



STRONG PUSH FOR PROJECTS: Hua Yang's Ho says the company foresees a strong push for projects in its financial year ended March 31, 2011, as property investors are more confident of the overall sector. The developer aims to sell RM300 million worth of properties, translating to 900-1,000 units.

Hua Yang targets to be a top 5 developer in 5-7 years

by **SITI RADZIAH HAMZAH**

PROPERTY developer Hua Yang Bhd aims to be among the top five developers in Malaysia in the next five to seven years.

Its chief executive officer, Ho Wen Yan, said the company foresees a strong push for projects in its financial year ended March 31, 2011, as property investors are more confident of the overall sector outlook.

It aims, he added, to sell RM300 million worth of properties, translating to 900-1,000 units.

"In fact, we are confident of the positive market sentiment and will continue rolling out our projects," Ho told *The Malaysian Reserve* in an interview recently.

"We continue to see substantial growth in the affordable homes segment. As not many developers operate in this market due to lower

profit margins, there is indeed shortage of good developers who are able to provide affordable pricing with quality finishing," he added.

Among its current projects are One South in Sungai Besi, which was launched in the early part of 2010.

Ho said mixed development will always be Hua Yang's forte and priority in line with its philosophy to create communities with

SEE P4 COL1

Focuses on landbank within Klang Valley

FROM P1 **Hua Yang**

full-fledged facilities.

On the group's plan to expand its landbank, Ho said its primary focus would be within the Klang Valley or areas just outside the Klang Valley.

The developer currently owns 1,000 acres of undeveloped landbank, that has the potential to generate more than RM1.8 billion in gross development value.

"We are looking at secondary prime locations such as Sri Kembangan, Puchong, Putrajaya and Shah Alam, with ready built infrastructure and facilities.

"What is today considered secondary, may well emerge as a primary or much sought after location just a few years down the line," he said.

To further strengthen Hua Yang's presence in Johor Baru, the group acquired

140.87 acres of land in Pulai Jaya, which is situated 1km away from its existing RM1.2 million Taman Pulai Indah development.

The additional land would be an extension of Taman Pulai Indah, with new phases consisting of commercial units, double-storey terrace houses, cluster homes, semi-detached and bungalow units to be launched within the next financial year.

"We have developed 30% of our 320ha landbank in Ipoh, about half of our 1,908ha in Johor and we have plans for our 8ha in the Klang Valley," Ho said.

Hua Yang's net profit soared 75.11% to RM4.91 million in its first-quarter ended June 30, 2010, from RM2.8 million in the same period last year.

Revenue advanced 47.88% to RM37.22 million from RM25.17 million previously.