

# DWCG

DENNIS WEE GROUP

**DENNIS WEE PROPERTIES PTE LTD**

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TOA PAYOH SHOPPING CENTRE SINGAPORE 310190

PRESENTS

# BANGSAR TRADE CENTRE

**Persiaran Pantai Baharu 59100**

# Bangsar Trade Centre

## Bangsar 贸易中心

**A flagship project by  
TWIN PAVILION DEVELOPMENT SDH BHD**

Artist  
Impression

FEDERAL HIGHWAY

# Bangsar Trade Centre



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## Bangsar Trade Centre

### Board of Directors

## Developer Background

**Twin Pavilion Development Sdn Bhd was formed in Feb 2010 to take over the Plaza Pantai or to be known as Bangsar Trade Center as the developer and property manager.**

**This developer company is formed with directors from the MDSC Group in Malaysia.**

**MDSC has 40 years of experience in various property development and currently they are heading a team in a multi-billion dollar development in Liuzhou, China.**

### *Board of Directors*



Seated from the left:  
Mr. Lee Seng Khoon  
Ms. Ding Mei Siang  
Dato' Shermaine Ooi Chooi Yin

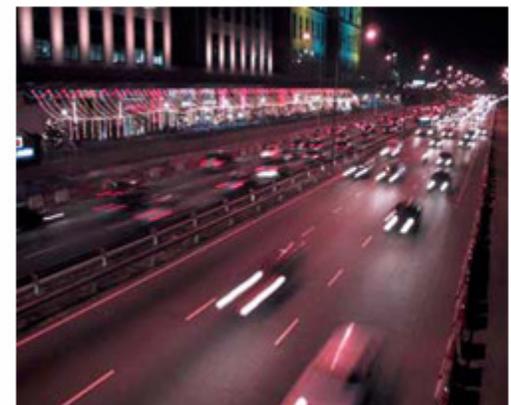
Standing from the left:  
Mr. Lim Kien Heng  
Mr. Ryan Ooi Yong Kheng  
Mr. S. K. Tee

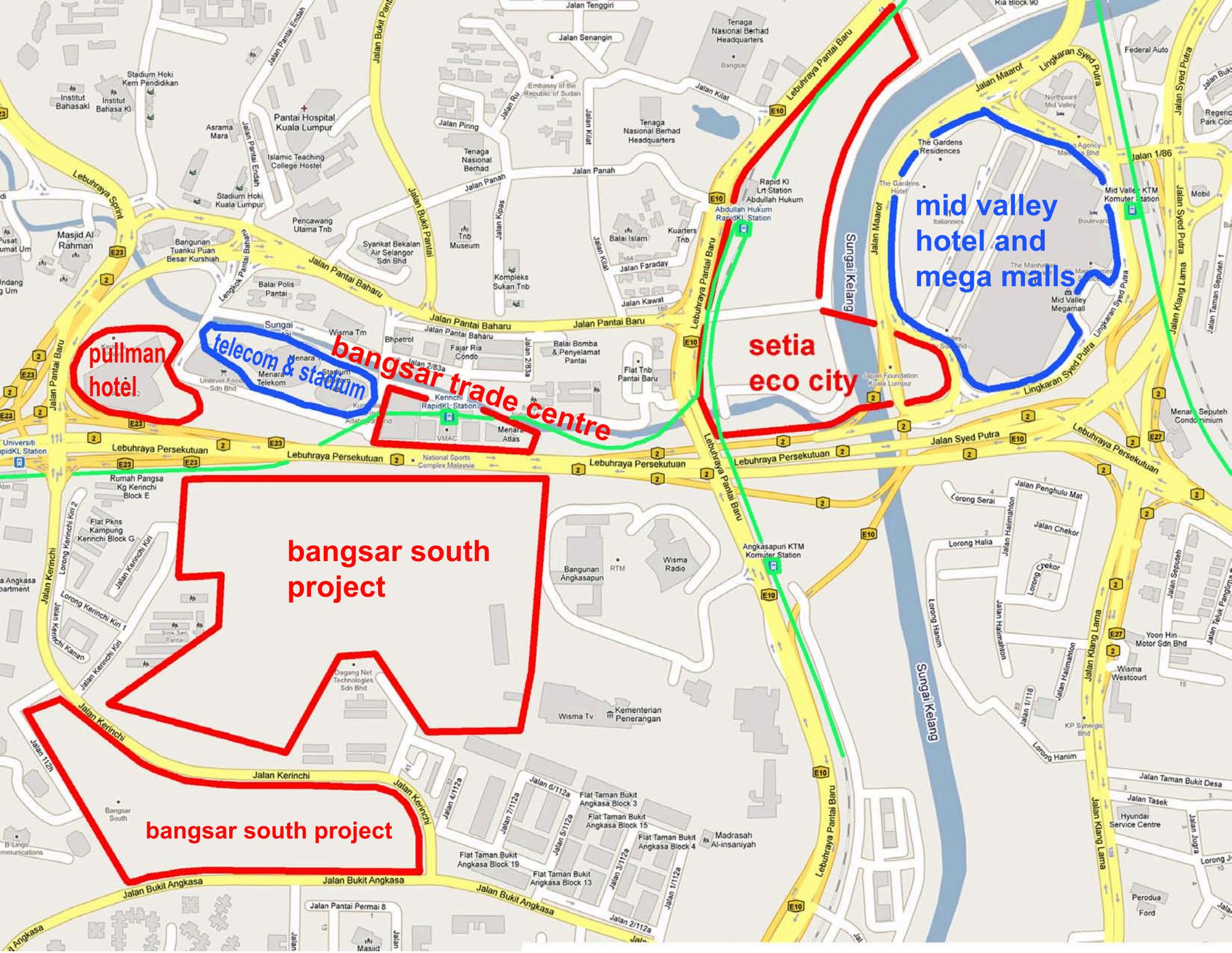
# Bangsar Trade Centre

## Strategic Location

### Location

- Developed and managed by **TWIN PAVILION DEVELOPMENT SDN BHD**
- Total 4.6 acres of land area.
- 4 mil sq ft of built up area (230,000 sq ft of Retail podium and 3 level of basement car park.)
- Strategically located along the 35 km long Federal Highway
- Wide frontage exposure to Federal highway
- Situated on a prime **FREEHOLD LAND** in Bangsar, Kuala Lumpur 永久性业权土地





**pullman  
hotel.**

**telecom &  
stadium**

**bangsar trade centre**

**setia  
eco city**

**mid valley  
hotel and  
mega malls**

**bangsar south  
project**

**bangsar south project**

## **PULLMAN HOTEL**

**Tuesday June 29, 2010**



# **Accor to open biggest Pullman hotel in Southeast Asia in KL by 2011**

**KUALA LUMPUR:** The Accor Group expects its biggest Pullman hotel in Southeast Asia, the Pullman Kuala Lumpur Bangsar, to be operational by July 2011.

Accor Malaysia, Singapore and Indonesia vice president Gerard Guillouet said the landmark hotel would further expand Accor's multi-branded foothold in Malaysia and demonstrated the company's commitment to operate hotels across all segments and confidence in the Malaysian market.

"Malaysia is a market we are focusing on and looking into the possibility of opening up more Pullman resorts in Penang, Langkawi and Port Dickson besides other brand segments under the Accor Hospitality portfolio," he said in a statement yesterday.

"The robust tourism industry, MICE, pro-business government policies, rapid infrastructure developments and travel connectivity including a progressive airline industry are factors that augur well for accelerated development of the hospitality industry in Malaysia," Guillouet added.

Pullman Kuala Lumpur Bangsar will be the largest Pullman hotel in Southeast Asia with 515 guest rooms, three restaurants, two bars and extensive meeting and leisure facilities. It will have 600 employees. The hotel will be located close to Menara Telekom and Midvalley Mega Mall.

Accor has over 4,100 hotels, 500,000 rooms and 150,000 employees in 100 countries represented by luxury, upscale and economy brands including Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis and others.

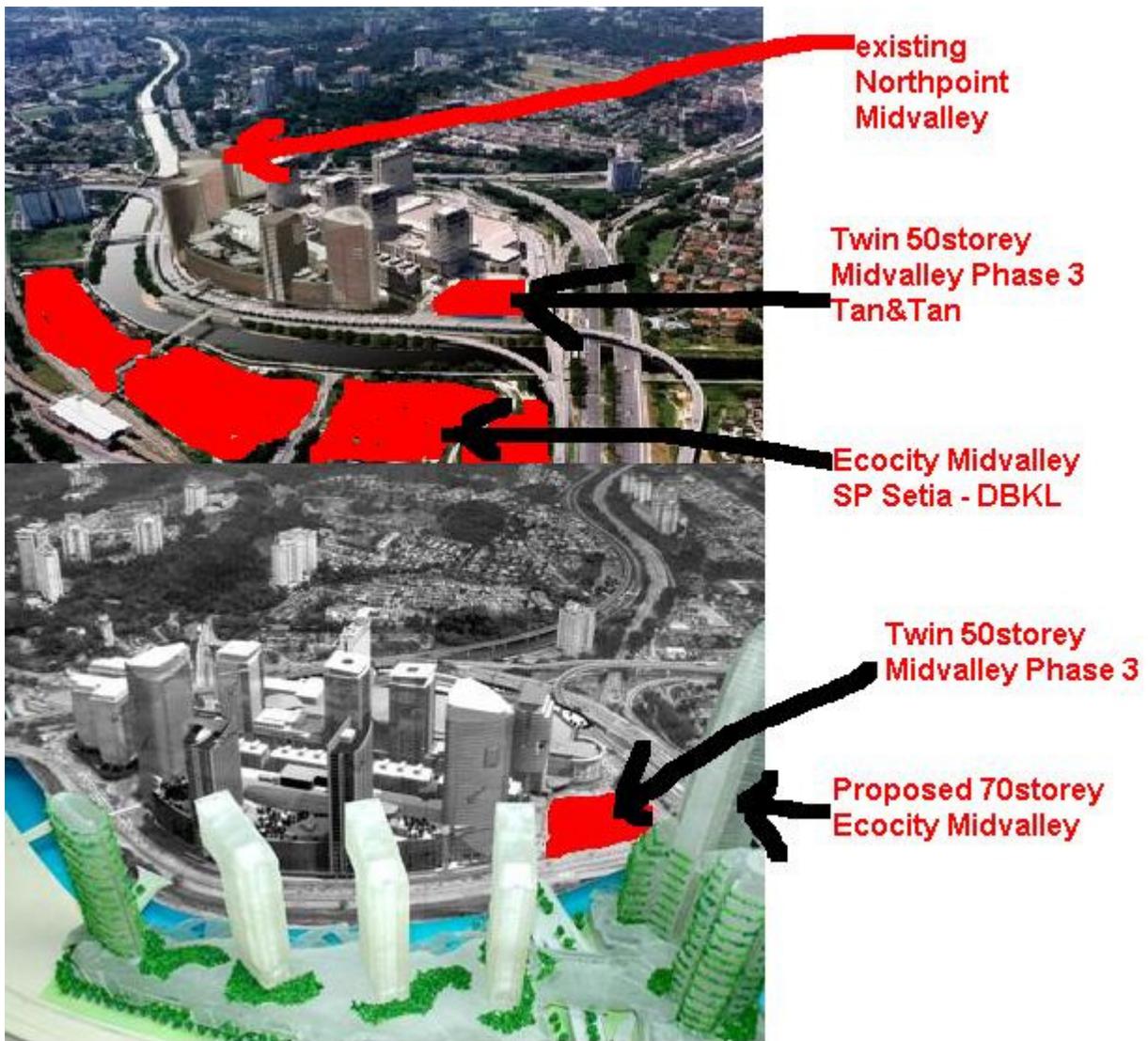
The Accor hotel group has announced plans for two new Pullman hotels in Southeast Asia, the Pullman Kuala Lumpur and the Pullman Saigon Center will both target luxury and business travelers from around the world.

## KL ECO CITY

SP Setia Bhd is set to finalise a joint venture (JV) agreement with Dewan Bandaraya Kuala Lumpur (DBKL) to develop high-rise residential cum commercial project on a 20-acre (8.1ha) plot located opposite the Mid Valley City.

SP Setia Bhd (SP Setia) is slated to launch its KL Eco City project with a gross development value (GDV) of RM6 billion by the end of 2010. The KL Eco City project is expected to be developed in three phases over 10 years.

Heading the country's largest property developer, Liew said he was positive on the recent changes taking place in the country's political landscape.



# PROPOSED SKYBRIDGE FROM KG ABDULLAH HUKUM LRT STATION TO MIDVALLEY MEGAMALL



## **BANGSAR SOUTH**

Bangsar South. Everything from its architecture to its well-thought facilities has been made for today's global citizen, one who lives with new demands amid chameleon trends. Unlike other townships, it models itself after cosmopolitan townships in great cities, containing the best facilities, modern facades, contemporary residences and elegant offices.



Bangsar South City was awarded the MSC Malaysia Cybercentre status on 7th Jan 2010.

This approval is a clear testament and endorsement of Bangsar South City as a landmark development on par with the best globally.



### **Features :**

- Integrated development consisting of work, living and entertainment components
- Grade A Offices, Retail Avenues, Boutique Condominiums, Service Suites, Clubhouse
- Boulevard
- Designed to offer maximum business space and living flexibility
- High potential for capital appreciation
- One-stop lifestyle business centre
- Strategically located between KL, PJ and Bangsar

Converging highways Federal Highway, NPE Highway, Sprint Highway, LDP Highway





**the VILLAGE**  
 PROPERTY GALLERY • SHOW UNIT • F&B OUTLETS  
 (UOA Property Galley)

**the PARK RESIDENCES**  
 RESORT STYLE CONDOMINIUM

**BANGSAR SOUTH**  
 Inspired by your dreams

**the VERTICAL**  
 OFFICE TOWER

**the HORIZON**  
 SOFTWARE OFFICE  
 Phase 2

**the HORIZON**  
 SOFTWARE OFFICE  
 Phase 1

**the SPHERE**  
 LIFESTYLE SHOPPING MALL

## Bangsar Trade Centre

### Excellent Infrastructure

#### Excellent Infrastructure

In built LRT station within the development

LRT connects to KLIA – attracts airport transit passengers to hotel

A connected walkalator from Bangsar South to Kerinchi LRT station will be developed by UOA Group.

KL Eco city - Proposed 250 million skybrigde from LRT station –Abdullah Hukum link to midvalley.

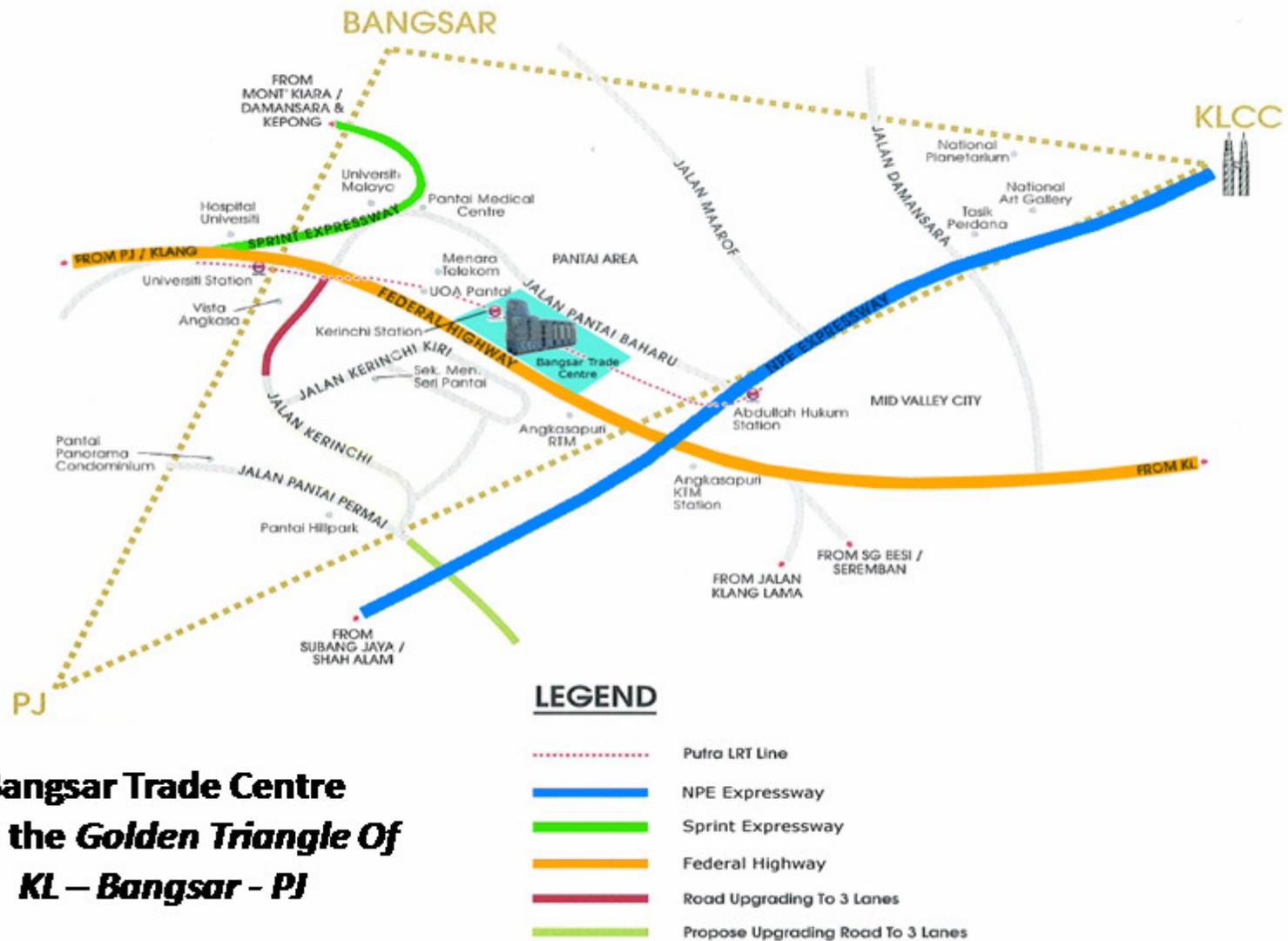
Specially built ramps from the Federal Highway and roads coming from Bangsar. **The cost of the infrastructure, of about RM300 million** – will be borne by the developer. *(Source: TheEdge 29 Mar 2010)*

## Advantages



# Bangsar Trade Centre

## Overview of Nearby Expressways



**Bangsar Trade Centre**  
is in the *Golden Triangle Of*  
**KL – Bangsar – PJ**

## Bangsar Trade Centre

### Nearby Amenities

### Project Location Benefits

- 10 minute walk to Pantai Hospital
- 2 minute walk to Pantai Medical Centre
- 5 minute walk to Fire Station
- 5 minute walk to Pantai Police Station
- 10 minute drive to Malaya University
- 7 minute drive to Help University College
- 10 minute drive to Kuala Lumpur
- 10 minute drive to Petaling Jaya
- 5 minute drive to Mid Valley Shopping Mall



# Bangsar Trade Centre

## Accessibility & Convenience

### Access via Rapid KL LRT, KLIA Express & KTM

- 190,000 passengers a day
- More than 350,000 a day during national events

Source: [http://en.wikipedia.org/wiki/Kelana\\_Jaya\\_Line](http://en.wikipedia.org/wiki/Kelana_Jaya_Line)

## 地铁交替站

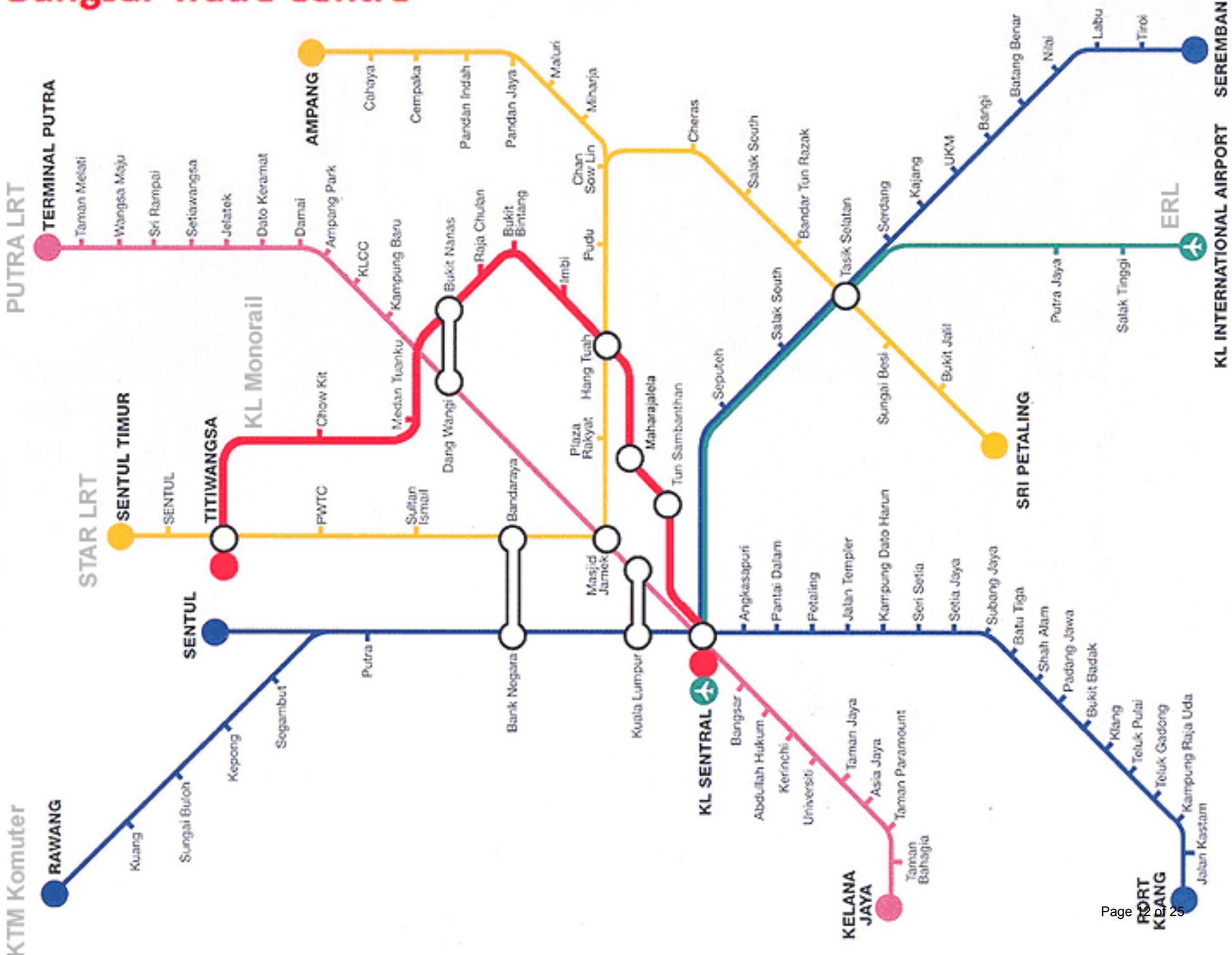
通过LRT（布特拉地铁）  
直到达KLIA（马来西亚国际机场）和市中心。

每天乘客高达190,000次数，  
公共假期期间乘客达350,000的次数。

轻快铁服务连接吉隆坡国际机场  
将吸引过境旅客到酒店居住

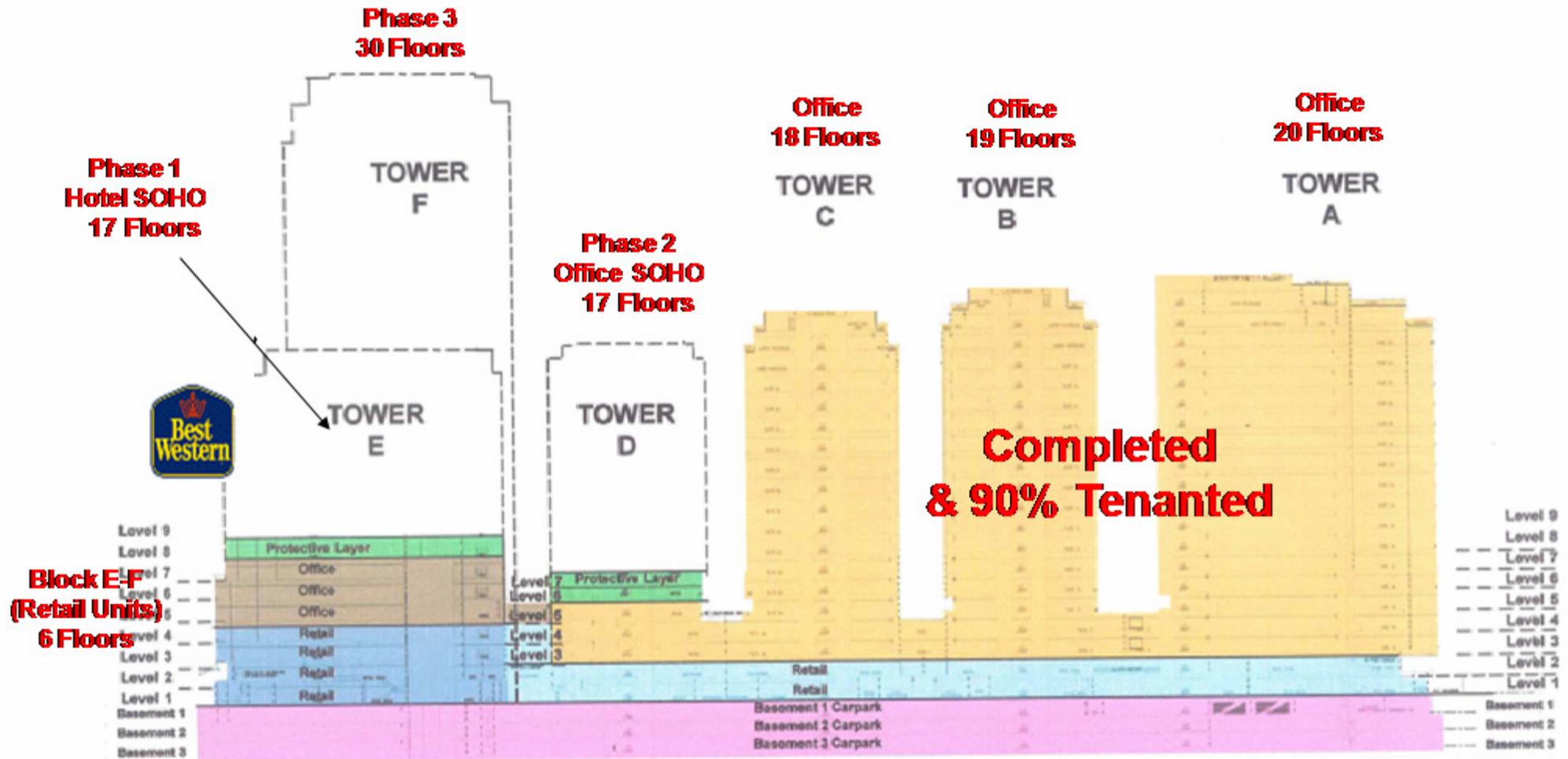


# Bangsar Trade Centre



# Bangsar Trade Centre

## Development Plan



1. 办公楼 A, B & C 已经完成和占有率 90%;
2. 三层地下室停车场, 可容纳高达 1000 的停车位。
3. 从现在计算, 楼层 D & E 预期 36 个月完成。
4. 楼层 E 将会转变成 SOHO 酒店套房和管理层将授托世界酒店排行第 5 大的酒店经营者 BEST WESTERN
5. 地层 & 1 楼的零售商店开始公开销售和租借。

# Bangsar Trade Centre

## About Best Western



### BEST WESTERN INTERNATIONAL HOTELS



#### Best Western Quick Facts

Based on distribution and number of locations, Best Western International is the largest hotel company operating under a single brand name with 4000 independently owned and operated hotels.

Headquartered in Phoenix, US, Best Western hotels all over the world host 400,000 guests each night.

The independent advantage offered through Best Western has been a cornerstone in North American markets for over 60 years and in Europe for over 30 years and now sees rapid growth in Asia..

#### Top 5 Hotel Chain Operators Worldwide



Best Western  
Tokyo



Best Western  
Shanghai



Best Western  
Seoul



Best Western  
Berlin

plus over 4,000 more

## Bangsar Trade Centre

### Project Advantages

**Confirmed participation of Best Western in the hotel Management**

确认由全球5大国际酒店业管理公司管理 - Best Western Hotel International

**Central location between Kuala Lumpur and Petaling Jaya**

**Easy access and linkages to Sprint, NPE and Federal Highways**

**Excellent visibility – located along Federal Highway**

座落于吉隆坡和雪兰儿之间, 交通方便, 四通八达, 连接其它主要大道及公路, 可视性非常高, 设于联邦公路沿线

**Prime location – with huge expatriate community**

**Mature neighborhood – high rise offices and residential living**

**Surrounded by corporate tenants such as TNB, Syabas, CIMB & others**

优秀的地理位置 – 聚集了许多外籍转业人士居所

**Large Convention Center to accommodate for various exhibitions throughout the year**

## Advantages



## **BEST WESTERN**

**Best Western International, Inc.** is the world's largest hotel chain, with over 4,000 hotels in nearly 80 countries. The chain, with its corporate headquarters in Phoenix, Arizona,<sup>[2]</sup> operates more than 2,000 hotels in North America alone. Best Western has a marketing program involving placement of free Wi-Fi access hotspots in its hotels. Since 2002, Best Western International has begun creating an upscale brand for some properties located in Europe and Asia: Best Western Premier.

Unlike other chains, which are often a mix of company-owned and franchised units, each Best Western hotel is an independently owned and operated franchise. Best Western does not offer franchises in the traditional sense (where both franchisee and franchisor are operating for-profit), however. Instead, Best Western operates as a nonprofit membership association, with each franchisee acting and voting as a member of the association.

### **Business model**

Best Western charges a rate that is based on an initial cost plus a fee for each additional room. Best Western also publishes a list of standards that each hotel needs to maintain. Instead of long term contracts, each hotel renews its membership on a yearly basis, with a renewal rate of well over 90%.

The hotels are allowed to keep their independent identity. Though they must use Best Western signage and identify themselves as a Best Western hotel, the hotels are allowed the option of using their own independent name as part of their identity (for example *Best Western Adobe Inn*).

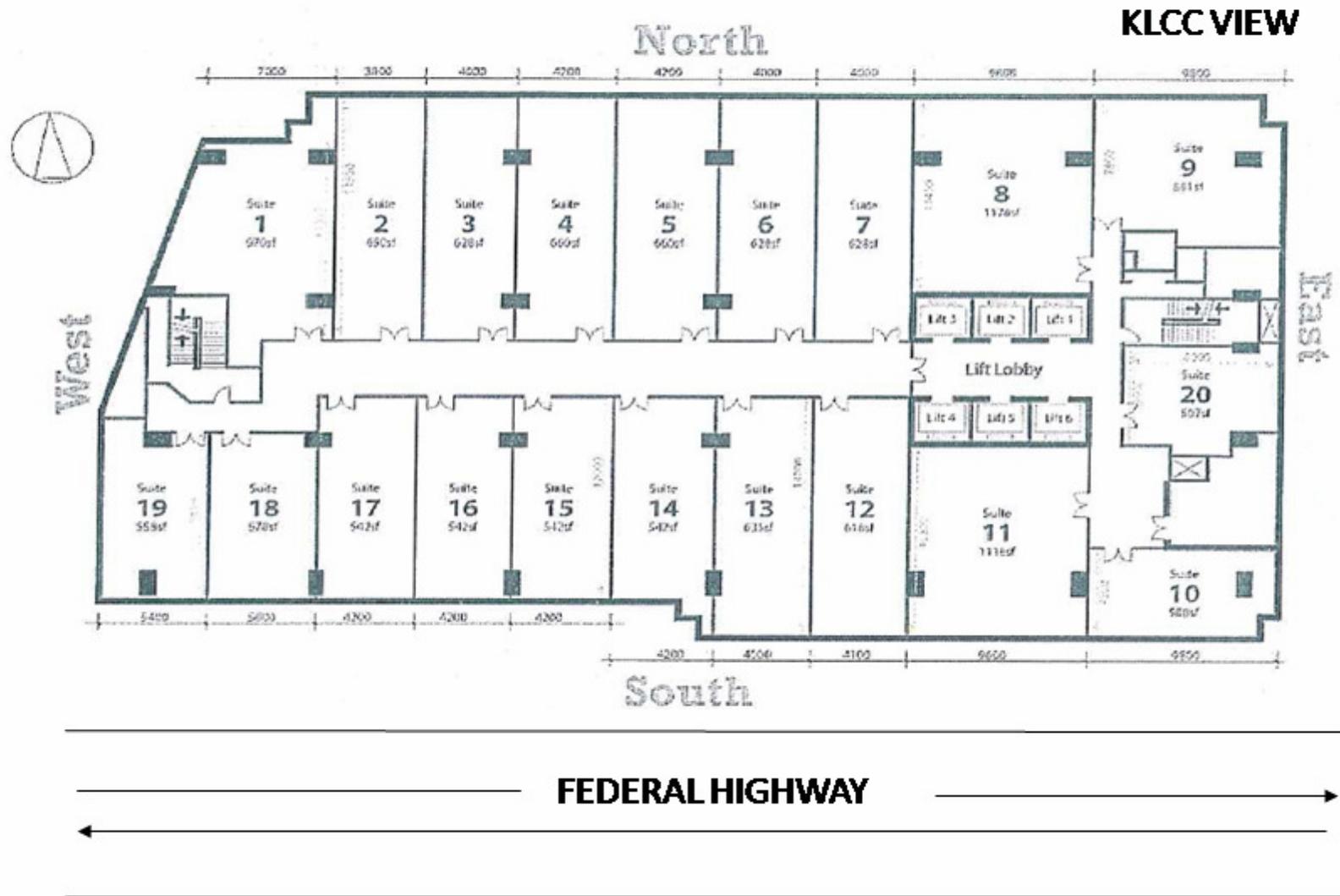
In the USA, the properties can either be traditional roadside motels, motor inns, or full-service hotels. There are also many smaller "mini-chains" that are owned by the same management within Best Western; for example the Best Western Midway Hotels found in the Midwestern United States. Outside the United States, the properties are mainly hotels.



# Bangsar Trade Centre

## Tower E SOHO Suites Floor Layout

### Typical Floor Layout (Level 7 -15)



## Bangsar Trade Centre

### Early Bird Promotion

**ALREADY 40 HAVE BEEN SOLD WITHIN 2 DAYS**

- 1. Early Bird Special 优先订购特惠**  
(Entitled for the first 40 customers only)
- 2. Fully furnished units worth RM 100,000**  
承包单位内的室内装修费用，总值10万马币
- 3. Developer Interest Bearing Scheme 10/90\***  
发展期间免利息
- 4. 0% interest during Construction**
- 5. FREE SPA Legal Fees 免费买卖合同费用**
- 6. Up to 90% End Financing \***
- 7. RM 25,000 Cash Rebate Upon Completion**

\*Terms & Conditions Applied



# Bangsar Trade Centre

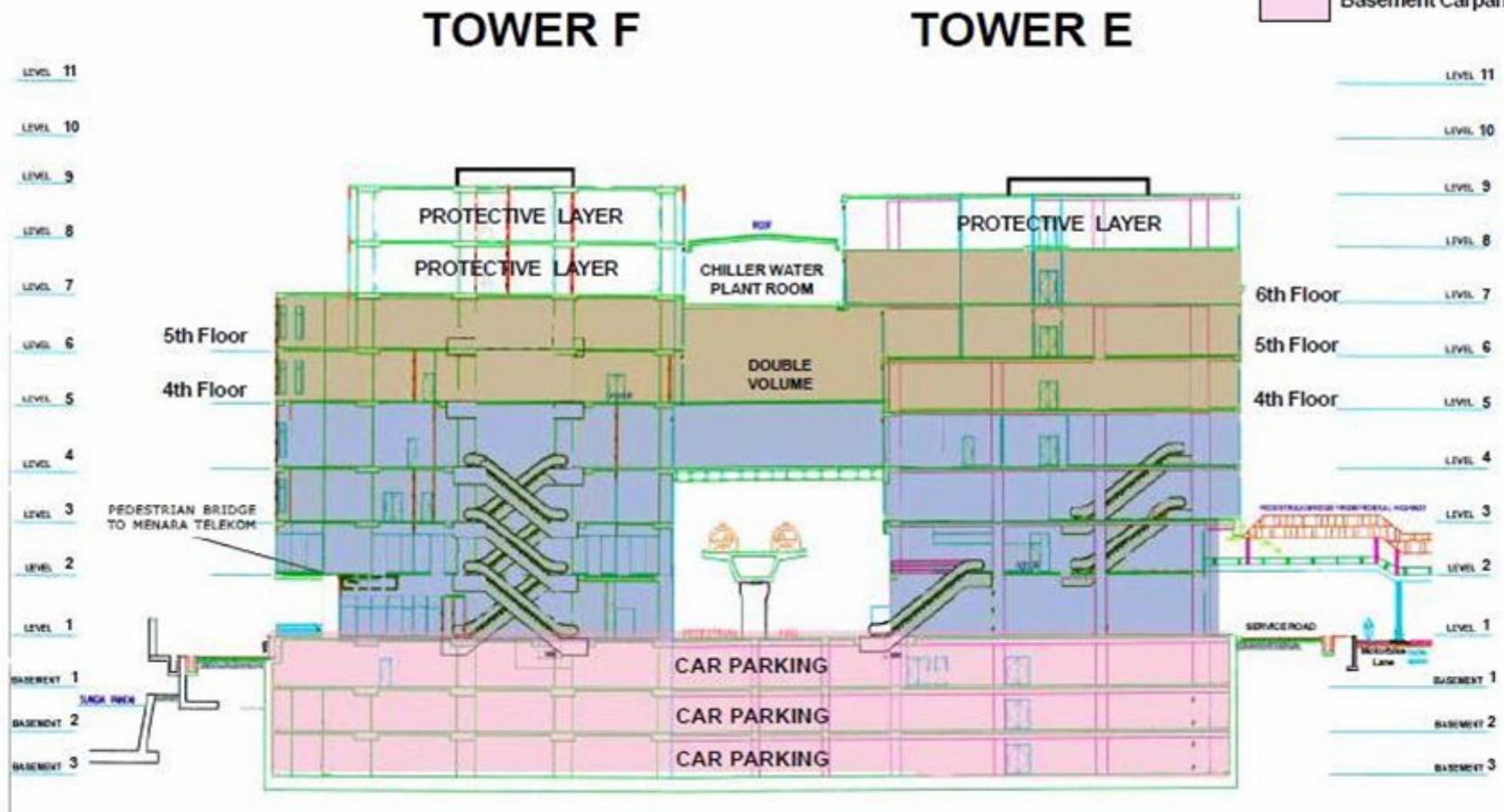
## Tower E & F Cross Section

### PLAZA JUNCTION CROSS-SECTION OF RETAIL & OFFICE PODIUM E & F VIEW FROM MENARA TELEKOM

Date : 8-07-2004

#### LEGEND

- Office Podium (85,000 sq.ft)  
90% completed
- Retail Podium 2 (106,000 sq.ft)  
90% completed
- Basement Carpark



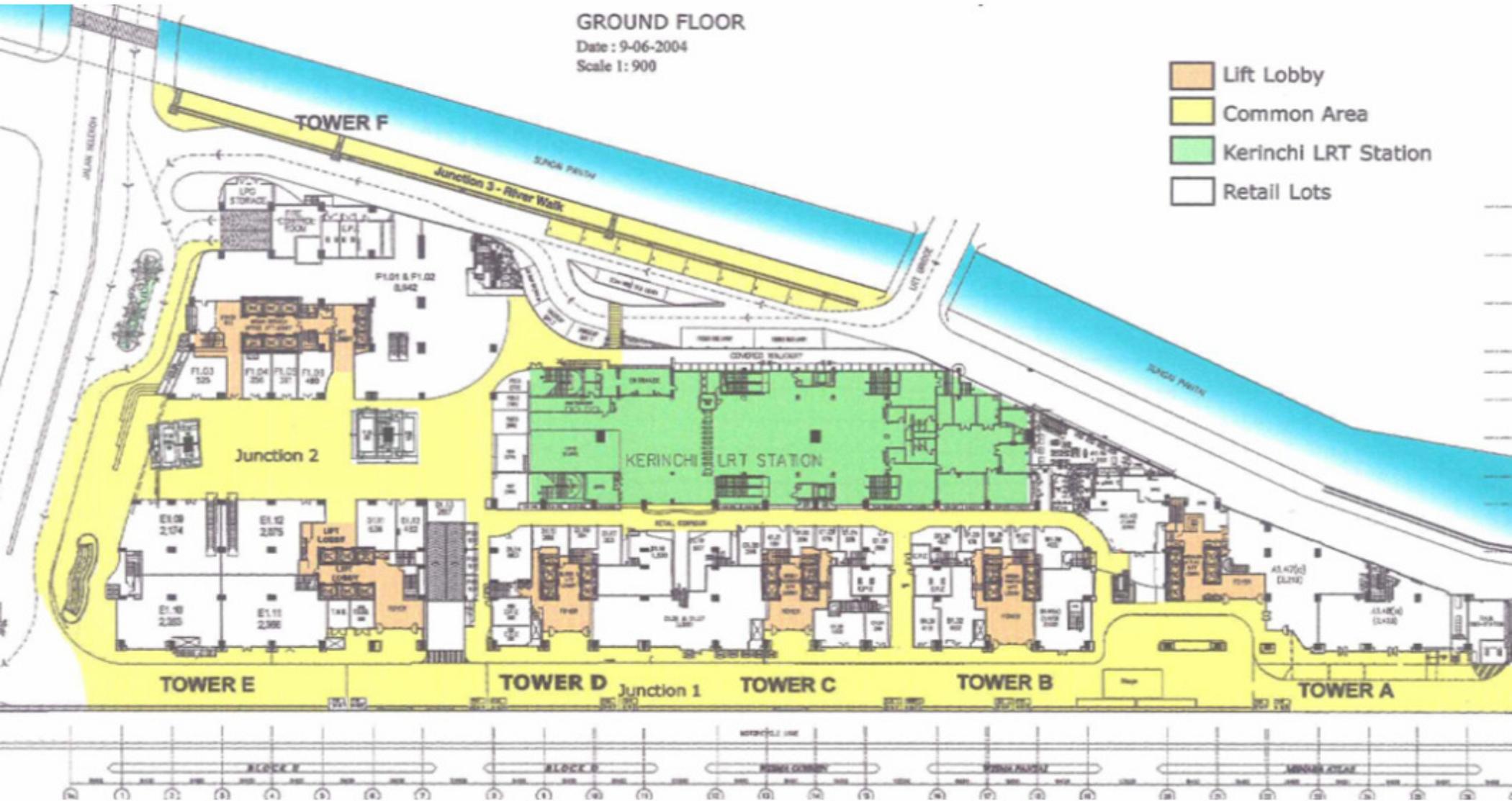
# Bangsar Trade Centre

## Ground Floor Retail Layout

### GROUND FLOOR

Date : 9-06-2004  
Scale 1: 900

- Lift Lobby
- Common Area
- Kerinchi LRT Station
- Retail Lots



# Bangsar Trade Centre

## Proposed Tenants



# Bangsar Trade Centre Development Plan



**Bangsar Trade Centre**

**TOWER F**

**TOWER D**

**TOWER E**



## Bangsar Trade Centre

### Saleable Areas

#### Details of Saleable Area

Retail Space (from Tower A – F) 零售商店	Built Up (sqft)
Ground Floor	37,497
1 <sup>st</sup> Floor	48,187
2 <sup>nd</sup> Floor	26,579
<b>Convention Centre (in Tower E &amp; F from level 4 to 6)</b>	
Auditorium	23,554
Exhibition & Convention	69,595
Function Rooms	28,909
<b>Office Towers SOHO 办公楼</b>	
Soho Offices, Tower D (17 storey)	112,558
Corporate Offices, Tower F (30 storey)	239,506
<b>Hotel / Service Suites SOHO酒店</b>	
Tower E (17 storey)	154,356
<b>TOTAL</b>	<b>740,741</b>

## Bangsar Trade Centre

### **REASONS TO BUY UNITS IN BANGSAR TRADE CENTRE**

- Early bird discount for soft launch (entitled for first 40 customers only)
- Units come fully fitted with RM \$100,000 furnishings
- Developer Interest Bearing Scheme 10/90\*
- 0% interest during construction
- Free SPA Legal Fees
- Up to 90% End Financing\*
- RM \$25,000 dispersed to buyer upon completion of project
- Freehold property
- LRT right inside the development and straight from the airport
- Commercial units include Convention Centre and reputable retail businesses
- Best Western to manage your property and gives you a 6.5% per annum rental yield
- Development is linked to surrounding major malls via bridges and travelators
- Close proximity to universities, Hospitals, Kuala Lumpur KLCC, Petaling Jaya and Mid Valley Shopping Malls
- **LIMITED UNITS AVAILABLE. BOOK NOW!!!!!!**