

## IJM Land wins Asia Pacific Property Awards 2014

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By **MELVIN CHOW**  
melvinchow@starmedia.my



IJM Land General Manager for central region Hoo Kim See (right), and Senior Manager Albert Ong (left) receiving the awards on behalf of the company.

IJM Land Berhad triumphed at the Asia Pacific Property Awards 2014 held recently, taking home four coveted awards for its Pantai Sentral Park and Seremban 2 developments.

At the awards ceremony held at the Shangri-La Hotel in Kuala Lumpur on May 9, 2014, IJM Land's upcoming, highly anticipated Pantai Sentral Park received the Five-Star Award for the Best Development Marketing Malaysia and Best Developer Website Asia Pacific. Pantai Sentral Park also bagged the Highly Commended Award for the Residential Landscape Architecture Malaysia category.

Seremban 2, IJM Land's flagship development in Negri Sembilan received the Highly Commended Award for the Public Services Development Malaysia category.

IJM Land general manager for the central region Hoo Kim See received the award from the British Lord Courtown in his capacity as chairman of the architecture and interior design categories committee. The event was attended by hundreds of Asia Pacific's property developers, architects, interior designers and real estate agents from around the region – including Thailand, Singapore, Malaysia, Vietnam, Philippines, Cambodia and Indonesia. This is the first year IJM Land participated in this international property awards ceremony.

“This is an honour of the highest degree for us to be recognised by the Asia Pacific Property Awards’ esteemed panel of judges. These awards are a tribute to the hard work and dedication of our team with attention given to the minutest details,” said IJM Land chief executive officer and managing director Datuk Soam Heng Choon.

“In winning, we know that our culture of excellence, collaboration and customer-focus has served us well. Now, it’s the time for us to make good better and take our dreams further,” added Datuk Soam. Envisioned as Kuala Lumpur’s one and only urban forest city, Pantai Sentral Park, a collaboration between Amona Development Sdn Bhd and IJM Land Berhad, is a 58-acre integrated city development strategically located at the Kerinchi-Pantai Dalam corridor. The location is easily accessible via Jalan Kerinchi from the Federal Highway.

Scheduled to be launched in June 2014, Pantai Sentral Park will comprise s commercial and residential mixed development, with a gross development value (GDV) of RM5.6bil. The entire concept has been planned to blend in seamlessly with the lush, green surroundings of a 200-acre forest famously known as Bukit Kerinchi. Much thought has been put into making the city a pedestrian-friendly one, like the provisions of a linear forest walk and green connector located between the residential and commercial parcels with ample space for the community to engage in many healthy activities.

Pantai Sentral Park’s master plan was designed in accordance to the Crime Prevention Through Environmental Design (CPTED) approach, which entails a natural form of surveillance on top of other security measures, using design to deter criminals. This is a new approach to crime prevention and one that will also give the community itself a heightened sense of security.

The upcoming launch is the first parcel of 211 residences with home sizes ranging from from 1,140 to 1,975 sq ft which is now open for registration.

Spanning 3,800 acres, Seremban 2 is a self-contained township in Negri Sembilan offering modern amenities and convenience of a city while maintaining the grace and serenity of a country atmosphere. To date, Seremban 2 has emerged as one of the most progressive and successful developments in Negri Sembilan and is now home to more than 60,000 residents.

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