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**8<sup>th</sup> WIEF Johor Bahru, Malaysia**

The **8<sup>th</sup> World Islamic Economic Forum** was held from **4<sup>th</sup> to 6<sup>th</sup> December 2012 at Persada Johor International Convention Centre in Johor Bahru**. The forum was a joint collaboration between the World Islamic Economic Forum Foundation and the State Government of Johor, with the strong support of the Government of Malaysia. And we are proud to announce that UMLAND was the Platinum Sponsor for the event.

Themed **“Changing Trends, New Opportunities”**, this 3 days forum was officiated by the Prime Minister of Malaysia,

YAB Dato Seri Najib Tun Razak. Also present during the forum was the former Prime Minister, YAB Tun Abdullah Ahmad Badawi. The forum is aimed at facilitating business amongst the Muslim World, promoting and encouraging profits that would eventually flow down to the much neglected peoples.

The Chairman of UMLand, Tun Musa Hitam, who is also the Chairman of WIEF shared that the forum is something that top leaders, game changers, decision makers, young leaders and business entrepreneurs look forward to attending annually, specially from the Muslim World.



“The 8<sup>th</sup> WIEF has introduced some innovative changes to cater to the growing needs of the business world, including incorporating the Young Leaders Forum and the Businesswomen Forum into the main Forum programme, special luncheon talks with global personalities, a new interactive dialogue session with an international personality, focused corporate networking breakfast sessions and customised business networking sessions which truly enable the WIEF Foundation to become a leader in BUILDING BRIDGES THROUGH BUSINESS,” said Tun Musa during the press conference.



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- Important Contact Nos.**
- Seri Austin Sales Gallery : 07- 354 1111
  - Police Hotline : 07- 225 6699
  - Police Hotline : 07- 225 4688
  - Rakan Cop Hotline : 07- 221 2999
  - Police Helpline : 07- 223 2222
  - Police Helpline : 07- 223 2223
  - Police Helpline : 07- 223 2224
  - JPJ : 07- 355 5444
  - Fire & Rescue : 07- 224 4346
  - Hospital Sultanah Aminah : 07- 223 1666
  - Hospital Sultan Ismail : 07- 356 5000
  - Johor Specialist Hospital : 07- 225 3000
  - Senai Airport : 07- 599 4500
  - KTM Railway Station : 07- 223 3040
  - North-South Expressway : 1800-88-0000
  - CIQ : 1800-88-8855

- Emergency Numbers**
- Police : 999
  - Fire & Rescue / Ambulance : 994
  - Civil Defence : 991

- Dynasty View Editorial Board**
- Advisor : Mr Wong Kuen Kong
  - Editor : Ms Gowri Murugain
  - Committee : Ms Tan Siew Peng
  - En Mohd Saifuddin Salehuddin
  - Mr Chong Chee Hong
  - En Muhammad Hafizul Nurish Bin Mastor

- Published by**
- Corporate Communication & Customer Care,
  - Dynasty View Sdn Bhd
  - Seri Austin Sales Gallery, Jalan Seri Austin 1
  - Taman Seri Austin, 81100 Johor Bahru
  - Tel : (07) 354 1111 Fax : (07) 351 3202
  - Email : dvsb@umland.com.my
  - Facebook : www.facebook.com/seriaustin

- Printed by**
- Refine Printing Sdn Bhd (KDN 1780/B/797)
  - 22, Jalan Sri Plentong 3,
  - Taman Perindustrian Sri Plentong,
  - 81750 Masai, Johor Bahru
  - Tel: 07-386 2628
  - Fax: 07-351 3202

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## NOTE FROM THE EDITOR

Happy New Year! It's time to change the calendars and finalize plans fuelled with spirit, passion and creativity for the coming year ahead. With the first issue of Seri Austin Buzz for 2013, it's time for us to flash back those sweet memories for the past one year. 2012 has been a busy year for Dynasty View Sdn Bhd (DVSB), where we continued our efforts in preserving nature, offer valuable properties and enrich resident's lifestyle at Taman Seri Austin.

As the year turns, we marked another achievement with the

8<sup>th</sup> World Islamic Economic Forum and JB Transformation Day, where UMLAND was the proud co-sponsor of both events. In November 2012, our efforts to preserve the natural environment were documented in "Simfoni Alam", a television programme produced by RTM TV2.

For the year ahead, DVSB has planned the launch of new properties that meet the expectations of house buyers. Not to forget our involvement in charity, DVSB is organizing an upcoming charity visit to the Amitabha Orphanage Home and sponsoring vegetarian

lunch for the children. There are more exciting events waiting ahead, just stay tuned to Buzz to know more.

Along with the New Year, we would like to take this opportunity to wish all our readers a happy and prosperous Lunar New Year. Thank you for the continued support and together, we usher in the New Year with new opportunities, new beginnings and new fortunes for the year ahead.

*Gowri*  
Editor



## UMLand-TNB-Maybank GOLF CHALLENGE @ IOI PALM VILLA GOLF RESORT



On 29<sup>th</sup> December 2012, the first golf challenge between UMLand, TNB and Maybank was held at IOI Palm Villa Golf Resort. This friendly golf game was held as a platform to foster a closer relationship between these 3 corporate giants.

Our special guests present at the event were Dato Hj Obet, Johor State Secretary and Dato Benjamin, IRDA Head of Security. The main heads leading the teams for UMLand were Mr Charlie Chia (GCEO), Mr KK Wong (Senior General Manager) and Mr Frankie Tan (General Manager). Whilst, Datuk Aminuddin (State General Manager) represented TNB and Encik Md Gharif (Regional Director) for Maybank.

# JOHOR BAHRU TRANSFORMATION OPEN DAY

Johor Bahru Transformation Open Day co-organised by the Iskandar Malaysia Development Authority (IRDA) and Johor Bahru City Council (MBJB) was held from 12<sup>th</sup> to 14<sup>th</sup> October 2012 at Galleria Kotaraya, Johor Bahru. The programme received an overwhelming support from various communities, agencies and developers.

The Open Day was launched by the Johor State Secretary, Dato Hj Obet Tawil on behalf of YAB Dato' Haji Abdul Ghani bin Othman, Chief Minister of Johor. This event were also attended by special guests, Datuk Ismail Ibrahim, IRDA Chief Executive and Datuk Mokhtar Shariff, Johor Chief Police.

Amongst the events included was the showcase of Art, Heritage and Culture, and Economic growth. Exhibitors at the event included IRDA, MBJB, the Iskandar Waterfront, UMLand, Johor Corporation, Daiman Holdings and Ken Holdings. UMLand was one of the main sponsors for JB Transformation Open Day. The projects showcased at the event were Matex Development, Seri Austin & Bandar Seri Alam.



## EM SEIKATSU JAPAN & EMRO MALAYSIA VISIT TO SERI AUSTIN EM WORKSHOP

On 17<sup>th</sup> October 2012, Seri Austin received a special visit from EMRO Japan and was the subject of an interview by their HQ's staff, Ms Horisaki Chieko and Ms Obata Kayoko accompanied by Mr Fukugachi from EMRO Malaysia. The aim of the visit was to experience Seri Austin's own EM Workshop. Dynasty View Sdn Bhd Senior General Manager, Mr KK Wong, briefed them on the benefits of this workshop, primarily to create a better living environment for Seri Austin township and residents. This visit and interview was later featured in Japan's EM Life Magazine (Vol. 16 December 2012), which highlighted the advantages of EM, Seri Austin EM Workshop and EM activities in Seri Austin township.



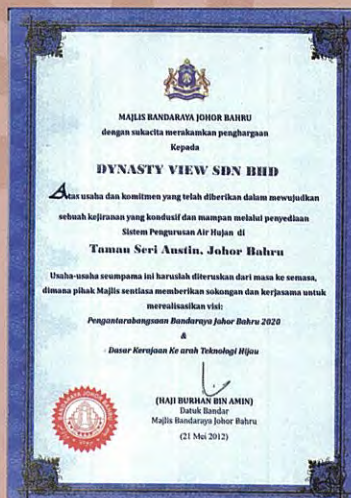
## RTM'S VISIT TO SERI AUSTIN

On 22<sup>nd</sup> November 2012, the producer of Simfoni Alam and its crew members visited Seri Austin to document Dynasty View's efforts in preserving the nature through the use of Effective Microorganisms (EM). Simfoni Alam, is a documentary programme aired every Tuesday at 9pm on RTM TV2 that covers issues regarding nature, environment, wildlife, discoveries, science and technology. The episode was featured on Tuesday, 18<sup>th</sup> December 2012.

Dynasty View Sdn Bhd (DVSB) is the first developer to pioneer the use of EM with the support of MBBJ since November 2008. Since then, DVSB has used EM to maintain water quality at its Ponds and STP. MBBJ has recognized our efforts and awarded DVSB certification on Quality Effluent Index Level during the World Water Day held on 2<sup>nd</sup> April 2011. Several other certificates were awarded to DVSB for its efforts and commitments in creating a conducive neighbourhood and preserving the nature's beautiful environment.

The certificates awarded by MBBJ are as follows:-

- (1) Providing Walkway & Bicycle Lane
- (2) Herbs Park
- (3) Effective Water Retention System
- (4) Sewerage Treatment System



## SASREC ANNUAL DINNER @ LE GRANDEUR PALM RESORT, SENAI



On 14<sup>th</sup> December 2012, Seri Alam Sports & Recreational Club (SASREC) held its Annual Dinner at Le Grandeur Palm Resort, Senai for the staffs of Seri Alam Properties, Dynasty View and UMLand Builders. Themed "3G Nite - Glitz, Glam & Gorgeous", all attendees came dressed up to match the theme. It was a fun filled and memorable night for all the staffs.

# SERI AUSTIN GOLF INVITATION 2012 @ TANJUNG PUTERI GOLF RESORT, PASIR GUDANG

On 3<sup>rd</sup> November 2012, the Seri Austin Golf Invitation 2012 was held at Tanjung Puteri Golf Resort, Pasir Gudang. The annual event is a platform to promote the thriving township of Seri Austin, whilst building and fostering closer relationships with key government officials and business associates. About 70 golfers participated in the event, which was well received by local authorities. It achieved its objective of enhancing relations between the strategic partners. The winners for Division A and B were En Mohd Nordin Bin Hj Mohd Noor from Pakatan Ukur Sdn Bhd and Tn Hj Mohd Noorazam Bin Osman, Deputy Director of UPEN respectively.



## SERI AUSTIN TOP SALES ACHIEVERS FOR YEAR 2012

Mr Joe Boey or Joe has emerged as the Top Sales Achievers for 4<sup>th</sup> Quarter year 2012. He managed to close more than RM16.3million in sales revenue for 4<sup>th</sup> Quarter year 2012.

While Puan Maziah Abd Samad or fondly called Kak Maz by her colleagues, has emerged as the Top Sales Achievers for year 2012. She managed to close more than RM39.5million in sales value for overall year of 2012.

The continuous hard work, dedication and time management are the main factors for their success. These values drive and keep them motivated to become Top Sales Achievers of year 2012.



Mr Joe Boey (Center)  
Top Sales Achievers for 4<sup>th</sup> Quarter Year 2012



Puan Maziah Abd Samad (Center)  
Top Sales Achievers for Year 2012

# SITE PROGRESS AS @ 25<sup>TH</sup> JANUARY 2013

## SERI AUSTIN HILLS

SERI AUSTIN  
RESIDENCE  
LUXURY APARTMENT

### emery 1

DOUBLE STOREY TERRACE

22' x 70' | 2,151 sq.ft.



Work In Progress  
98.1%

### Citrine

DOUBLE STOREY SEMI-D

32' x 90' | 2,630 sq.ft.



Work In Progress  
84.7%

### Tower 1

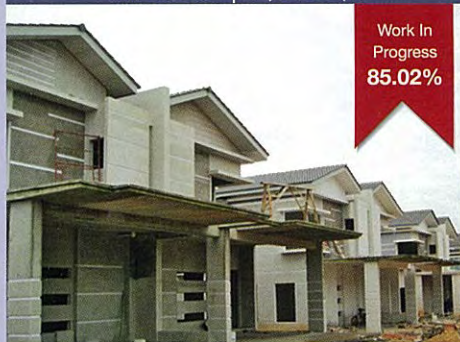


Work In Progress  
38.69%

### Citrine 1

DOUBLE STOREY CLUSTER

32' x 75' | 2,419 sq.ft.



Work In Progress  
85.02%

### Ametrine 2

DOUBLE STOREY BUNGALOW

46' x 90' | 3,150 sq.ft.



Work In Progress  
76.11%

### Multipurpose Hall



## UP AND COMING EVENTS JANUARY - MARCH 2013

### January

22 January 2013

CNY Charity Visit and Lunch at Amitabha Orphanage Home

24 – 27 January 2013

Roadshow @ City Square Johor Bahru

### February

20 February 2013

Media Appreciation Luncheon in conjunction with Chinese New Year Celebration

24 February 2013

Chap Goh Mei Celebration & Opening of Amethyst 2 Double Storey Terrace

### March

8 March 2013

Property Investment Talk on Seri Austin @ Grand Paragon Hotel

31 March 2013

Opening of Phase 4A2 Iolite Double Storey Terrace