

my Seri Alam

UMLAND
United Malayan Land Bhd

BANDAR Seri Alam
City of Knowledge

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(A wholly-owned subsidiary of UMLAND)

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Towards Green Garden City Vision 2020



Lantern Festival
at Galleria Seri Alam
25 September 2015

SAP celebrated the Mid-Autumn Festival with many exciting and fun-filled activities. Amongst the activities organised include kids colouring contest, lantern-making competition and musical performance as the highlight of the event. As part of CSR, SAP had invited the old folks from Rumah Orang Tua Masai to share the joyous celebration.



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AWARD WINNING TOWNSHIP

GREEN AWARD



FIRST CYCLE-CONNECTED TOWNSHIP



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EDITOR'S NOTE

The October issue of *my Seri Alam* indicates that we are in the last quarter of 2015. To-date, we have successfully completed two housing projects including one that we will be handing over the keys to our buyers soon. *my Seri Alam* would like to take this opportunity to welcome them to their new homes and wish them a pleasant stay at Bandar Seri Alam.

As we move towards the rest of the year, we will continue with our launches, roadshows and upkeep of our township to make it greener for the residents. Thus, we would also encourage all residents to keep greening and recycling for a better environment.

Last but not the least, we cannot thank our customers enough for their support this far.

From all of us at *my Seri Alam*, we want to say a big thank you to all and we look forward to your continued support in the future.

Cheers.



TIPS From mySA DIY SOCK SNOWMAN

Shopping for Christmas decorations sometimes can be very tricky (and pricey too). While the store-bought decorations and ornaments are pretty, but they can sometimes lack the personal touch. With a little patience and effort, why don't you DIY it this year as a decoration at your home or give it to friends as a holiday gift.

For this project you'll need:



Step 1
 Cut off the foot part of the sock just few inches before the heel. The foot part is going to be a hat later on.

Step 2
 Turn it on the left side and take a piece of thread and wrap the end of the cut sock very tight with it.

Step 3
 Turn it back to the right side. Take the wide tape ring and pull the cuff of the sock through it. Stretch it over the tape ring to make it more comfortable to pour the rice into it.



Step 4
 Shape the snowman body and head. Tie the top with thread to close the body and a thread around the "neck".

Step 5
 Wrap the neck with a scrap fabric scarf. Fold the foot part of the sock 2 or 3 times to make a cosy hat.

Step 6
 Decorate your snowman with buttons and pins. Your snowman is ready for display.

Support our
Green initiatives
 by subscribing for
my Seri Alam
 free e-bulletin at
csu_sap@umland.com.my

CURRENT LAUNCHES

Be the first to be updated on our new launches. For more info and detail enquiries,
please contact our sales personnel at

07-388 1111 / 019-775 1133

SPECIAL INCENTIVES FOR HOME BUYERS!

Earn Extra Cash!

Introduce a friend or relative, we will reward
you with 1% of the purchase price.

*Terms and conditions apply

Imperial Jade Residenz

Freehold

Promises an opulent lifestyle in one of Johor's best suburban enclaves, Imperiale Jade Residenz presents 241 units of two and three-storey terrace house ranging from 1,623 sq.ft. to 1,851 sq.ft. Featuring 4 bedrooms and 3 bathrooms, the residences offer innovative interior layouts that are practical yet stylish. Surrounded by lush greenery, the gated and guarded development includes trained security personnel for a peaceful sanctuary.



2-Storey Terrace House



3-Storey Terrace House

Emerald Residenz

Freehold

Emerald Residenz, luxurious double-storey superlink homes in Bandar Seri Alam, comprises of the Tiara and Crown Series. This lifestyle development is set in a low-density enclave surrounded by scenic amenities complete with 24-hour gated and guarded community.



Crown Series | 2-Storey Terrace House



Tiara Series | 2-Storey Terrace House

NEW

PRODUCT HIGHLIGHTS



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Freehold



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- Vehicles card access system
- 2 nos. of lifts per block
- Basketball court
- Shelter
- Outdoor fitness area
- Children's playground
- Maze garden
- Plaza area with seating
- Sunbathing area
- BBQ & pergola with sitting area



Roadshow

December

- 10 - 13 December ---- Mydin Pelangi Indah (TBC)
- 18 - 20 December ---- Tesco Plentong (TBC)
- 30 - 31 December ---- Bank Islam (TBC)

JANUARY

- 1 - 3 January ---- Tesco Tebrau (TBC)
- 9 - 11 January ---- Plaza Pelangi (TBC)
- 25 - 31 January ---- Giant Plentong (TBC)

HAPPENINGS

Re-launch of Opal Residenz & Children's Talent Competition

1 August 2015



Opal Residenz was recently showcased to the public. In conjunction with it, SAP held a Children's Talent Competition to gather talented children from primary and secondary schools in Bandar Seri Alam in a competition. Performances included dancing, singing and magic show.

Contribution to the 12th JB Arts Festival 2015

15 Sept 2015



In support of Johor arts scene, SAP and UMLand Group of companies contributed towards the JB Arts Festival. The contribution was handed over during the festival's official launch which was held at Mall of Medini, Nusajaya. Y.A.M Paduka Puteri Johor Tunku Aminah Binti Sultan Ibrahim officiated the event.

BMW 316i Series Lucky Draw

30 August 2015



SAP fulfilled the dream of one lucky purchaser of Emerald Residenz to own a luxurious car through a BMW 316i Series Lucky Draw. In addition to the grand lucky draw prizes, other attractive prizes were also given away to the lucky purchasers during the session. YB Hajah Normala Abdul Samad, Member of Parliament Pasir Gudang took time off to be with us in this joyful event and to present the prizes to all lucky winners.



UP CLOSE & PERSONAL...

with Mr Freddie Lee, Executive Director of Seri Alam Properties Sdn Bhd
(Article from MICCI, THE BUSINESS ADVOCATE Q4/2015, VOL-22,
COLLUM REGIONAL FOCUS, Page 49-50.)

Integrating Ethics with Master Planning



"Bandar Seri Alam located at the Eastern Gate Development Region of Iskandar Malaysia spans over 3,762 acres of verdant land previously cultivated with oil palm and rubber."

I have often been asked how we allocate our land use in our Master Planning so as to create a harmonious balance between economic advancement and preservation of nature.

From an ethical stand point, our cardinal rule is to ensure that we create a healthy living city where residents can have all the trappings of a comfortable living environment, well connected traffic dispersion system and yet preserve vast areas of green lungs, recreational open space and parks, for the peaceful enjoyment of the residents. We do not just build houses but we are here to build a life time bond with our buyers.

Under the local council planning guidelines, developers must put aside at least 10% of land areas to be designated as open areas. In Bandar Seri Alam, we created water parks out of water detention ponds, we have the longest bicycle lanes in any township and we have reintroduced thousands of jungle trees back to the township to create a city forest. For every tree we fell, we ensure that we replanted at least 3 new saplings.

Instead of maximising land use for building concrete jungles, we choose to build low density terrace homes. We identified the township as an education hub and consciously set aside vast tracts of land for schools, colleges, universities. The township is now known as the City of Knowledge and is home to 5 tertiary institutions, 4 international schools and numerous national schools.

We pay special attention to architectural and functionality in the homes we created. Homes must not only be tastefully designed but must also generate minimal carbon footprint. We adopt many of the green initiatives and incorporated many energy saving devices as well as cutting down on wastages by incorporating built-in fixtures so that buyers do not need to do major costly renovations which may at the same time generate huge amounts of building debris.

Whilst we work on the land to create economic benefits, we take cognizance that we are sharing the land with other earthy creatures like birds and bees of the sky and other animals on the ground. We take pride that we have planted thousands of flowering shrubs where butterflies can flutter around. We created a bird sanctuary for the migration birds to land and rest during their annual trans-polar migration to escape the winter cold. We have released thousands of fish flies into the lake parks to provide food to these migratory birds and to enhance the eco system.

Engineering wise, we pay special attention to separate our foul sewer lines from our surface water run off so that our rivers are clean. We build gabions to trap garbage from flowing freely into the river system. We need to be conscious of land, sea or air pollution and do everything economically possible to help protect our development.

For all that we have done at Bandar Seri Alam; this township City of Knowledge has been awarded numerous awards including the Johor State Green Award 2013 by UPEN-Sate Economic Planning Unit, Smart Healthy City & Community 2015 by Iskandar Regional Development Authority (IRDA) as well as 5 other awards by Asia Pacific Property Awards for our homes and office developments, testament that we are doing what is ethically right and will continue to follow this vision in our development programmes.



HEALTH TALK



The Health Effects of Haze and What We Can Do

by Dr Sathya Subramaniam
(Health Screening Clinician and Occupational Health Doctor at Regency Specialist Hospital)

What is Haze? Haze can be defined quite simply as suspended particles in the air, which causes an obscuration of the sky and reduces visibility. These particles consist of pollutants such as toxic gases, smoke, dust and other dry particles.

The haze phenomenon has been affecting Southeast Asia since the early 1990s. The main source of haze in this region is the forest fires in Sumatera and Borneo in Indonesia. For many years, farmers in these regions have been practising "shifting agriculture", where farmers plant their crops, harvest them, and then move on to other new regions, abandoning the previous farmlands. In order to clear large areas of land quickly, they conduct "slash-and-burn" activities, which involve setting fire to trees and intentionally causing forest fires. This large scale activity

results in the release of air pollutants such as carbon monoxide, smoke and dust particles which then produces haze.

What is the Air Pollutant Index (API)? The API is a system of reporting air pollution levels that is used in Malaysia. The air pollutants measured are ozone (O3), carbon monoxide (CO), nitrogen dioxide (NO2), sulphur dioxide (SO2) and particulate matter (PM10). The following table outlines the API scale and describes what each index range means:

API	Air Quality Descriptor
Below 50	Good
51-100	Moderate
101-200	Unhealthy
201-300	Very Unhealthy
Above 300	Hazardous

What are the health effects of haze?

- Irritation of the eyes, leading to dry, itchy eyes and also a higher chance of developing eye infection (conjunctivitis).
- Nasal infection, causing runny nose and sneezing.
- Throat irritation results in dry, sore throat which becomes painful on swallowing.
- Severe effects on the lungs, may undergo inflammation, leading to symptoms such as dry cough, shortness of breath, chest tightness and decreased lung function.

People with respiratory diseases such as asthma, bronchitis and chronic obstructive

pulmonary disease (COPD) have a higher risk of developing breathlessness, wheezing, cough, and in more severe cases, respiratory arrest and failure. While people with other chronic diseases such as coronary artery disease and heart failure are also likely to experience more severe haze-related effects compared to normal, healthy individuals.

How do I protect myself from the haze? Members of the public are encouraged to stay updated with the latest news via newspapers, television, radio and government authority websites. You should also pay attention to the latest directives issued by the Department of Environment and Ministry of Health and adjust your daily activities accordingly. You are also encouraged to wear a suitable mask while going outside at unhealthy to hazardous API levels. It is highly recommended to use N95 masks as studies have proven that these masks provide the best protection and filtration of PM2.5 particles.

Stay hydrated as much as possible. Drink at least 8 glasses of plain water a day. This is to prevent sore throat and dehydration, as haze is associated with dry, hot weather. While indoors, keep your windows and doors shut. Use an air purifier if you have one. If you use air conditioners, ensure that they are maintained well and serviced regularly. Also, avoid driving at hazardous API levels and when visibility is poor as there is a much higher risk of road traffic accidents.



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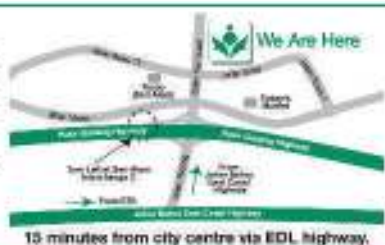
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Regency Specialist Hospital Sdn Bhd
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81750 Masai, Johor, Malaysia.



Pegasus International School @ Seri Alam

Interact Club-Old Folk's Home Visit

31 July 2015

On the 31 July 2015, the Interact Club of Pegasus International School had their first project. A visit to Graceville Old Folks' Home, it was led by one teacher and participated by a total of seventeen students. The students consisted of Interact Club members as well as students from Secondary 2 and IGCSE 1. There were 15 friendly senior citizens that were aged from 80-101.

The students had plenty of fun getting to know the old folks and interacting with them for an hour. "It felt great to know that I made them happy. It's good that we could talk to the folks there and learn more about their daily life," said Yie Xin, 13. Though it was fun, some of the students felt the presence of loneliness and sadness in them, so they thought to themselves that they would never do such things to their parents. "I was very touched. It made me think about when my parents grow old, I would never send them to a home but instead I'll take care of them. I hope that the folks at Graceville will continue staying healthy," quoted from Rebecca Tien, 14.

The members of the Interact Club provided delicious fruits for the elderly to enjoy. Bananas, pears, oranges and grapes were sliced and served throughout the visit as we want them to be in good shape. A day before the visit, all the participants gathered around to practice a few songs to be sung at the home. The students sang with grace and it looked like the practice had paid off. "It was a challenge to sing as it started raining heavily but I still could see the spirit in us," said our teacher Ms Thivya.

All in all, it was an amazing experience for all the students despite the heavy rain. Everyone had a great time chatting and singing for the old folks. "I have gained a lot from the visit. I've learned how we should treat our parents or old folks," said Aashika, 15. Our teacher was also surprised with the way we carried out our first visit independently and she was grateful to have them as Interactors. Our Interact Club can only hope for more successful events that contribute to people, no matter what age or beliefs.

By Ashrina Kaur Dhillon and Hannah Yeow Xin Yi

