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THE EVER THRIVING SERI ISKANDAR BUSI BY HUAYANG



Text: Zainal Alam Kadir

ONCE upon a time, there was a thriving mining town call Tronoh in Perak. It used to be quite a hub of economic activities until tin mining cease to be the main attraction in the 1990s. The area surrounding it became a bit quiet and property investment around the area was almost non-existent.

These days, the excitement over the area is back, thanks to the number of universities and higher learning institutions that are located around the area. In fact, the area is now in the limelight with a new name, Seri Iskandar.

Seri Iskandar, now a town and district capital of Perak Tengah, 40km southwest of Ipoh on the main Ipoh-Lumut Highway, is now home to notable institutions – Universiti Teknologi Petronas, a branch campus of Universiti Teknologi Mara and Kolej Professional Mara. Earlier, The Engineering Branch Campus of Universiti Sains Malaysia was also established on a disused tin mine at about 5 km south of Tronoh in 1986.

Seri Iskandar, also known as “Bandar Ilmu (City of Knowledge), has been developing rapidly in the last two decades.

Among the developers that are enjoying the robust growth in Seri Iskandar is Hua Yang Bhd, paticularly through their massive project Bandar Universiti Seri Iskandar (or Busi).



Artist impression of growing commercial buildings



The ever growing Bandar Universiti Seri Iskandar

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in Bandar Seri Iskandar



Seri Iskandar - a new economic hub

Recently Hua Yang announced the “arrival” of two big names that would take up main spot in BUSI, namely the Perodua 3S centre and Mydin Hypermarket, which is a testament to the popularity of the township which has become a focal point for the population growth in the surrounding areas. The new Mydin Hypermarket and Perodua centre are expected to begin operations in 2017.

Hua Yang assistant general manager Tony Ng said that BUSI presents an excellent opportunity for commercial retailers thanks to the thriving and growing market of consumers nearby.

“Seri Iskandar itself has a population of 90,000 with a further 20,000 university students attending the surrounding educational institutions. Combined with its close proximity to the Seri Iskandar Government Offices District, we are optimistic that BUSI will continue to be a hotspot for both commercial and residential development,” he said.

To date Hua Yang has completed close to 300 units of commercial shoplots as well as 3,000 units of residential houses in BUSI. Since 2011, the development has been steadily contributing to the population growth of the area, attracting almost 7,000 new residents over the past four years and solidifying its position as one of the fastest growing university townships in Perak. It is strategically located at the mid-point between Ipoh and Manjung with excellent accessibility through to the Ipoh-Lumut Highway.

BUSI is also surrounded by amenities including a Tesco Superstore, a KFC drive-thru restaurant, major universities (UiTM and Universiti Teknologi Petronas), police station, wet market, schools, banks and bus station terminals, which continue to ensure that it is an attractive proposition to new home buyers looking for affordable housing.

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Potential to be explored - Bandar Universiti Seri Iskandar

With the residential homes already well-established, Hua Yang has begun focusing on developing the commercial aspects of BUSI, and has been working to grow the commercial hub of the development, as seen by the newly launched Phase 5 - Bandar Universiti Business Centre and Phase 1 - Pedestrian Mall projects.

BUBC5 offers 74 units of double story shop offices with units currently going for RM 408,800 onwards and come with attractive promotional packages. PM-1 on the other hand consists of 41 units of dual frontage retail shops following a street mall concept with the ready units currently being offered for RM 659,800 onwards and like BUBC5, come with attractive promotional packages as well.

“The entry of Perodua and Mydin affirms that BUSI is a thriving township as these well-known commercial retailers have recognised that the steadily growing population presents an excellent market of new consumers. We believe that the addition of these retail options will not only benefit, but also add value to BUSI as well as those from the surrounding area. Moving forward, the northern region and BUSI will continue to be one of the key areas of focus for Hua Yang’s developments.” In another development, Hua Yang also launched the first phase of its Seri Andaman homes within the 777-acre BUSI parcel.

The launch marked the Group’s first property offerings under the Government’s MyHome Scheme which was announced in Budget 2014 (interested buyers must fulfil certain criteria set by the Ministry of Urban Wellbeing, Housing and Local Government to receive the RM30,000 subsidy).

The first phase of Seri Andaman consists of 186 units of 22’ x 65’ single storey terrace homes with a built-up area of 850 sq.ft. (square feet) and above. Each unit comes with three bedrooms and two bathrooms, which are ideal for small families. The price per unit of these leasehold units range from RM180,000 to RM200,000. From the 186 units, 56 units are Bumiputera lots while 130 units are non-Bumiputera lots. There is also an additional five per cent discount for Bumiputera lots.

“As a developer of affordable homes, Hua Yang is delighted to be able to contribute to the Government’s initiative to help Malaysians own their first home. We are able to leverage on our expertise to ensure that the homes we have built for the MyHome Scheme is able to enrich the lives of its occupants while at the same time appreciate in value,” Ng said.

He said that Hua Yang is also confident that Seri Andaman will be well received due to its location within the thriving education township, which is an ideal place to live, work, study and play.