



## UMLand Seri Alam celebrates **Chap Goh Mei** & Launches **Amber Heights Block B**



**8 February 2020** – UMLand Seri Alam organized a Chinese New Year "Chap Goh Mei" celebration to promote the spirit of Chinese New Year among fellow Johoreans and also residents of their township in conjunction with the auspicious festive season. Present at the event was YB. Liow Cai Tung, former State Executive Chairman of Tourism and Women, Family and Community Development.

The event kicked off with the thundering beats of drums and crashing of the gongs and cymbals for the lion dance to usher the welcoming of MPs, followed by a "Yee Sang" tossing session, symbolizing health and prosperity. Visitors were also treated to a truly Asian experience with various performances, such as Chinese percussions and dance, Wushu and Chinese Yoyo. To top it all, all visitors present were entitled to lucky draw prizes.

In conjunction with the celebration, the township also launched the second Phase (Block B) Amber Heights, a freehold low density high rise development, which offers practical amenities within a beautiful landscaped and peaceful enclave.

With a starting price of RM301,800 only, Amber Heights comes with three different types of layouts. Two-bedroom type comes with a built-up size of 844sf - 846sf. The three-bedroom with a much larger built-up of 1019sf - 1053sf, provides spaciousness for the entire family. Those who prefer privacy may opt for the dual key type with a generous built-up of 1053sf.

The tower comes with two lifts for the convenience of its residents. Facilities such as security guard house, linear green park, community centre with pre-function area, management office, swimming pool, gymnasium among others are provided therein for the comfort of its residents.



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## EDITOR'S NOTE

Welcome to the latest issue of *mySeriAlam* bulletin.

We started our first quarter of 2020 with various notable events in conjunction with auspicious occasion of Chinese New Year. One of the highlights is the launch of Amber Heights Block B which took place in February. In November 2019, we launched Block A and due to the encouraging response, Block B was subsequently launched to meet the needs of future house owners. Amber Heights is a great example of our well-planned high rise project that offers a variety of top notch recreational facilities at a reasonable and affordable price.

Sadly, what took off as a great start suddenly had to come to a complete halt in March as the world including our nation were struck by the unprecedented Covid-19 pandemic and to comply with Restrictive Movement Order (RMO) enforced by the government. In light of the pandemic, *mySeriAlam* team wishes to express our utmost gratitude to all our front liners who have been working very hard to keep us safe. We salute all of you.

Let's continue to do our part as responsible citizens by complying strictly with the new norms in order to stop the spread of the virus. Together we can win this battle.

*Cheers, Nor*

**HOW TO MAKE YOUR OWN MASK**

#MakeYourOwnMask  
**MAKE FACE COVERS AT HOME**

- Double layer of 100% cotton cloth works best.
- The less light the cloth allows through, the more effective.
- Colour of the cloth does not matter.
- Ensure a good fit without gaps at the side.
- Never reverse for wearing.
- Wash before every use.
- Use soap and water to wash. Dry in sun.
- Make two face covers so one can be used while the other is being cleaned.

SOURCE: OFFICE OF PRINCIPAL SCIENTIFIC ADVISOR, ICD



# CNY Visit to Persatuan Kebajikan Mesra Megah Ria Johor Bahru



**17 January 2020** – It is that time of the year again when we look forward to another celebration of Chinese New Year. As we prepare for the celebration, the needy is never forgotten.

This year, we had the opportunity to bring some cheer to 30 unfortunate children of Persatuan Kebajikan Mesra Megah Ria. Various activities were organized with the participation of the children, such as coloring, dancing and decorating the centre to

make it more festive. The children were also given angpau as part of the visit to express blessings from UMLand. Mr. KK Wong, Group Director of Townships, UMLand, along with senior management of UMLand Seri Alam, were present at the centre, spending joyful time with the children and handed over a contribution of RM3,000 to the centre to assist in their daily needs.



**19 April 2020** – United Malayan Land Bhd (UMLand) has donated a total of RM 50,000 to "Tabung Bencana Negeri Johor", which aims to provide aid to medical front liners and the community amidst the ongoing COVID-19 pandemic.

Spearheaded by "UMLand Cares", the corporate responsibility arm for UMLand Group, its initiatives are focused on reaching out to the community. Recognizing itself as a facilitator in infrastructural and community development, UMLand's CSR efforts aim to create a cohesive and sustainable

## UMLAND contributes to Johor State to fight Covid-19

living environment for all by providing aid to all parties within the community.

The contribution will be utilized to purchase additional personal protection equipment (PPE) as well as providing food supplies and medical aid to low income families during this period.

The donation was handed personally by Mr. KK Wong, Group Director of Townships, UMLand, to Yang Amat Berhormat Datuk Ir. Haji Hasni Bin Haji Mohammad, Menteri Besar of Johor.



## UMLand Southern CNY 2020 **Media Luncheon** 🍽️

**6 February 2020** – To mark the CNY festivity and unity which are synonym with the celebration, a get-together session was held at Aman Hotel for the media members by UMLand southern companies. As part of the celebration, all guests present participated in the tossing of "Yee Sang" for another prosperous year ahead and enjoyed a sumptuous lunch thereafter. UMLand contributed RM3,000 to Persatuan Cerebral Palsy Johor as part of the event. The contribution was presented by Mr. KK Wong, Group Director of Townships UMLand. We wish to thank all media members for taking time off their busy schedule to be with us during the event.





# CNY Celebration

**7 February 2020** – UMLand Seri Alam organized its very own CNY celebration amongst the management and staffs in conjunction with Chinese New Year Celebration 2020 and to usher the Year of Rat. The celebration started with lion dance performance, followed by tossing of "Yee Sang" led by Mr. KK Wong, Group Director of Townships, UMLand, to mark the joyful occasion. Delicious lunch spread was later served to all staffs attending the celebration.



## Rebranding of Bandar Seri Alam to Smart City of Knowledge

**16 February 2020** - UMLand Berhad (United Malaysian Land Berhad) recently launched its new initiative which will see the transformation of Bandar Seri Alam, one of UMLand's flagship township. Previously known as "The City of Knowledge", the township will now be named as the "Smart City of Knowledge".

This initiative which is in partnership with IRDA, TNBX, TM and Regency Specialist Hospital, will allow for further development of the township, by combining and balancing the elements of Economics, Environment and Sustainability, to form an all-rounded and self-sustaining ecosystem.

The exercise is also in line with the state government initiative to bring growth and development to Johor, while also making it an ideal environment for both local and foreign investors. Through this collaboration, Bandar Seri Alam will be taking the lead to adopt Iskandar Malaysia's Smart City and Low Carbon initiatives that will help improve the quality of life of the people living and working in the area.

Present at the launch were Yang Berbahagia Dato' Dr. Sahrudin bin Jamal, former Menteri Besar of Johor, Yang Amat Berbahagia Tun Musa Hitam, Chairman of UMLand and Yang Berbahagia Dato' Ng Eng Tee, Executive Deputy Chairman, UMLand.





# Opal Residenz Wins the Heart of Buyers

## About Opal gemstone

Opal is one of the world's most popular gemstones and the birthstone for the month of October. A nice precious opal can flash every color of the spectrum with an intensity and quality of color that surpasses the fire of diamond. The best opal command prices per carat that rival expensive diamonds, rubies, sapphires, and emeralds.

Because opal has the colors of other gems, the Romans thought it was the most precious and powerful of all. When Australia's mines began to produce opals commercially in the 1890s, it quickly became the world's primary source for this October birthstone.

[Sources: geology.com, www.gis.edu]

## Opal Residenz Background

Due to the gemstone's preciousness, the name was adopted in one of our development of gemstone series, Opal Residenz. Conceptualized in 2017, Opal Residenz are homes that reflect the perfect balance with nature and harmony living, maximized by wide open spaces amidst beautiful greenery.

Encompassing a gross development area of 17.15 acres, Opal Residenz is a low density residential area consisting of 26 units of Semi Detached and 148 units of Cluster Homes.

These freehold units come in 5 different appealing designs. Opal Residenz Section 1 & 2, each offers its own signature design: Tropical for Section 1 and Modern Italian Design Architecture for Section 2.

Its distinct designs and features have bagged "The Best Landed Development" award at the Star Property Awards 2018.

As the name implies, Opal Residenz is so precious that it has become an enviable address within Bandar Seri Alam township and pride of each and every one of its owner. Our exclusive interview with one of the proud owners, **En. Solihin bin Salahuddin** tells us all.

**1** How did you first get the info on the properties you had purchased and did you find the info helpful?

We walked-in to several developers including Seri Alam Properties Sdn Bhd (SAP), most of these developers offer stratified development. At that time, we were looking for non-stratified development with spacious built-up, nice landscape and surrounding environment. Bandar Seri Alam is the top in our choice since it offers both types of development, and the latter suits our needs. We also visited all these companies website. It is good that some websites offer virtual show house so we could have a "feel" of the house prior to seeing the physical development. This perhaps could be added as one of the features in SAP's website.

**2** Perhaps you have visited our show house before making the purchase. What is your first impression of the house?

We had visited the Opal show house and our first impression was it is very spacious, has nice design and value for the money, just what we are looking for.



**3** Could you tell us what are other important criteria that you look into before deciding your purchase?

There are a few criteria that we had considered before purchasing this property. Bandar Seri Alam has a good location and easily accessible. Secondly, it has a good range of amenities and facilities; from schools, parks, hypermarket, eateries, Police Headquarters to healthcare. The upcoming mall will be another added value to this township. Of course, safety would be our top priority. Last but not the least, the design of the house itself. This house comes with a beautiful design and facade, making it very appealing to us.

**4** You had decided to purchase your property in Bandar Seri Alam, What made you choose our township?

SAP has not compromised on its quality and thus, has carefully selected good and reliable contractor for Opal Residenz project. This house that we purchased has good workmanship and finishing. It only has very minor defects. We are very satisfied with its quality.

**5** In your opinion, is Bandar Seri Alam an ideal township to live in?

I can honestly say that Bandar Seri Alam is an ideal and the best township within Flagship Zone D. Other than the criteria that I mentioned earlier, Bandar Seri Alam has good infrastructure and less traffic jam, making coming into and going out of the township easy. The facilities such as the park with jogging track, is good for those who want to practice healthy lifestyle. The surrounding areas and parks are kept clean. Not to mention, equipment for playground within our development is of very good quality.

**6** As one of the leading developers in Johor for more than three decades, how do you find the overall quality of our properties?

I would give Seri Alam a score of 90% for its quality.

**7** Would you recommend others to purchase our properties and why?

Of course I would, based on reasons mentioned earlier. That's why my family members bought two other houses in Opal Residenz.

**8** Any advice for future home owners, especially the young generation, who have yet to own a home?

For the young generation, I think they should aim at buying properties, when they are still young and fit. It does not necessarily mean owning a dream home straight away. I feel they should avoid investing on branded cars and spending money unnecessarily. The time will come when they can enjoy more like traveling and purchasing branded goods when they are more financially stable.

**9** Any wish list or how would you envisage Bandar Seri Alam to have in the future for its residents and sustainability?

I would say, transportation hub would be a good idea to have as we have many students here. Some may not have own transports. I would also suggest to improve on the landscape of the township. Other than this, I think Bandar Seri Alam has all we need to make this township our home and I am very happy with the choice I made.

For more information on Opal Residenz and other developments within Bandar Seri Alam, visit Seri Alam Properties Sdn Bhd (a wholly owned subsidiary of United Malaysian Land Berhad (UMLandB), website: <http://bandarserialam.com/>)



# COVID-19 Know The Facts

## Reduce your risk of COVID-19



Clean your hands often

Cough or sneeze in your bent  
elbow – not your hands!



Avoid touching your eyes, nose  
and mouth



Limit social gatherings and  
time spent in crowded places



Avoid close contact with  
someone who is sick

Clean and disinfect frequently  
touched objects and surfaces



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# KEMPEN JUALAN BUMIPUTRA

## CITRINE RESIDENZ

Rumah Teres Dua Tingkat



Citrine Residenz sedia untuk diduduki

**RUMAH TERES 2 TINGKAT**  
20' X 65' Luas Binaan: 1,726 k.p.s

Harga bermula dari  
**RM460,800** (Harga Lot Bersejarah)



Tingkat Bawah



Tingkat Atas

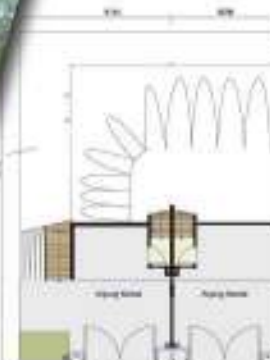
## IMPERIAL JADE RESIDENZ



Imperial Jade Residenz sedia untuk diduduki

**RUMAH TERES 3 TINGKAT**  
20' X 65' Luas Binaan: 1,645 k.p.s

Harga bermula dari  
**RM502,900** (Harga Lot Bersejarah)



Tingkat Bawah



Tingkat Satu



Tingkat Dua

## OPAL RESIDENZ



Opal Residenz (Seksyen 1 & Seksyen 2) sedia untuk diduduki

**RUMAH KLUSTER 2 TINGKAT**  
32' X 70' Luas Binaan: 2,296k.p.s

Harga bermula dari  
**RM656,880** (Harga Lot Bersejarah)



Tingkat Bawah



Tingkat Atas



**OPEN FOR SALE**

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FROM  
RM

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BLOCK A (120 UNITS)



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FREEHOLD

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**BLOCK B**

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