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AFFORDABLE HOME DEVELOPER

ESTABLISHED in 1978, Hua Yang Bhd is today one of the leading affordable housing developers in Malaysia.

The group's vision of making affordable homes a reality has been its driving force for the past 40 years. With this passion, Hua Yang has completed more than 19,500 properties worth RM4.5 billion across its key regions in Klang Valley, Johor, Perak, Penang and Negeri Sembilan.

The group's foray into Johor Baru dates back to 1993. Today, the southern region is one of the key contributors to the group's revenue, thanks to a number of strong and in-demand housing projects in Pasir Gudang, Kangkar Pulai and Johor Bahru in Johor.

Some of the popular projects include Elemenca, a new township development at Taman Denai Alam; Citywoods, comprising serviced apartments along Jalan Abdul Samad; two townships located along Jalan Pontian, Taman Pulai Hijauan and Taman Pulai Indah; and The Gardens @ Polo Park, which is a gated-and-guarded premier community at Taman Iskandar that comes with semi-detached homes and bungalows.

Hua Yang also offers commercial options for retailers in search of a fast-growing catchment population.

Some of its developments currently on sale include Elemenca Phase One, specifically Oval, which has enjoyed a strong take-up of over 60 per cent.

Oval forms part of Parcel One and comprises 64 units of cluster homes and two units of link bungalows. This development is strategically located within Iskandar Malaysia's eastern corridor where demand for affordable homes are on the rise. The cluster homes are of 2,170 sq ft and priced RM680,000 each while the link bungalows are 2,569 sq ft in size with a price of RM905,995. The group will be launching Parcel Two of Oval, comprising 44 cluster homes and two link bungalows in January next year.

According to Hua Yang, there will be a series of special events planned throughout next year in line with the new launch, starting with The Unicorn World on January 12.

Limited units of Citywoods, which comprises two towers of serviced apartments, are also available and perfect for smaller families, it said.

Situated just a stone's throw away from the city

Hua Yang has strong presence in Malaysia



An artist's impression of Citywoods, Hua Yang's development located along Jalan Abdul Samad in Johor Bahru city centre.

centre and close to Singapore, Citywoods gives residents the opportunity to take in a breathtaking view of the Singapore skyline and the straits of Johor from their apartments. Units are sized from 764 sq ft (two-bedroom), with prices starting from RM426,000.

For those seeking to own a business in Johor, there is TPH-Link which comprises 87 units of double storey shop offices, located within Hua Yang's Taman Pulai Hijauan township. Limited Bumi units are available in Parcel One while Parcel Two, which is strategically facing Skudai-Pontian Highway, is now open for sale. Each unit measures 2,997 sq ft and is priced from RM750,000.

Taman Pulai Hijauan is easily accessible through multiple major highways and enjoys the advantages of the Skudai-Pontian corridor, with units in Parcel

Two facing the highway at one of Johor's hottest growth areas.

As a developer that has made a niche in affordable housing, Hua Yang believes that affordability transcends pricing.

Factors such as accessibility, connectivity, amenities in the surrounding area and facilities offered within the development are important and well-considered by the group before introducing a new offering.

Leveraging its experience in the property sector that spans close to four decades, coupled with the group's expertise in delivering innovative, quality and affordable homes, Hua Yang is confident that its stable of developments in Johor matches demands in the local market.

INFO BOX

19,500

Number of properties worth RM4.5b completed by Hua Yang