

Night view of Ivory Palm Villa

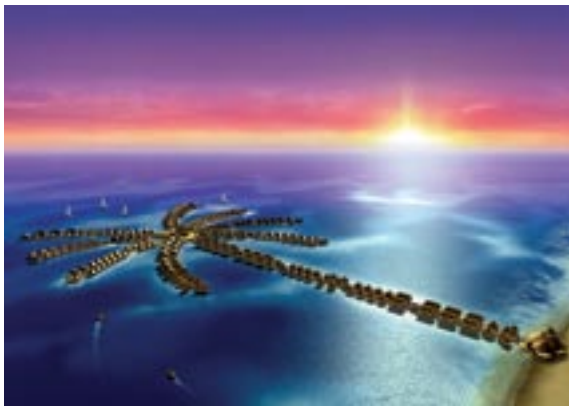
Selang Goldcoast -

## A Charming Coastal City

In the not too distant future, Selang will evolve into the epitome of a coastal township that will be the toast of the world.

**D**riving this ambition is the development of Selang Goldcoast. This coastal city is destined to become one of the world's top tourist destinations.

This tropical showcase of choice sits on a 22km stretch of beach fronting the sheltered waters of the Straits of Malacca. This stretch on the easily accessible western coastline is still secluded and unknown to many. The shores and waters are still untouched.



*The palm-shaped water villas on the coast*

Selangor Goldcoast is already rising here. This RM3billion project will be showcased in a resort style setting, very much in tune with the State Government's vision to boost tourism in Selangor.

Taking a proactive stance, the Selangor State Government and the Ministry of Science and Environment as well as Selangor's Ministry of Tourism have been lending a helping hand.

This project will bring together a partnership between Permodalan Negeri Selangor Berhad (PNSB) and Sepang Bay Sdn Bhd (Sepang Bay). This integrated development will ensure that Sepang

Goldcoast will be developed and managed in the highest quality.

### **Promise Land**

Malaysia is a land of contrasts with technology coming to govern the advance of the nation with the delicate balance of with holding the essence of tradition. World-class infrastructure impress you while the culture of this multi-racial country stays inherent. A shining example of this promise is the gentle town of Sepang, incredibly only a 45-minute drive from Kuala Lumpur.



*High ceiling in the villa interior*



*Master bathroom dressing area*



*Master bedroom facing open deck*

Selangor is more than a town synonymous with one of the world's most modern airports. It is a bastion of architecture, culture, tradition, fauna and flora, even a lifestyle that is becoming increasingly difficult to experience at one place.

Selangor presents an opportunity that seems unreal; to travel through a time tunnel offering pleasant surprises that seem right out of a book listed under history in a library. The experience is inspirational.

A Blend of Harmony within Nature  
Selangor Goldcoast will be modelled upon other successful resorts designed to preserve and promote natural heritage. The concept is to educate the public on the importance of our ecological system in rivers, mangroves and coastline in a conducive entertaining and leisurely environment.

The natural beauty of this coastline will be made even more compelling with the concept of a global village. This development however will remain





*Entrance and lounge*

sensitive to the environment. Large stretches of mangrove forest formed over time will be untouched by the development and become one of the main attractions for visitors.

### **Golden Palm Tree Water Villas**

The jewel in the Sepang Goldcoast crown is the Golden Palm Tree Water Villas, a resort-like palm-shaped residential enclave. “The Golden Palm Tree is unique as the first ever in Asia. It is the third in standing where the first and second were built in Dubai.” Ho Hok Seng, President of Sepang Goldcoast says.

Until now, you’ve only had the insight into luxuries of this nature in the pages of high brow society magazines. Today, it is right at your doorstep. In the vicinity of Golden Palm Tree Water Villas will be world class infrastructure like those that adorn these pages, from hotels to theme parks.

The Golden Palm Tree is the first in

a series of property to be launched in Sepang Goldcoast. “This is a concept whereby the homes are built from the shoreline stretching right up into the sea reaching as far as 1.2 km. The construction of these villas will create a rest and relax spot with scenic view of the waters and beyond,” Ho says.

Working with architects from France, the designs for the Golden Palm Tree villas will combine Polynesian and Maldivan with tropical Malaysian finishings. “This potent blend of flavours will showcase our local identity,” Ho adds.

Comprehensive facilities will be readily available like a gymnasium, swimming pool, restaurant, spa, meeting room and convention hall which can support a thousand people. Water activities like fishing and water sports will also be introduced.

Swiss-Belhotel International, among the world’s leading hoteliers is appointed to manage more than 300

units of the Golden Palm Tree Water Villas and provide full management services and the highest standard of maintenance. The first phase of this project is expected to be completed by this 2009.

### **Valuable Asset**

The world’s largest exhibition of overseas property ‘A Place In The Sun’ recently held in London garnered overwhelming response in terms of visitors and results. Some 50,000 visitors and over 300 exhibitors from more than 40 countries were at this prestigious event.

The Sepang Goldcoast development booth was a crowd-puller with hundreds of potential investors crowding in daily. Investors were clearly drawn to the optimistic investment potential of Asia’s most promising showcase of choice.

Over 25 units of the Golden Palm Tree Water Villas were sold during the three-day exhibition alone generating sales totalling over RM15million, a record of sorts for an Asian developer.

### **The Convenience**

The infrastructure will be state of the art and this area already benefits from its high accessibility levels through a good existing road network. You can take a pleasant one hour and 15 minute drive to Kuala Lumpur. KLIA is situated 20 minutes away and Seremban, 30 minutes by road.

The Ministry of Tourism affirms that this project is indeed a positive step in creating awareness of Malaysia. Holidaymakers will benefit tremendously from its strategic location and easy access to KLIA, KL City and the tourist belt beyond. On their journey across the globe, frequent fliers travel this international route, always stopping to enjoy the locale.

A highway will be built directly into



### *Nature preserved flanking technology*

the Golden Palm Tree area, bringing it closer to central areas. Budget AirAsia flights will also help to give the area a boost, being so closely situated to the airport.

### **Poised to Benefit**

This first phase has already sold over 10%. With heavy marketing within the Klang Valley showing great prospect, these villas are fetching a reasonable price. The smallest unit which sits at around 500 sq ft is selling at about RM330,000. There are bigger units for sale at around 2000 sq ft.

At this stage, the Sepang Goldcoast development has also been introduced in countries like Singapore, China, Japan and Europe. "There are two ways we market our products. We sell our property as Holiday Homes or Second Homes." Ho says.

The response by the foreigners has been encouraging. "From a currency stand point; the foreigners have an opportunity to purchase for a really reasonable price, a property with high potential. This investment is worth it whether for local or foreigner."

What is interesting about the Golden Palm Tree project is that it will be the first Sepang Goldcoast investment opportunity. Owners have an opportunity at profit sharing by investing in a water villa. Here you can benefit from the booming tourism market of overseas and domestic visitors.

Tourism is an important mainstay of the Malaysian economy. The industry has chartered a phenomenal growth over the years. In 2007, Malaysia received more than 21million visitors adding RM45 billion to the thriving economy.

With a hive of activity in this area, visitors can enjoy unlimited potential. It is a perfect getaway for city dwellers, an exciting development that will become a major attraction with great potential for the tourism industry. It will complement the industry as one of the quality accommodations in the country.

"We already estimate that 50% of the visitors to Gold Coast will be foreigners. My vision is for Sepang Gold Coast to become a well known tourist destination throughout the world. I want it to become No 1 in Asia and in the world". Ho says.

This is an oasis of tranquillity, free from the hustle and bustle of city life. The State Government is confident that the Sepang Goldcoast project is a treasure trove in terms of economic potential, a celebrated tourism jewel of the state.



Caribbean square



Tudor street

“The rich diversity of culture and tradition abundant in Sepang promises an adventure that will tease the emotions bringing it through a roller coaster of cerebral excitement. Sepang Goalcoast will maintain this magic, no doubt.”

Sepang Goldcoast Sdn Bhd will maintain the pristine charm of Sepang while facilitating the achievement of its optimum potential.

**Future Transformed, Past Untouched.**

“The coast of Sepang is one of

the places in Malaysia to present a documentary-like setting,” Yanki Regan, chief executive officer (CEO) of Sepang Goldcoast Sdn Bhd inputs.

With landscape sculptured over thousands of years, it is truly admirable that Sepang has managed to ward off encroachment of its culture, tradition and heritage. Even with the upcoming development of Sepang Goldcoast, the charm of Sepang will remain intact.

“While Sepang Goldcoast is envisaged to bring economic prosperity to the entire district of Sepang, it will not be at the expense of what is valued



Hotel and Theme park



Atlantis street

most,” Regan affirms. Sepang Goldcoast Sdn Bhd is committed to value what is natural.

Sepang Goldcoast will treasure all the intrinsic values that are inherent in Sepang along with the sentiments of the people. After all, nothing can replace the magic that prevails in the air of Sepang. This project truly embraces the past, marrying it with the future to transform Sepang into one of the most exciting places in the world. “Surprise and admiration will pour in for sure,” Regan ends.

In time to come, this mesmerizing sight will be built upon. Sepang Goldcoast really is the answer to the challenge of building infrastructure around the treasure of nature. And the best part of it all really is that nature remains untouched.