from the right) receiving the World Gold Winner trophy from FIABCI World President, Budiarsa Sastrawinata (2<sup>nd</sup>).*

After clinching the victory with Parc3 @ KL South at FIABCI's Malaysia Property Awards on 9 March 2024, Eupe proceeded to compete against 60 other countries for world's best residential high-rise building at the FIABCI World Prix d'Excellence Awards 2024.

The FIABCI World Awards recognise projects that embody the very best excellence in all property design disciplines. The Awards are judged by a total of nearly for categories with three or more entries.

Due to the extremely high standards of judging and prestige, the Awards have been referred to as the "Oscar Awards" of the property industry.

On 30 May 2024, Parc3 was crowned the **World Gold Winner in the Residential High Rise category** at the FIABCI World Prix Gala Award dinner in Flower Field Hall, Gardens by the Bay, Singapore. The Silver Winner was Martin Modern, a Singaporean luxury condominium by GuocoLand Limited.





*Dato' Beh and Datin Michelle Gan (First row, 3<sup>rd</sup> and 4<sup>th</sup> from the left) celebrating with the Eupe team.*



*Dato' Beh on stage with the other World Gold Winners for the FIABCI World Prix d'Excellence Awards 2024.*

Since the establishment of this category in 2010 by FIABCI, Malaysia has only won the World Gold Winner award a total of 3 times with **Parc3 being Malaysia's 4<sup>th</sup> winner.**

In his address to the award's ceremony, Budiarsa Sastrawinata, FIABCI World President, emphasised the great significance of the awards for both FIABCI and the global real estate sector: "The FIABCI World Prix d'Excellence Awards stand as a beacon of distinction, recognising outstanding projects that not only exemplify architectural and design brilliance but also embody the values of sustainability, community engagement, and ethical business practices."

The award dinner was attended by representatives from the United Kingdom, Brazil, Hungary, Australia, Taiwan, Indonesia, Austria, Kazakhstan, Singapore and Malaysia representing 26 different developments.

Asked about how the Eupe team felt about winning the award, Dato' Beh Huck Lee, Group Managing Director said, "The team is obviously delighted by this recognition. **Their motivation is always to create the best home possible for our buyers.** So they're humbled to know all the hard work they have put into creating a dream home at Parc3 has been recognised in such a prestigious way. It shows that what can be achieved in Malaysia's property sector can lead the world."

Despite the numerous awards Eupe has won over the years, Dato' Beh also had this to say, "Awards are judged on past performance. Success needs to be repeated if we are to reach our long-term goals. We truly seek to make our next project better than our last. So the challenge for us is to aim and achieve even higher with our next projects. It also acts as a reminder that we can always do better in everything we do, keeping our feet on the ground and striving for continuous improvement."

For more information on Eupe's winning philosophy, The Star newspaper has provided background insight in its article here:

<https://www.thestar.com.my/starpics/2024/05/31/eco-conscious-living-solutions>

Oriental Daily's Mandarin coverage of the event and Dato's interview can be found here:

<https://www.orientaldaily.com.my/news/videos/2024/06/05/656770>



# Sustainable Practices. Transforming Our Environment One Step at a Time



In an era where environmental consciousness is paramount, businesses and communities are increasingly adopting sustainable practices.

At the forefront of these efforts is Eupé's Cinta Sayang Resort and its commitment to environmental stewardship. Here, we explore the Resort's array of innovative sustainability actions and initiatives.





### Solar Lights

Cinta Sayang Resort has installed solar-powered lights throughout its area and car park. This not only reduces energy consumption but also contributes to a cleaner environment. These lights harness solar energy during the day and illuminate the area automatically at dusk.



### Recycling Plastic, Paper, and Aluminium

The Resort runs a robust recycling programme, encouraging employees and visitors to separate recyclables. They collaborate with local recycling centres and waste management companies to ensure proper disposal, including food waste.



### Raising Chickens for Fertiliser and Eggs

Raising chickens serves dual purposes at the resort:

- Fertiliser: Chicken manure is an excellent natural fertiliser for gardens and crops.
- Farm-to-Table Eggs: Eggs collected from the chickens are used in the resort's kitchen.

### Water Dispensers Instead of Plastic Bottles

Filtered water dispensers have been installed in hotel corridors, encouraging guests to refill reusable bottles and reduce plastic waste.

### Pond Water for Golf Course

The resort reuses pond water for golf course irrigation, significantly minimising the need for freshwater and reducing environmental impact. Proper filtration and treatment ensure that the water quality is maintained.



### Farming Their Own Herbs

A small, organic herb garden has been created on-site, using available green spaces efficiently and reducing the need for transportation and packaging required in sourcing herbs off-site. These fresh, organic herbs are utilised in the resort's kitchen operations.



### Community Events

The Resort has long been a community hub in Sungai Petani. Moving forward, the resort aims to upgrade its facilities to better foster community engagement. These improvements will also provide opportunities to organise events that connect with the community, distribute educational materials, and highlight the importance of sustainability initiatives such as recycling.

Every small step toward sustainability matters. Through these initiatives, Cinta Sayang Resort is making a positive impact on the environment and inspiring others to follow suit. Their efforts demonstrate a commendable commitment to creating a greener, more sustainable future for all.

### Changing to LED Bulbs

Traditional incandescent bulbs have been replaced with energy-efficient LED bulbs across the resort. LEDs consume less electricity, have a longer lifespan, and emit less heat. Additionally, the resort uses motion sensors and timers to optimise lighting usage.





# Running to Improve Lives & The Environment



Zumba instructors warming up the Fun Run participants.



On 8 June 2024, Eupe held a charity fun run at the Cinta Sayang Resort in Sungai Petani "Run For A Greener Tomorrow". The event attracted **close to 800 participants** including Eupe staff from both the Central and Northern offices as well as Eupe's partners from KL and Sungai Petani.

In line with Eupe's "Building Strong Communities" philosophy, the 5-kilometer run was held to raise money for programs and organisations that uplift the surrounding community, provide support to the disadvantaged or carry out initiatives to restore nature.



Eupe staff stationed at the Fun Run registration booth.





# RUN FOR A GREENER TOMORROW

Despite the light morning rain, the participants persevered through the track that ran through the Resort's golf course with the first participant ending the Run with a **record time of 16 minutes**.

The Fun Run ended with a light breakfast from McDonalds and a Lucky Draw with prizes such as an electronic bike, vacuum cleaner, air purifier and smart watches **worth up to RM4,500**. Each participant also received a customised T-shirt and a participative medal with hand drawn artwork by Eupe's Director of Sales, Marketing and Design, Datin Michelle Gan.

The Run **raised more than RM160,000** which will be donated as part of Eupe's "Building Hope" program to various environmental organisations such as the **World Wildlife Fund (WWF)** as well as other community groups to help those less fortunate.

Registration for the event began at 7.00 am at Cinta Sayang Resort's lobby followed by a lively round of Zumba choreography at 7.15 am led by various dance instructors.

At 8.00 am, Dato' Beh Huck Lee, Group Managing Director of Eupe, gave an opening address welcoming the runners before they dashed off from the starting line.



Various food and drink vendors and health brands donors set up stalls to provide participants with a quick meal and to encourage healthy living.



# Building Back Nature

## Why Biodiversity is Important for Eupe

Biodiversity is an important indicator of nature's health.

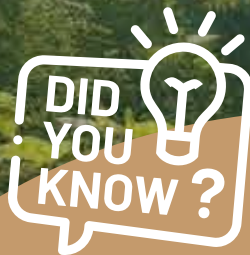
More biodiversity means more plant and animal species. This means nature is thriving.

**Biodiversity is also important to humans.**

A more biodiverse environment means cleaner air, water and soil. This means healthier humans as well.

And as many studies show, being surrounded by **a thriving, biodiverse environment that help connects us with nature means we also become happier and less stressed.**

But over the past 30 years, biodiversity around the world - and in Asia particularly - has been falling sharply.



- Animal and plant species are now going extinct at **1,000 times the normal rate.**
- **42% of all species could be lost** in South-East Asia by the end of this century if the current rate of biodiversity decline continues.
- **More than 200,000 acres of rainforest are burned every day** - equivalent to 78 million acres every year.
- Global wildlife populations fell by **69 per cent between 1970 and 2018.**

The cause of this rapid loss of biodiversity is human development.

Our cities are quickly expanding, meaning more land-clearing and less nature. We are using more natural resources to produce the consumer products and food that support our rising living standards.

Without action, biodiversity will continue to decline - and the negative impacts on our own well-being will grow.



## Eupe's Approach to Biodiversity

This is why Eupe is now focusing on helping to improve biodiversity as part of our sustainability efforts.

Our approach lies in increasing both the 'quantity' and the 'quality' of nature in our residential developments.

Quantity means setting aside much **more space** for landscaping and gardens in our developments than required by planning regulations.

Quality means **increasing the variety** of the plants and other vegetation we use in landscaping these green spaces.

Carefully selecting more diverse local species that, in turn, attracts more insects and animals, helps create a more biodiverse environment within the projects we design and build.

Helping to turn around the biodiversity decline won't be easy. But it doesn't always involve big steps. Everyone can practice it at home or at work by planting more plants or shrubs.

At Eupe, designing the extensive gardens within our developments as 'biodiversity spaces' helps to build back nature and foster a healthier natural and human world for us all.



All of Eupe's high rise developments in KL contain landscaping well in excess of planning regulations. These plants include many local varieties that are carefully selected to act as natural air filters.

Novum @ South Bangsar has **more than 6 times** of landscaped green areas compared to the requirements of 1,100 m<sup>2</sup>. Parc3 @ KL South's landscape covers **35% of its overall land area** (requirements only require 10%) while Est8 @ Seputeh has **33%** of green space and landscaping, measuring **close to 145,000 m<sup>2</sup>**. Helix2 @ PJ South is not exempt and **30%** of its total area site consists of landscaping despite being more affordable.



The greenery in Eupe's developments are not only aesthetic but are specially curated herb gardens which residents can **harvest for personal use** such as for cooking or as natural remedies. These herb gardens come equipped with **QR codes to educate** residents on their use. The plants have also been specifically chosen to create a **natural eco-system** for local birds and insects as well as act a natural repellent against pests.



Eupe's biodiversity approach aims not just to preserve existing nature but add more nature. To achieve this, Eupe has conducted comprehensive biodiversity audits for two of its upcoming projects, Circadia @ Belfield in KL and Edgewater in Sungai Petani.

Eupe's project team and landscape designers will use the biodiversity audit as the basis to develop the landscaping and green space areas to increase the amount of biodiversity on the site compared to what is already there.

The first assessment done for Circadia measured the number and types of species of birds, butterflies, reptiles and mammals. It also found a total of 161 tree species on site, 35 of which were native species. As the site was a former plant nursery, the audit found a larger-than-expected number of fruit tree species.



# The Magic of Walking in Nature

In today's fast-paced world, finding tranquility and connecting with nature can be rare. Most people spend their days staring at screens and feeling overwhelmed by modern life. Yet, a simple remedy exists: taking a walk in nature. Whether it's a stroll in a park, exploring gardens, or hiking scenic trails, immersing oneself in nature offers unparalleled benefits for both mind and body.



## Physical Wellness

Beyond its mental benefits, walking in nature promotes physical health as a gentle yet effective form of exercise that improves cardiovascular health, strengthens muscles, and boosts overall fitness. Physicians recommend at least **150 minutes per week of moderate physical activity**. Unlike gym workouts, walking in natural settings feels less like a chore and more like a joyful exploration, making it easier to integrate into our daily lives.



## Rejuvenating the Mind

Nature's sights and sounds calm the mind and alleviate stress. Research shows that time in green spaces reduces cortisol levels, the hormone associated with stress. A 2019 study found significant cortisol reduction after just 20-30 minutes in nature, with a **21.3% drop** after an hour. Even a brief walk can enhance clarity and focus, providing a refuge from digital screens and a chance to reconnect with ourselves.







## Community and Togetherness

Walking in nature is also a social activity that can **strengthen bonds with friends, family, and community**. Whether it's a shared picnic in the park or a group hike in the mountains, these experiences create lasting memories and encourage a sense of belonging. They remind us of the importance of human connections in our quest for happiness and fulfilment.



*A day out in nature is a great option for family time.*

## Embracing the Journey

Ultimately, walking in nature is about embracing the journey. It's about savouring each step, listening to the rustle of leaves, and feeling the sun on our faces. It's about discovering hidden trails, encountering wildlife, and marvelling at the wonders of the natural world. In these moments, we **rediscover a sense of wonder and gratitude** for the Earth's beauty.

As we navigate modern life, let's remember the transformative power of walking in nature. Nature's embrace offers physical rejuvenation and a profound sense of connection that nourishes the soul. Let every walk in nature be a reminder to slow down, breathe deeply, and appreciate the beauty just beyond our doorstep.



# NURTURING OUR FUTURE ARCHITECTS

## COMPETITION AT USCI ATTRACTS INNOVATIVE DESIGNS FOR EUPE'S NEXT KL PROJECT

Eupe is expanding its vision of building lifestyles through innovative home design by helping to build the next generation of Malaysia's brightest architectural minds.

The first fruits of these efforts are a **collaboration between Eupe and USCI** University's School of Architecture and Built Environment (SABE).

Both parties have signed a Memorandum of Understanding (MOU) that will see the exchange of learning and design ideas.

It also offers opportunities to USCI University's staff and students to apply their skills and knowledge to actual Eupe projects.

Eupe jump started the partnership with USCI University by jointly hosting an **architecture design competition** for students of USCI's SABE.

The competition involved teams from the School competing to design the most aesthetic and functional community space for the sales gallery of Eupe's upcoming RM1 billion KL residential project, Circadia @ Belfield.



*The judging panel from left: Ir. Ng Wai Keong, Mr Paul Chang and Professor Teoh Chee Keong*



*Professor Datuk Dr Rohana (2<sup>nd</sup> from left) and Mr. Tan Ming Siang (3<sup>rd</sup>) signing the memorandum of understanding between USCI University and Eupe.*



*The five finalist groups with USCI University professors and Eupe senior management.*



*First place winners, Team 'Blend', show off their design project and first prize of RM3000.*

The winning team 'Blend', who were one of the five shortlisted teams, **won RM3000 as the first prize** and also received the opportunity to learn alongside Eupe team during the construction process of the sales gallery.

The five shortlisted entries were judged by a panel comprising the Deputy Dean of SABE, Professor Teoh Chee Keong, Eupe's Director of Strategic Projects, Mr Paul Chang, and Circadia's external architectural consultant, Ir. Ng Wai Keong.

Professor Teoh said, "The contest has offered the opportunity for students to understand the challenges and constraints of designing for the real world, which is not always possible in an academic environment. I'd like to thank Eupe for collaborating with the School in such a

unique way and giving our students such a rewarding experience."

Mr Tan Ming Siang, Eupe's Director of Property Development, praised the high quality of the designs contributed to the competition.

"The entries all showed an impressive range of innovative thinking and practical design solutions," he said.

"It's given us a lot of insights into how a new generation of architects and designers think about and approach project design."

Eupe hopes to develop partnerships with other centers of higher learning to create opportunities for the next generation to develop the homes of tomorrow.



# Meet The People Behind Eupe



*Jane Lee*  
Manager, Sales & Marketing

## What are your roles and responsibilities in Eupe?

My role involves leading and managing our People & Culture work and agenda in Eupe's KL Office. At the same time, I would also work with and support our HQ's initiatives in Sungai Petani. No man is an island, and no single department can work in a silo. Hence, working with other departments to achieve our joint goals is something I hold dear to create the best cohesive working environment and to make sure we live up to Eupe's commitment of Shared Value.

## What inspired you to pursue a career in People & Culture?

I enjoy working with people as I find people very fascinating. By being in People & Culture, it gives me the opportunity to focus on where my passion lies because I enjoy working, and am fascinated with people. In other words, I get to live up to the quote "Love what you do, do what you love"

## What do you find most rewarding about working in People & Culture?

People are unique in their own character and personality. Everyone has a story of their own. Whenever I interact and/or work with people, I learn something new from them. That motivates me to improve to be a better person with humility, respect and integrity.

## What's a fun fact about you that most people don't know?

I'm a night owl - my ideas, inspirations and tough thinking come best in the wee hours of the night.

## What's the best piece of advice you've ever received?

There's been tons of good advice given to me by so many wise people. However, one piece of advice stands out to me i.e. Help others in your best capacity if you can and never expect anything in return. I may not know how big the impact of my help might be, but it makes me feel good knowing I did something for others.

## Do you have any hidden talents that might surprise your colleagues?

My first job was as a personal trainer with Fitness First - helping others to achieve their fitness goal through modifying their fitness regime and lifestyle changes.

## What's the most adventurous thing you've ever done?

Not sure if this is considered as being adventurous. I completed the Borneo full marathon (42km) despite having no prior training and being in early pregnancy (first pregnancy too).

## Are there any books, movies, or shows that you're currently enjoying or would recommend?

Books -

1. "The Power of Habits" by Charles Duhigg
2. "The Undomestic Goddess" by Sophie Kinsella
3. "Leading" by Alex Ferguson with Micheal Moritz

## If you could have any superpower, what would it be and why?

Adaptive - I can't change others. I can only change myself.

## Outside of work, what are some of your favourite hobbies or activities?

Outdoor adrenaline pumping activities excite me, especially paintball. Apart from that, I enjoy reading too.

## Are there any skills or areas you're looking to develop further in your career?

Industrial Relations

## How do you maintain a healthy work-life balance, and what advice would you give to others trying to do the same?

I like to make time for things that will sustain and keep me going further in the future. After a long day at work, especially on days where my energy is totally drained, I find solace and re-energise by going for a workout in the gym. My piece of advice, "Take care of yourself now so that you do not need anyone to take care of you in your golden years".





# VIEW HOUSE (Junior)

## 2 Storey Luxury Bungalow

Land Area 68' x 125' | Built-up Area 38' x 66' | From 4,082sf



The latest project by award-winning developer Eupe Corporation Berhad



Highest Growth in Profit  
After Tax Over Three Years (Property)



Top 30 Developers in  
Malaysia 2020-2023



Rising Star Award



PEPS Value Creation  
Excellence Award 2021 (Non-Residential)



World Gold Winner  
Residential High Rise



Best Condo Interior Design  
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