

# my Seri Alam

**UMLAND**  
United Malayan Land Bhd

**BANDAR**  
**Seri Alam**  
City of Knowledge 至達城

Quarterly bulletin published by:  
SERI ALAM PROPERTIES SDN BHD (41628-A)  
(A wholly-owned subsidiary of UMLAND)

ISSUE 2 - OCT 2013

PP 18175/07/2013 (033558)

## JB Arts Festival @ Bandar Seri Alam

**“With the special performances of the JB Arts Festival here at Bandar Seri Alam, also known as the City of Knowledge, we shall henceforth also be known as the City of Arts and Culture”**

**– Freddie Lee, Executive Director of Seri Alam Properties Sdn Bhd**

**F**or the first time in history, SAP has brought two of the events from JB Arts Festival to Bandar Seri Alam to share with the residents and stakeholders.

The first event was a performance by Dayang Noraini, a versatile singer and entertainer who returned to light up the JB Arts Festival along with AgungBeat of UMS and backed up by Body n' Soul on 27 September 2013. Held at the Grand Ballroom of Amansari Residence Resort, Bandar Seri Alam, the night received an overwhelming response from the public with close to 500 cheering fans and spectators watching the performance.

The Guest of Honour for the night was YB Hajjah Normala Abdul Samad, Member of Parliament Pasir Gudang. Other distinguished guests were YABhg Tun Musa Hitam, Chairman of UMLand Berhad, YB Tan Sri Datuk Shahrir Abdul Samad, Patron of JB Arts Festival and YBhg Dato' Ng Eng Tee, Executive Director of UMLand Berhad.

This was followed by another performance by the Jumping Jellybeans (colourful children on stilts) and Tugu Drum Circle (community drum) at the Galleria Seri Alam on 28 September 2013. Gathering people from different race, religion, gender and age, Tugu drum circle aimed to foster a stronger community spirit by creating a space for everyone to come along and learn basic drum skills and techniques. Established since 2000, the Jumping Jellybeans aimed to bring theatre to children. SAP also invited students from Sekolah Tun Fatimah, SMK (P) Sultan Ibrahim and SJK (C) Nam Heng to perform and included a colouring contest to make it a half-day family event.



## EDITORIAL BOARD

Advisor : Mr. Freddie Lee  
 Editor : Ms. Nor Azah Ahmad Jaini  
 Committee : Mr. Frankie Tan  
 Mr. Michael Cheng  
 Ms. Tan Siew Peng  
 Mr. Mohd Saifuddin Salehuddin  
 Ms. Marilyn Tan  
 Mr. Mohd Fahd Rahmat

### Published by

Corporate Communications & Customer Care,  
 Seri Alam Properties Sdn Bhd  
 Galleria Seri Alam, 8, Jalan Suria,  
 Bandar Seri Alam, 81750 Johor Bahru, Johor.  
 Tel : 07-388 1111  
 Fax : 07-387 9612  
 Email : sap@umland.com.my  
 Website : www.umland.com.my

### Printed by

Refine Printing Sdn. Bhd. (KDN 1780/B/797)  
 22, Jalan Sri Plentong 3,  
 Taman Perindustrian Plentong,  
 81750 Masai, Johor Bahru Sdn Bhd  
 Tel : 07-386 2628  
 Fax : 07-351 3202

The information contained in this publication is believed but not guaranteed to be correct. While reasonable care has been taken to ensure correctness of the information, Seri Alam Properties cannot be held responsible for any errors or inaccuracies and cannot be subject to any claims for damages or compensation by any party.

## Important Contact No.

Seri Alam Properties Sdn Bhd	07-388 1111
IPD Seri Alam Hotline	07-387 1422
Fire Station	07-251 3444
Hospital Sultan Ismail	07-356 5000
SAJ Pasir Gudang	07-254 2886
TNB Pasir Gudang	07-252 0355
MPJBT Hotline	07-556 1005
Security (Seri Alam Properties Sdn Bhd)	07-388 8158
Perbadanan Pengurusan Sisa Pepejal dan Pembersihan Awam Hotline	1800-88-7472
Indah Water Konsortium (IWK)	07-241 2501
Emergency	999

Support our green initiatives by  
 subscribing for *mySeriAlam*  
 free e-bulletin at  
[csu\\_sap@umland.com.my](mailto:csu_sap@umland.com.my)



**PEGASUS INTERNATIONAL SCHOOL**  
**@ SERI ALAM** "A SINGAPORE Curriculum School"

## IPSLE SCHOOL - FIRST AND ONLY IN MALAYSIA

**P**egasus International School (PIS), part of KinderWorld Education Group (KEG), operates 14 educational campuses under the brand names of Singapore International School (SIS), KinderWorld International Kindergarten (KIK) and Pegasus International UniCentre in Vietnam. KEG has been in the education business for the past 27 years.

PIS adopts a unique curriculum which draws the best international curriculum from Singapore, Australia, United Kingdom and United States. Students are awarded with internationally recognised qualifications, including the **IPSLE (Singapore International Primary School Examination)**, **IGCSE (International General Certificate of Secondary Education)**, **Cambridge International AS/A Level Certificate**, University Preparation Programme – **GAC (Global Assessment Certificate) / ACT (American College Test)** which provides access to universities worldwide.

PIS is the first and only Approved Examination Centre in Malaysia to conduct the **Singapore International Primary School Examination (IPSLE)**. The IPSLE is the international version of Singapore's Primary School Leaving Examination (PSLE), an examination offered to all pupils at the end of Primary Education which benchmarks against Singapore's standard and gives an indication of a student's academic ability when applying for schools in Singapore.

20 scholarships of total value RM493,310 will be offered to talented students for the duration of their study at PIS. The scholarship programme covers School Fees, Registration Fee and Security Deposit and is open to students in Primary 4 and 5, and Secondary 1 and 2.

Enrolment is now open for the new School Year beginning January 2014. Limited registrations will receive a **50% discount on Registration Fees** and an **exclusive discount on School Fees** throughout the duration of study at PIS @ Seri Alam.



For enquiries: [enquiry@pegasus.edu.my](mailto:enquiry@pegasus.edu.my) Tel: (607) 387 8700  
 Website: <http://www.pegasus.edu.my>

## EDITOR'S NOTE

**I**n the past 3 quarters of 2013, Seri Alam Properties Sdn Bhd (SAP) recorded an impressive sales achievement and successfully launched new properties, namely Emerald Residenz (double storey terrace house) and Fortuna Hub Premier (4-storey shop office). To reward our purchasers for their continuous support, a BMW 316i awaits one lucky winner in the upcoming lucky draw event.

As part of UMLand group of companies' sponsorship of RM500,000 to JB Arts Festival, SAP has taken the initiative to bring two of the events from JB Arts Festival to Bandar Seri Alam (BSA) to create an avenue for enjoyment and promote love for arts among our residents and stakeholders.

SAP continued our Corporate Social Responsibilities (CSR) by contributing RM1,000,000.00 towards the construction of Jalan Gunung Mosque for the Muslim community. The mosque which will provide a better and comfortable place for worship is expected to be ready by early 2014.

We also wish to take this opportunity to congratulate Tea Garden on the opening of its restaurant at our commercial hub. The eatery will be an added convenience to all residents seeking good food and also act as a branding boost to BSA township.

For the upcoming months, SAP has planned property launches, including the launch of our impressive bungalow unit. Visit our Sales Gallery for more information on new properties launch. Our friendly sales staff will be ready to assist you with any queries you may have on our products. With the approaching school holidays, we wish to take this opportunity to wish all BSA residents and school children Happy Holidays.



## Fortuna Hub Premier

**4 Storey Shop Office with Elevator**

Land Area: 24'x 80' (1,920 sq.ft.)  
Built-up Area: 6,720 sq.ft.  
Price: from RM1,643,800 (back row)  
from RM1,986,800 (front row)

## Maya Heights

**Luna Series**

2-Storey Terrace House  
Land Area: from 20'x 60' (1,200 sq.ft.)  
Built-up Area: from 1,670 sq.ft.  
Price: from RM385,800

## CURRENT LAUNCHES

**Solar Series**

2 & 3 Storey Terrace House  
Land Area: from 20'x 60' (1,200 sq.ft.)  
Built-up Area: from 1,570 sq.ft.  
Price: from RM366,800

## Emerald Residenz

**Crown Series**

Land Area: from 24'x 75'  
Built-up Area: from 2,553 sq.ft.  
Price: from RM795,800

**Tiara Series**

Land Area: from 22'x 70'  
Built-up Area: from 2,187 sq.ft.  
Price: from RM668,900

# CONGENITAL HEART DISEASE IN CHILDREN (PART 1)

**A** child with congenital heart disease means he or she was born with a problem in the heart's structure. It is caused by improper development of the heart during fetal development. The congenital heart defect occurs 8 in 1000 live birth.

Some are simple and do not need treatment. Others are more complex and require several surgeries over a period of several years. One third of these babies require intervention to prevent death in the first year of life.

## When to see a doctor

Serious congenital heart defects are often diagnosed before or soon after the child is born. Children with less serious defects may be diagnosed incidentally during school health examination or when the child consults for upper respiratory infection or when the mother notices any of the signs and symptoms as described above.

## What causes congenital heart defects?

In most cases, the reason defects happen are not known but some connection have been identified as the following:

1. Women who get German measles (rubella) during their first trimester of pregnancy.
2. Women who consume alcohol, use cocaine while pregnant and take anti-seizure medication.
3. Women who have chronic diabetes mellitus not well controlled.
4. A mother with congenital heart defects has an 8 to 10% risk of having a baby with some type of congenital heart defect, not necessary the same defect as the mother. This mother and baby require prenatal monitoring.

## What are the symptoms of congenital heart disease?

Serious congenital heart defects become evident during the first few hours, days, weeks and months of life, these are:

1. Loss of healthy skin colour.
2. Pale gray or blue skin colour (Cyanosis).
3. Rapid breathing.
4. Swelling in legs, abdomen or areas around the eyes.
5. Shortness of breath during feedings leading to poor weight gain.

Less serious defects are often not diagnosed until later in childhood. Signs and symptoms that may be evident in older children include:

1. Easily becoming short of breath during exercise.
2. Easily tired during exercise.
3. Accumulation of fluids in the heart and lungs.
4. Swelling in hands, ankles or feet.

**Dr. Hew Chee Chin**  
Consultant • Cardiothoracic Surgery –  
Paediatric & Adult

Dr. Hew has been consistently performing 350 cases per year and more than 300 closed heart surgeries since 2004. She is now a visiting doctor of Regency Specialist Hospital.



## Types of heart defects

1. Holes in the heart - There is a defect between the chambers of the heart or between the major blood vessels leaving the heart. These holes allow oxygen rich blood to mix, too much of oxygen rich blood flooding the lungs causes heart failure, the child will be short of breath, irritable, poor feeding, poor weight gain and failure to thrive.
2. Obstructed blood flow - This occurs when blood vessels or heart valves are narrow. The narrow heart valve forces the heart muscle to work harder, this leads to thickening of muscles.
3. Abnormal blood vessels - This is due to incorrectly formed or positioned blood vessels going to and from the heart.
4. Heart valve abnormalities - The heart valves cannot open or close properly and blood cannot flow smoothly.
5. Combination of defects - Some heart defects are a combination of several heart defects, example: Tetralogy of Fallot, where there is a hole in the ventricular septum, passage between the right ventricle and the pulmonary artery is narrowed and the muscles in the right ventricle are thickened.

Regency Specialist Hospital provides comprehensive cardiology and cardiothoracic services supported by a team of experienced consultants and a cardiac catheterization lab that comes with modern diagnostic facilities. We offer a wide range of cardiac care covering adult and paediatric cases.



**Comprehensive Medical Care  
You Can Trust**

## Regency Specialist Hospital

Located in Bandar Seri Alam, Johor, Regency Specialist Hospital is a one-stop medical destination. We are a licensed 218-bed private tertiary care hospital with more than 50 local and internationally trained medical specialists, supported by updated medical equipments and facilities.

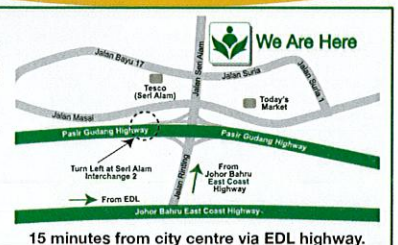
**Medical specialties:** • Cardiology • Ear, Nose & Throat • 24-hour Emergency Specialist Services • Gastroenterology • General Surgery • Health Screening & Occupational Health • Neurosurgery • Obstetrics & Gynaecology • Urology • Oncology & Haematology • Ophthalmology • Orthopaedics • Paediatrics • Radiology & Interventional Radiology • Respiratory & Internal Medicine • Vascular & Endovascular Surgery

Contact us now for more information or visit our website at [www.regencyspecialist.com](http://www.regencyspecialist.com)



**Call us at 07-381 7700  
to make an appointment today!**

Regency Specialist Hospital Sdn Bhd  
No. 1 Jalan Suria, Bandar Seri Alam,  
81750 Masai, Johor, Malaysia.



# Contribution to Jalan Gunung Mosque Bandar Seri Alam

**A**s part of our CSR and fostering a good relationship with the Muslim community at BSA, SAP has contributed RM1million for the construction of Jalan Gunung Mosque at Bandar Seri Alam in a ceremony held on 27 September 2013. The purpose of the contribution is to provide a better and comfortable place of worship for the Muslim community.

The mock-up cheque was presented to Tuan Haji Md Noh bin Sulaiman, the Chairman of Jalan Gunung Mosque who represented the Muslim community at BSA and witnessed by YB Hajjah Normala Abdul Samad, Member of Parliament Pasir Gudang.



## NEW OPENINGS



### Subway Restaurant

SAP is proud to announce the new addition of international benchmark in BSA. Located at the commercial hub close to McDonald's, Burger King and the newly opened exclusive Tea Garden Restaurant near Galleria Seri Alam, Subway Restaurant offers a great option for youngsters to grab a meal and hang out with friends and families in a relaxing ambience. Targeted to be opened in mid October, Subway Restaurant will be the next favourite "hotspot" within the students population area.

### "Food Paradise" @ Fortuna Hub (3-storey shop office)

Set to provide a whole new dining concept for BSA residents, "Food Paradise" is the next great place for dining option. Located at the 47 units of three storey shop office of Fortuna Hub, "Food Paradise" will offer a wide array of food from local cuisine to western delights. Whether for family dining or friends hang out, "Food Paradise" is the place to look for.

Those who are interested to rent or invest in this whole new dining concept, please contact our personnel for more information.

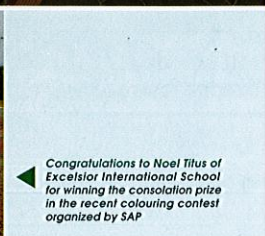
Mr. Amir Rahmat, 014-227 2218

Mr. Iqbal, 016-784 9478

Ms. Syazana, 010-220 4631



## OPENING OF EXCELSIOR INTERNATIONAL SCHOOL @ BANDAR SERI ALAM



**E**xcelior International School (EIS) is a purpose-built International School campus in the City of Knowledge in Bandar Seri Alam. Spread over 20 acres with a built-up area of approximately 320,000 sq.ft., it is located next to the Universiti Teknologi MARA (UiTM) campus.

EIS offers international curricula for children from Nursery to High School for ages 3 to 18 years. The school features advanced educational tools, including advanced Information Technology (IT), Science and Multimedia laboratories, a 500-seat auditorium, specialist facilities for Dance, Drama, Music and Art and a range of sporting and recreational facilities such as an Olympic-sized swimming pool, tennis courts, soccer field and a 400-metre all-weather running track. These state-of-the-art facilities and resources support the school's 3 Pillars of Excellence in Education – Academic, Sports and the Arts.

EIS infuses its curricula offering with the Singapore Ministry of Education's curriculum – especially in the area of Mathematics and Science. The school opened on 2 September 2013 and currently has over 140 students.

For enquiries: [enquiries@eis.edu.my](mailto:enquiries@eis.edu.my)

[www.eis.org.my](http://www.eis.org.my)

Tel: +65 6274 6466

Fax: +65 6274 6766

18 – 20 Oct 2013	Roadshow @ Giant Leisure Mall, Johor Bahru
19 – 20 Oct 2013	Maya Heights, Luna show house open for viewing and test drive BMW @ Galleria Seri Alam
22 – 27 Oct 2013	UMLand Property Fair @ AEON Tebrau City, Johor Bahru
25 – 27 Oct 2013	Roadshow @ KSL City, Johor Bahru
8 – 10 Nov 2013	MAPEX 2013 @ JB City Square
8 – 10 Nov 2013	Star Property Fair @ KLCC (TBC)
15 – 17 Nov 2013	Roadshow @ Persada JB (TBC)
28 Nov – 1 Dec 2013	Roadshow @ Tesco Tebrau (TBC)
6 – 8 Dec 2013	Roadshow @ MITC Melaka (TBC)
12 – 15 Dec 2013	Roadshow @ Giant Tampoi (TBC)
19 – 22 Dec 2013	Roadshow @ Giant Plentong (TBC)
25 – 29 Dec 2013	Roadshow @ Tesco Bandar Seri Alam (TBC)

All events, sales, product launches and event time are subject to change without prior notice. The developer reserves the right in its sole discretion to cancel or change any event at any time. The developer will not be held responsible for any errors or omissions, claims or complaints, losses or damage arising therefrom.



*Award-winning Developer*