

### Breathing Right

Late diagnosis of lung cancer results in higher mortality rate

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### Accumulating Wealth

Dealing with the Unknown

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### Monthly Drill with Cheryl Lim Pei Shi from AME Development Sdn Bhd

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## Menteri Besar Datuk Hasni Brings Hope to Johorians

The Johor state government has announced that it will be providing either RM250 or RM500 in one-off assistance to those who do not qualify for existing welfare schemes like BPN or Bantuan Sara Hidup under its Bantuan Ihsan Johor scheme.

The aid distribution is a seven-step process where

government-appointed representatives must first identify target groups and complete forms on their behalf.

The forms are then keyed into the e-Ihsan Johor system for processing before the money can be released and electronically transferred to qualified applicants.

Applications for the

assistance were being carried out by agents appointed by the state government, including assemblymen, local councils and district officers.

"We will help those from the M40 group and not just focus on the B40 group," said Menteri Besar Datuk Hasni Mohammad during a live conference on Facebook. -

by Edey Suresh

## Take Me To: A Childhood Cancer Project

Ever since the COVID-19 pandemic hit the whole wide world early 2020, we've all underwent lockdowns and adapted to the new normal way of living by practising social distancing. However, during the lockdown period, getting supplies became difficult for some, even for hospitals that housed not only those who are suffering from the coronavirus disease but also their other warded patients, especially those with terminal illnesses.

Having this thought in mind, 'Take Me To: A Childhood Cancer Project (TMT)', a nonprofit project that provides weeklong, cost-free vacation to families with children suffering from the last stages of terminal cancer; an effort made come true by a 14 year old Marius Madsen, also known as 'Abang Lego', started raising funds through Facebook and connected with SimplyGiving website since February to provide care packages to children warded in hospitals.

Huggies Malaysia joined hands with TMT and all care packages were distributed to the Oncology Paediatric Wards at 3 main hospitals that TMT



have been in touch with closely since the beginning of their project - Hospital Sultanah Aminah in Johor, Hospital Kuala Lumpur and Hospital Sultanah Nur Zahirah in Terengganu.

TMT is still raising funds to ensure that supplies are enough monthly and interested parties may get in touch with them at [www.facebook.com/achildhoodcancerproject/](https://www.facebook.com/achildhoodcancerproject/) or donate through SimplyGiving <https://www.simplygiving.com/appeal/childcancersupportpackage-byNorfyShafeq>



## Coming Back from Singapore?

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Photo - Kharizah Mohd

# MONTHLY DRILL



Cheryl Lim Pei Shi is the Director of Property Development Division at AME Development Sdn Bhd, where her primary role includes sales and marketing strategic planning, conducting presentations, planning and organising events in relation to marketing and publicity launches, organising site tours and exhibitions, and submitting the necessary information for various awards and accolades for the property development division. She is also involved in negotiating commercial terms including pricing and technical specifications and liaising with the project management teams on the completion and delivery of properties.

Cheryl joined AME Development as a Marketing Administration Executive in August 2011 and was promoted to the position of Assistant Marketing Manager in March 2012, before being appointed as the Marketing Director in February 2013. In October 2018, Cheryl was appointed as the Alternate Director on the Board of AME Elite Consortium Berhad, the investing holding company of AME Development Sdn Bhd. AME Elite is listed on the Main Market of Bursa Malaysia Securities Berhad.



EXCLUSIVE

## INTERVIEW

## Cheryl Lim Pei Shi Director of Property Development Division at AME Development Sdn Bhd

**AME Elite Consortium Bhd (which AME development is a part of) was public listed last year. Share with us the journey of a Johor-based company achieving this proud feat**

Our journey in the past 25 years has been nothing short of exhilarating! We have not only extended the breadth of our scope of services, but more importantly emerged to be the preferred industrial space solutions provider for many domestic and international companies through our i-Park industrial parks.

In 1995, we provided design-and-build for industrial spaces as a main contractor for local and international clients. We paid close attention to our clients' industry-specific requirements, and witnessed them undergoing the process of setting up and settling in, including the tedium and hassle of administrative regulatory paperwork, liaison with authorities and frequently delayed timelines.

This sparked the idea of developing a well-managed full-service industrial park where customers could collaborate with an experienced designer-and-builder to construct the building according to specific requirements, benefit from the installed utilities infrastructure, and leverage on our regulatory network with authorities to commence operations on time.

Today, we have succeeded in building three highly-regarded i-Parks, some of which have even been recognised by international platforms like FIABCI World Prix due to our outstanding quality. We have also attracted clients from various countries, such as the United States, China, Japan, Germany, United Kingdom, Switzerland, Singapore, and others.

**Tell us more about your award winning i-Park**

Our award-winning i-Parks combines a tranquil resort-concept with a gated and guarded industrial park to provide a soothing sanctuary amid natural surroundings for a wholesome and safe

work environment. We started with i-Park@ Indahpura in 2011, which quickly gained popularity and won multiple awards due to its innovativeness. Encouraged by its overwhelming success, we set out to develop i-Park@Senai Airport City in 2017, as we sought to continue setting new benchmarks among Malaysia's industrial parks.

All the features we have invested in go beyond the needs of next-generation enterprises from Malaysia and internationally. Our typical clientele desire a premier address that not only meets their latest industrial space requirements for long term business growth, but also attracts the modern workforce who desires to immerse themselves in the best of work, play, and lifestyle balance.

The attractive amenities at our i-Parks include a clubhouse, gymnasium, swimming pool, outdoor sport facilities, jogging track, cycling lanes, comfortable and well-managed i-Stay workers' accommodation, versatile offices and a commercial hub.

**You have managed to secure a mix of sectors to be based at i-Park, what's your secret amid challenging markets?**

The key component is that we take the time to listen to our customers' unique requirements. While we have deep understanding of the industrial space and business requirements across many industries, our ability to cater to their customised requirements and provide a solution places us in a unique position to offer our clients the best level of service quality, innovation, and execution. We take on the role of a friendly partner that strives to ensure that they continue to succeed and grow.

**AME Development is known for synergising nature and work. What motivated this concept?**

We believe that the modern workforce would thrive best in an environment that integrates the elements of modern

design, nature, as well as environmental sustainability. The buildings at our industrial park are not only situated amongst lush greeneries and a host of lifestyle amenities, but also are designed based on green building concepts with environmentally friendly features such as rain water harvesting and emissions monitoring.

As the modern workforce strives for a balance between work, lifestyle, and sustainability, we also believe that our i-Parks are best positioned to enable our global customers to attract the best of talents.

**With share prices fluctuating due to the COVID-19 virus outbreak, is there a recovery plan being put together by your team?**

Rather than worrying about our share prices which is largely reflective of the regional markets apart from Bursa Malaysia, our core focus at this critical juncture would be to ensure that the entire Group is engaging with customers and employees in a proactive manner to maintain a safe and secure environment for all.

In the mid-term we will still execute our growth strategies, such as expanding our i-Parks not only within Johor but also to various parts of Peninsular Malaysia, as well as increasing sales and marketing activities in Malaysia and internationally to grow our client base.

Of course, apart from enhancing our business fundamentals, having a good communications plan to guide our interactions with existing and potential new investors is also important to share price performance, and we would continue to engage in transparent and insightful communication with the investing public.

**What are some of the notable awards received or CSR projects AME Development is involved in?**

Over the years, i-Park@Indahpura and i-Park@Senai Airport City developments have clinched numerous awards notably the

World Silver Winner in Industrial Category at the prestigious 2019 FIABCI World Prix d'Excellence Awards, Malaysia Property Award 2018 (Industrial Category) by FIABCI-Malaysia, Malaysia's Responsible Developer: Building Sustainable Development Award 2018 by Edge Property and Platinum Winner for "Most Conducive Workplace" for 2016/2017 by The Iskandar Malaysia Accolades.

**What's in the pipeline for 2020 and 2021?**

We strive to continuously bring in new innovations and set new benchmarks in our industrial parks in becoming a world-class leader in this space.

Having built considerable successes with our existing i-Parks, we are now raising the bar with Phase 3 of i-Park@Senai Airport City. The latest phase offers the same exemplary service to our clients, but stands out from its predecessors with new detached factory designs and enhanced range of amenities.

We would also expand our existing i-Parks in Johor by acquiring new landbanks in their vicinities, just as we did for Phase 3 of i-Park@Senai Airport City, and recently with Plot 108 at i-Park@Indahpura. We also aim to bring the i-Park brand beyond Johor and into various parts of Peninsular Malaysia, and are currently working on identifying suitable landbanks in notable areas such as the Klang Valley and other key industrial hubs.

**What do you do in your free time?**

I enjoy taking part in various sports and recreational activities sprouting from the flourishing i-Park community. My favourites are yoga and rhythmic cycling, which are reinvigorating after the end of a busy workday.

I am also interested in podcasts and webinars in the areas of leadership and innovation as it helps me develop a stronger skill set to lead our strategic marketing and planning team, so that the Group can reach the next heights. ■