

The clubhouse facilities at Monet Garden



SUNSURIA TO UNVEIL NEW LAUNCHES

in Sepang, Bangsar and Setia Alam

On a calm Thursday morning, upon settling in at a café at Sunsuria Bhd's headquarters in Petaling Jaya, chief operating officer Datuk Simon Kwan talks about Sunsuria Bhd's plans and upcoming launches as well as pandemic-driven changes at the company.

"It is inevitable that we have adopted a hybrid style of management during these times... the way we do business is different. In our work culture and environment, we aim to inspire and instil positivity. We support and encourage our team to focus on health, fitness and overall wellness," Kwan tells *City & Country* as he sips his coffee.

He acknowledges the obstacles faced by the company. "It has been a challenging period amid the pandemic, but we have been active in organising events (albeit virtual). Sunsuria Sports Recreation Club even organised a cooking challenge to keep our team upbeat.

"The pandemic has accelerated our digitalisation process and opened up opportunities. We have digitalised to improve our internal processes, boost efficiency and enhance the customer experience. Our virtual tours and meetings received good response from homebuyers."

For FY2022, Sunsuria plans to focus on products that are in between the medium and high-end market segments. "There is still good demand for landed property, and if the products are introduced at the right time and in a strategic location, especially a suburban area, they typically perform well," Kwan says.

that exude sophistication, with designs that are contemporary yet timeless.

An upcoming, notable development at the master planned township will be Concord Residences, which is slated to be launched in 2Q2022.

Due to be completed in 3Q2024, Concord Residences will comprise 131 units of 2- and 3-storey landed houses with built-ups of 2,055 to 2,587 sq ft, priced between RM750,000 and RM1.3 million.

"Concord Residences will have a modern, British design concept, with large window panes and brick feature walls. The development will be low density, and the units will have spaces that are efficient and flexible," says Kwan.

He highlights that Concord Residences will be within walking distance of Xiamen University Malaysia and the upcoming Concord College. "We will also be developing Concord College, which is expected to be completed by 3Q2023."

Set on a 10-acre parcel, Concord College will comprise 336 en-suite rooms and plenty of facilities, such as a library, laboratories, an auditorium, dancing studios, drama studios, recording studios, art studios, a multipurpose hall, tennis court, track and field stadium, futsal court, swimming pool and dining hall.

The college is ranked among the top three independent schools in the UK for A levels, according to the Independent Schools Council. This is the college's first Southeast Asia campus, with the first intake expected to be in September 2024.

Both Concord Residences and Concord



“Our vision is to provide a more efficient and comfortable lifestyle for people, while also ensuring that the township adopts sustainable building design principles.” — Kwan

brand profile of Sunsuria through products that will embody the smart, livable and sustainable concept.

"Our vision is to provide a more efficient and comfortable lifestyle for people, while also ensuring that the township adopts sustainable building design principles," says Kwan.

In terms of Sunsuria City's target market, Kwan says it is mostly upgraders and those in the middle- to upper-middle-income group, or small families who are

chasers also comprise local investors, who target expatriates working and travelling in the area, especially since it is near the Kuala Lumpur International Airport (KLIA).

In terms of connectivity, Sunsuria City is an ideal international gateway to the country for foreign tourists, expatriates and investors. It is accessible via its own integrated connection to the Express Rail Link (ERL). Other nearby amenities include the Alibaba Digital Hub, Digital Free Trade Zone (DFTZ), Cyberjaya, Putrajaya and KLIA.

"Apart from the upcoming developments, the ongoing projects in Sunsuria City have done exceedingly well, such as contemporary French-inspired Monet Springtime (98% sold), Monet Garden (75% sold) and Monet Lily, which comprises 211 units of 2-storey homes and has been completed," says Kwan.

Currently at its handover stage, Monet Springtime was first launched in 2017 and comprises 308 units of 2-storey terraced homes on a 24.48-acre parcel. "Monet Garden, on the other hand, is already completed, and comprises a total of 246 units of 3-storey terraced houses and 1½-storey townhouses on a 19.45-acre freehold parcel," says Kwan.

"In the affordable range is Tangerine Suites, which is 65% sold. We have also upgraded a retention pond and integrated parks as part of the landscaping of the 14-acre Giverny Park in Sunsuria City. We are also planning to construct another Sunsuria City Adventure Park within the township next year.

er D) in Bangsar, are both well received."

Apart from Concord Residences and Concord College, the group will also be launching Bangsar Hill Park (Tower E) and Suria Hills. It is in the process of ironing out the final details for both projects.

Future plans

To date, Sunsuria's current land bank includes Sunsuria City (525 acres), Sunsuria Forum (13.6 acres) and Bangsar Hill Park (9.82 acres). Its land-banking investment strategy is to hold land mostly through direct or joint ventures.

"We are considering land-banking proposals that will entail joint development with landowners, in the Klang Valley, Penang, Perak, Johor and East Malaysia," says Kwan.

On Feb 8, 2021, the group completed the subscription of a 51% equity interest in Bangsar Hill Development Sdn Bhd, which has a GDV of RM3.32 billion.

Founded in 1989 and previously known as Sunsuria Group of Companies, Sunsuria Bhd has an extensive portfolio of developments, including Sunsuria City, Bangsar Hill Park, Sunsuria Avenue in Petaling Jaya, The Core in Kota Damansara, Sunsuria Jelutong in Shah Alam and Suria Hills.

Sunsuria has also diversified into healthcare, construction, landscaping and nursery, food and beverage, digital development, education, retail and automotive technology, among other complementary businesses, as well as joint ventures.

The company plans to expand region-

Sunsuria's pipeline of launches in the coming year will comprise Concord Residences and Concord College in Sunsuria City in Sepang, Selangor; Bangsar Hill Park (Tower E) in Bangsar, Kuala Lumpur; and Suria Hills in Setia Alam, Selangor.

The new Concord Residences, Concord College in Sunsuria City

Occupying a freehold 525-acre site in Putrajaya South, Salak Tinggi in Sepang, Sunsuria's vibrant, flagship Sunsuria City has a gross development value (GDV) of RM10 billion and comprises a mix of commercial, residential and integrated developments.

Befitting the developer's core values of sustainability and overall wellness, Sunsuria City boasts lush and well thought-out landscaping. The township is poised to be a haven for city dwellers, offering homes

College form part of the illustrious Sunsuria City, which is positioned to raise the

looking for spacious homes from the nearby catchment area of Sepang. Pur-

"Other projects, such as Sunsuria Forum in Setia Alam, and Bangsar Hill Park (Tow-

ally and internationally by 2025. "Our five-year management goals are to continue to increase our land bank in the Klang Valley, as well as to expand internationally, and not be limited to just commercial, residential, township and industrial park developments," says Kwan.

"The key to our expansion strategy is prudence when dealing with costs, with cash preservation taking priority these few years."

The group remains sanguine about the future. "We will capitalise on our solid track record to form strategic alliances with local and foreign partners and to venture into smart integrated industrial developments. We also plan to strengthen our sustainability initiatives," Kwan says.

For more information or to book a private tour, please call a Sunsuria sales ambassador at 018-750 777.



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