

Being the paradigm of a model neighbourhood

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A conspicuous landmark along the Damansara-Puchong Highway (LDP), Paradigm Mall stands out from the other developments around it and catches the eye of every passer-by – its exterior being adorned from top to bottom with geometric designs and colourful banners.

A relatively new kid on the block, the mall provides an escape from the daily grind to shop, play, dine and unwind for the surrounding townfolk of Petaling Jaya, as well as those from further locales as Paradigm is also reachable via the North Klang Valley Expressway (NKVE) and the Federal Highway.

Opening its doors to the public over two years ago, the fledgling mall has seen burgeoning numbers thronging its premises with close to 16 million visitors per year. They have recorded roughly 1.3 million on typical months while the year-end Christmas seasons have seen 1.6 million.

The mall has become a buzzword on the lips of many, as a happening place to be at during the weekends when a galore of activities would be held. From music filling the air to artiste showcases and movie-related events, the mall has become a thriving hub for social gatherings.

Taiwanese band Mayday, Hong Kong singer and actor Julian Cheng, Singaporean singer-songwriter Stefanie Sun, and Hong Kong actress and singer-songwriter Karen Mok have all made appearances at the mall, enthralled fans and shoppers

With Paradigm Mall being a success even in its infancy and more residential and commercial properties coming up in the same area, WCT is poised to carry the whole of Kelana Jaya on their backs and together soar to greater heights

served the mall well in its early years as it provided an alternative to the millions of residents here, who had to previously make the drive up the LDP to Bandar Utama or down the highway to Bandar Sunway for their shopping, dining and entertainment needs.

When surveying the area for its suitability for development, Paradigm developer WCT had found that within a 20-minute drive radius of the mall development, there is an almost three million population



Paradigm Mall Boulevard

alike with singing, dancing and meet-and-greet sessions.

Also descending onto the mall was an artiste appearance by Running Man, a South Korean variety show. Malaysian entertainers also livened the atmosphere, with singer Shila Amzah and comedian Harith Iskandar stopping by previously.

Its strategic location has also

who all stood to gain from having a retail hub in their vicinity.

Out of the nearby populace, it was found that around 270,000 homes had household incomes of more than RM9,000 a month. Therefore, giving these high-disposable income families a nearby place to shop was the best way WCT knew how to fill a need for a retail destination in the area.



Paradigm Mall

www.paradigmhall.com.my



Running Man fans at Paradigm

Getting to the retail hub has also been made easier as Paradigm has been hosting bus services which facilitate the transportation of people between the mall and the nearby Kelana Jaya LRT station.

Local residents have also expressed delight at the convenience offered to them by the provision of buses which connects travellers directly to the Kuala Lumpur International Airport (KLIA) and the new klia2. Paradigm has fast established itself as even a transportation hub for the surrounding community.

Another factor which WCT had to consider, when initially developing the Paradigm area, was the traffic flow between the two sides of the highway. When the LDP was raised it effectively split Kelana Jaya into two and the developers sought for a way to improve connectivity for commuters.

An existing connection was found between the Paradigm development and Jalan Bahagia via a tunnel which WCT later incorporated a bypass into the works for a price tag of RM30 million.

This had the effect of creating a junction on the underside of the

LDP which enhanced traffic flow for the area and connected the surrounding community with the rest of the wider world.

Other undertakings WCT had to fulfil during the course of its development of this area included the carrying out of upgrades to resolve an unceasing spate of flood woes which plagued the area in the past.

During construction, many dialogues were conducted with nearby residents in which their issues were taken into consideration, as these surrounding neighbourhoods were included as stakeholders when such a large development was to occur in their vicinity.

Yielding to the concerns of residents, WCT abandoned their earlier design for seven towers on the mall and finally constructed only three.

Despite the scaling down in construction, the development has uplifted the surrounding community ever since it first started business. The mall provides amenities to locals and traffic flow has been smoothened with the tunnel and junction.

All these auxiliary benefits have caused a long-lasting effect onto

Kelana Jaya as a whole with residential units nearby revealing an appreciation in value of 20% to 74%, within just the first two years of the mall's operations.

The mall itself is part of a larger 4.86-hectare mixed-commercial development within the neighbourhood of Kelana Jaya. The prime land was meant to mark WCT's entry into high-end development with condominium and serviced apartments, a Class A office tower and even a four to five star hotel.

Located within the Paradigm development area and a part of the mall, Azure Residences is an exclusive low-density environment of only 189 units with abodes that range from 756 to 1,815 square feet.

Elevating the standard of living that many are accustomed to, the premium address has been outfitted with the modern family in mind with CCTV surveillance on every floor, guarded car park and lift lobbies and a card-access system to lifts and units.

While earlier WCT developments in Klang focused more on the township angle of design, this 30-storey residential tower will be a high-rise, high-end condominium, providing homeowners easy access to amenities in the adjoining Paradigm Mall.

Apart from the residential tower and a soon-to-be announced international hotel, the other tower awaiting completion within the development area is corporate tower The Ascent, which is linked to Paradigm Mall via a landscaped boulevard and covered walkways.

With an addition of meeting rooms, boardrooms, conference and banquet venue, this integrated development is set to provide a host of new amenities to Kelana Jaya and the greater Petaling Jaya. **MSME**

Putting the pieces together

Having a solid track record which has been interspersed with notable achievements which grew in scale along with the company, WCT has progressed by leaps and bounds since it was first established over three decades ago, in 1981.

WCT has stamped its mark and set up its presence spanning across the greater Klang Valley and in the Iskandar region in Johor, as well as over the seas to East Malaysia, in the city of Kota Kinabalu in Sabah. Today, WCT is the notable township developer in Bandar Bukit Tinggi.

The Bandar Bukit Tinggi integrated township is WCT's property flagship in Klang South and the total development size of this booming locale has swelled to more than 542.3 hectares.

Over the last decade and a half, Bandar Bukit Tinggi has proven to be among the top Klang Valley townships which has experienced accelerated growth rates. As the years progressed, the township has seen over 65,000 people move to within its boundaries.

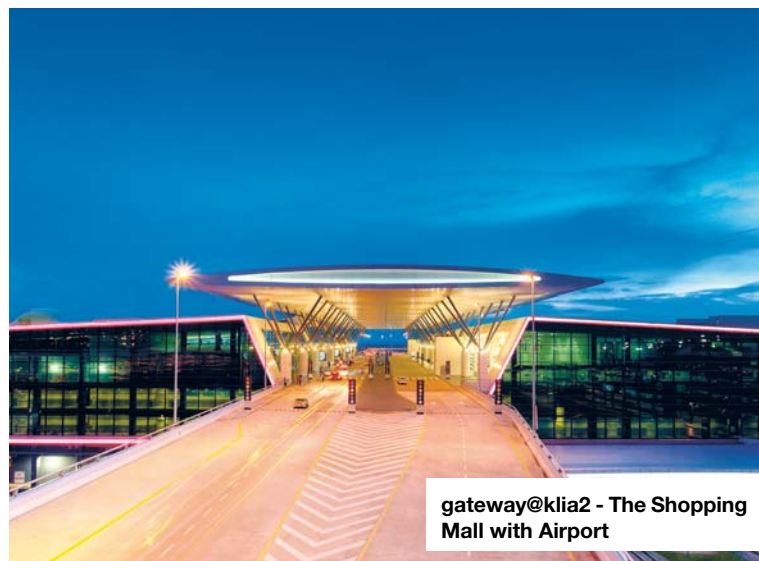
Since then, WCT has not only delivered over 14,000 units of residential and commercial properties amounting to a gross development value (GDV) of RM4 billion but the sprawling locality has thrived with

Growing their skills, expertise and portfolio in property and construction, WCT has garnered a wide variety of accomplishments throughout the years, both in and outside the country

www.wct.com.my



Yas Marina Circuit, Abu Dhabi, U.A.E.



gateway@klia2 - The Shopping Mall with Airport

amenities such as Première Hotel, the Bukit Tinggi Shopping Center, Giant and Tesco hypermarkets, educational institutions, and various local authority outposts.

In the civil engineering and construction ambit of the company, WCT has lent its expertise in a joint venture to complete the state of the art circuit that is the Sepang International Circuit.

Having completed the track in a record time of 14 months, it boasted ultramodern facilities and was the only circuit in the world which was allowed to incorporate the F1 logo on its official name.

Earthworks, landscaping and the construction of the grand stand and buildings such as the welcome center, medical center and ancillary buildings were undertaken during the project – which was the nation's

pride and joy.

Other tracks which WCT had a hand in producing were the Bahrain International Circuit in Bahrain and the Yas Marina Circuit in Abu Dhabi. During construction, the circuit in Bahrain was the first ever F1 racing track located in a desert.

As such, it was equipped with the most advanced facilities at the time and covered a total area of 170 hectares including buildings, racetracks, tunnels, paddock area and other related infrastructure.

The newly completed Kuala Lumpur International Airport 2 (klia2) was also a project in which WCT laboured to bring to fruition. The company undertook the design, engineering and construction of the gateway@klia2 integrated complex which includes the gateway shopping mall with 6,000 parking

bays, a transportation hub, arrival and departure halls, which WCT is managing and maintaining.

WCT also had a hand in contributing to the completion of the Kota Kinabalu International Airport and the New Doha International Airport in Qatar.

Several iconic infrastructures can be said to owe their beauty and existence to WCT, which includes the Yas Royal Yacht Club in Abu Dhabi, the Bahrain City Center in Bahrain and the Qatar Government

and theme park.

Among the accomplishments on the property development, management and investment sector, WCT has established Laman Greenville in Klang and d'Banyan Residency in Kota Kinabalu under the luxury homes banner.

Exclusive and lavish, these developments have seen a clubhouse, pond, and golf course, which add to the scenic views enjoyed by residents.

The years gone by have also seen



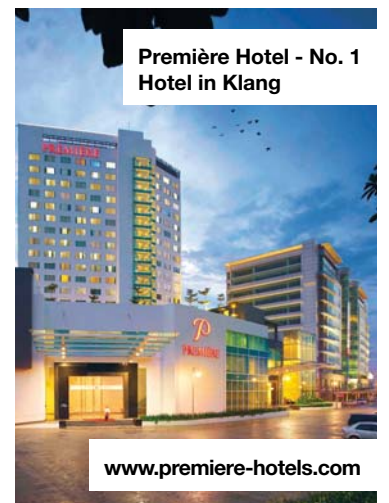
Sepang International Circuit

Ministry Complex.

The Yacht Club comprised of two buildings including restaurants, function rooms and an observation tower while the City Center includes contributing to the construction of a retail shopping floor, multiple car park building, hotel

WCT make its mark in the hospitality scene, by treating business travellers and vacationers alike with comfort and style at their Première Hotel in Klang.

The business hotel consists of 250 rooms and suites, including three executive floors. Located conveniently next to the city's main



Première Hotel - No. 1 Hotel in Klang

www.premiere-hotels.com

shopping district, commercial hub and places of interest, visitors can enjoy work and play just a stone's throw away.

Some of the shopping malls that WCT has had a hand in establishing include the Bukit Tinggi Shopping Center in Klang South which happened to be the developer's maiden retail project.

It is currently being leased to AEON and sees a large amount of shoppers come through its doors daily. It serves as a convenient shopping, dining and entertainment option for many Klang residents who do not have to travel far but look inward to their own town for a night out.

The shopping mall within an airport, the modern gateway@klia2 is WCT's third retail project after Bukit Tinggi and Paradigm Mall in Petaling Jaya. Part of a long-term concession with Malaysia Airports Holdings Bhd, it is located between the drop-off point and the main airport terminal.

Offering travellers plenty of eye-catching and unique retail options, the mall has also been designed to assist visitors to the country by being an integrated transportation hub that manages taxi services, rented cars and buses.

WCT Holdings Bhd is an investment holding company with an investment in two main subsidiaries, WCT Bhd and WCT Land Sdn Bhd, which are primarily involved in civil engineering and construction, property development and investment and management activities.

WCT has indeed grown from its original engineering and construction business over the last 33 years into having a varied property development and investment and management portfolio which includes townships, luxury homes, high-rise residences, industrial properties, offices, mixed commercial developments, concessions, hotels and shopping malls.

Moving forward, WCT continues to seize suitable opportunities for quality land acquisitions in the Klang Valley, in Iskandar Malaysia, also up north in Penang and Kota Kinabalu. This will be to support further expansion plans to the portfolio and to expand its Paradigm Mall and Première Hotel brands. **MSME**

More than just a home

WCT has been providing homebuyers with amenities in the form of dining, retail and leisure options, all packaged under what is known as integrated development

www.wct.com.my/property



Paradigm Kelana Jaya development

Ever pursuing a higher dream, a loftier ambition, and a greater goal, WCT continues its development of various different properties to suit the discerning needs of modern homeowners.

From business to leisure, to providing a place for rest and relaxation, property development is a delicate balance between simplicity and opulence, when hitting the right note between the two would cause a project to be well-received by buyers and highly-regarded among industry peers.

The new southern development corridor in Johor, Iskandar Malaysia covers over 221,000 hectares of land area and has been identified as one of the catalyst developments to spur the growth of the national economy to greater heights.

Encompassing an area of about three times the size of Singapore and two times the size of Hong Kong, Iskandar covers the entire Johor Bahru, Jeram Batu, Sungai Karang, Serkat, and other districts.

It is no wonder why WCT chose to strategically locate the 1Medini Hub within Iskandar. A vibrant development formed by the integration of retail and office space, the Hub also contains annexed residential components, allowing residents to truly live out an integrated and convenient lifestyle.

The high quality retail spaces are also ready to support specialty businesses such as fashion, gifts and hobbies, healthcare and beauty and laundrette services.

The 1Medini Hub has been specifically designed by WCT to be a vibrant retail-focused center which is set to provide investors and business owners the perfect opportunity

to tap into the surrounding area which is growing everyday with new business developments and an increasing residential population.

Within the Hub are its residential components including 1Medini Residences and Medini Signature, a prestigious residential condominium which is a haven of idyllic recreation and resort-like landscapes.

Located nearby are entertainment outlets like Legoland, leisure centers like the Puteri Harbour Marina, and educational institutions such as Malborough College and Raffles American College.

Also within the same vicinity is BRIO Residences, service apartments set with modern tones to cater to the needs and sensibilities of a new generation of home owners.

Comprising of 263 units, the apartments are a part of the Paradigm Johor Bahru development located strategically right within the heart of Johor Bahru, along Jalan Skudai.

Other than the service apart-

ments, the contemporarily-styled residences are also just adjacent to a 280-room luxury hotel which offers travellers a respite from the busy city life and a retreat into a womb of comfort for a breather, while the world continues at its fast pace just outside the door.

A six-storey shopping mall in the form of Paradigm Johor Bahru is WCT's attempt at recreating the successes it has witnessed and enjoyed after Paradigm Kelana Jaya opened to much pomp and attention.

The past years have been rewarding for the Paradigm brand in terms of customer satisfaction, as can be seen through the amount of visitors thronging the mall, and the international-level of attention it has been receiving through various marketing initiatives involving foreign celebrity entertainers.

This time, the Paradigm in Johor Bahru will seek to integrate a whopping 1.3 million square feet of retail offerings – enough to entertain, feed and satiate almost every desire a



Skyz Jelutong Residences



The Lead Residences



BRIO Residences

Damansara-Shah Alam Elevated Expressway (Dash).

The development boasts a six-tier security system for a truly exclusive living experience and a resort-like environment promises luxury and comfort with a 40m vanishing-edge pool, Jacuzzi, sky garden and cabana. From two to 3+1 bedrooms, there are 222 freehold units on offer.

A quiet neighbourhood with ready amenities for quality suburb living, Jelutong is suitable for homeowners from all walks of life, with hypermarkets, private, international and local schools, a medical center, communal parks and golf courses.

Truly epitomising the concept of sky-high living, Skyz Jelutong has two twin towers, on top of which are beautifully landscaped gardens from which one can catch a glimpse of a star-studded night sky or the rise of a new sun each dawn.

Further emphasising the rise in integrated development and how it is the development layout of choice for both developers and buyers, the Lead Residences at Bukit Tinggi 2 offers all the expected luxuries when it comes to living, working, playing and dining within the same vicinity.

Convenience at the homeowner's very doorstep, this development seeks to capitalise on the connection made by a sky bridge between the residences together with retail outlets in the form of AEON Bukit Tinggi.

The Lead comprises of two levels of retail lots, a boutique hotel and two blocks of serviced apartments, covering the whole gamut of family, single-owner and traveller options in one convenient location.

Bringing integrated living to cities around Malaysia, the property development and management arms of WCT looks set to build upon their expertise, from strength to strength. **MSME**

shopper may have when he or she steps foot into the mall.

With private residential units in the same area, residents will enjoy the convenience of having premium facilities at their doorstep, not to forget a wide range of amenities, and state of the art security and privacy facilities that the residential tower offers to today's buyers.

BRIO will be a stroll away from Paradigm Mall and boast modern, family and community-oriented facilities for enhanced enjoyment such as a child-care center, wading pool and BBQ deck.

Taking living to new heights, Skyz Jelutong Residences offer homeowners a chance to experience both the convenience of living within close proximity to a city and all its amenities, but also within the serenity and tranquillity of nature in the form of a well-tended natural environment.

Nestled in a prestigious address in Shah Alam, Skyz Jelutong is well-connected with major highways, such as the New Klang Valley Expressway, Guthrie Corridor, Federal Highway and the proposed

Values lighting the way to success

WCT has grown from a single-machine company to having completed projects all over Malaysia and even across the world, all thanks to a set of well-chosen values that have stayed with the organisation since its inception

WCT's operations then shifted from earthworks into taking up building construction and additionally into property development as well.

The letters in WCT represent the three surnames of the founders which, in the early days, came together and started an engineering company. Having received a contract for a job, they carried it out well and the company's growth from then on was deemed as very organic.

Not only was it hard work in carrying out the duties involved with contractual agreements, but building the company up employee by employee, not unlike constructing

a strong working relationship together with consultants as well as the authorities, in order to ensure smooth operations and to comply with all the necessary legislations and legal requirements.

Having a dedicated team to liaise with these external parties, it can be said that WCT defies the stereotype of being a local company which may be construed as unprofessional, but one with highly-structured processes and a world-quality workforce.

There are two key measurements that the company has abided with, one of which is the ISO quality standards and the other being one regarding safety and health. These

Winning their customers over is no easy task as visitors to the mall come from different age groups and socio-economic backgrounds.

Therefore, a lot of innovation and effort has been put into place to win the hearts of those who visit the mall, be it to shop, dine, or simply to just wander around the corridors for an hour or two.

Winning over their tenants is also strongly practiced in the mall. Maintaining a good communication channel to hear any grouses and to swiftly solve them is important in any mall management scenario.

With the community close to their heart, WCT has also ensured that



Starting off in 1981 with relatively humble beginnings, the nationally and internationally-recognised builders WCT have now come a long way indeed. Without an array of accomplishments to their name, which they have now, back then WCT began their stable of operations with only one machine on hand.

To grow the company from just a handful of like-minded partners who came together into the sprawling organisation that it is now, WCT has had to largely depend on a team.

All the gears working together

humility. This was because, as a fledgling construction company, they had to be patient in learning the ropes of the business, and finding the best ways to succeed.

Catering to the demand of clients and bending over backwards in adhering to their every request were values birthed from the very beginning and have stood as good strong pillars around which the rest of the company has been built these last 33 years.

Humility was also a big part even in recent years when after racking up a good amount of accomplishments, from developing high-rises

a building stone by stone, had to be done carefully. Hardworking staffs were found which helped boost the company up.

Making good money within a period of time, their eyes turned to a nice piece of land in Klang, upon which it was decided that the company would acquire it for future development. Over the past 18 years, that dream has indeed been fulfilled many times over in the form of Bandar Bukit Tinggi.

That development has grown from Bandar Bukit Tinggi 1 to include Bandar Bukit Tinggi 2 and Bandar Bukit Tinggi 3, which is also more famously known as Bandar Parklands. These three projects, situated along Jalan Langat and right up to Jalan Banting, were pivotal in bestowing bragging rights onto WCT - christening them with the title of 'Kings in Klang South'.

Of course, building such a successful enterprise would not have been possible if it were still the same amount of people on the payroll since the beginning. People with integrity were hired and treasured, rewarding them when they worked hard, for long hours.

The directors also focused a lot on teamwork and were committed to being approachable and outright, despite when being among their own staff internally or their clients externally. These values and approach to work culture were disseminated all throughout the key staff in the organisation.

Working in a demanding field such as construction and development, WCT has always maintained



WCT Holdings Bhd executive director Choe Kai Keong

smoothly like a well-running engine, the team has adopted several core values that were laid out by the management since inception.

From Winning, Commitment, Teamwork, Humility and Respect, the value that was indispensable in the company's early days was

to integrated developments, shopping malls, hotels, airports and race circuits, WCT has remained focused on putting in work.

Even when they decided to list the company, the increase in turnover was met with a continued resolve to bring things a step further.

two are imperative to ensure that the organisation continues to maintain its values throughout the decades.

Indeed, upon the hiring of a new staff member, he or she is given compliance documents and guidelines on how to conduct themselves whilst working for the organisation. Rules like the amount of quotations to make are all cast in stone to maintain a certain standard of the operations.

A core value practiced, especially by the team managing the Paradigm Mall in Kelana Jaya, which is WCT's maiden effort in managing a shopping mall, would be winning.

the Paradigm development not only adhered to the requests of the surrounding residents by reducing the number of towers above the shopping mall from seven to three.

The developers also went the extra mile in addressing rampant flooding issues in the area by doing upgrading works to the infrastructure and also smoothing traffic flow by upgrading the tunnel from Jalan Bahagia to the Damansara-Puchong Highway (LDP) and also by creating an intersection, joining that area of Petaling Jaya directly onto the highway. **MSME**