

27 MAY, 2024

QUAYSIDE JBCC OFFERS SOUND INVESTMENT

New Straits Times, Malaysia

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POTENTIAL FOR CAPITAL APPRECIATION

QUAYSIDE JBCC OFFERS SOUND INVESTMENT

Project set to gain from region's positive growth trend, says BHP CEO

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BANGSAR Heights Pavilion's (BHP) Quayside JBCC project stands as a compelling investment opportunity, strengthened by Malaysia's stable economy and Johor Baru's strategic location as a major growth corridor in Southeast Asia.

BHP chief executive officer (CEO) Aaron Yap said the project is set to gain from the region's positive growth trend, presenting excellent potential for capital appreciation.

"As a subsidiary of the established Bangsar Heights Group, BHP boasts a proven track record of delivering high-quality, successful projects. This legacy of excellence assures investors that Quayside JBCC will be meticulously planned, executed with precision, and built to last," he told the *Business Times*.

Yap underscored that these factors position Quayside JBCC as a premier investment option. Furthermore, he said Quayside JBCC's central placement in Johor Baru city guarantees residents unmatched convenience and excellent connectivity.

"This location places residents and guests at the forefront of Johor's booming economy.

"The upcoming Johor Baru-Singapore Rapid Transit System Link also promises seamless connectivity.

"Quayside JBCC also boasts a curated selection of top-tier amenities."

Yap added that the project addresses a variety of investor requirements by offering serviced residences managed by Oakwood by Ascott, which ensures investors receive a consistent rental income.

"Alternatively, investors can hold the property for capital appreciation, as the development is a sound long-term investment," he said.

BHP is committed to offering a comprehensive solution for customers, and Yap said choosing Quayside JBCC means gaining access to a hassle-free ownership experience with exceptional pre-sale and post-sale service.

'Advance to Attack, Retreat to Defend' philosophy

Yap remarked that BHP provides investors with strategies designed to remain effective in a constantly changing market.

"Traditional factors are important, but we believe in a holistic approach that incorporates innovative techniques for long-term success," he said.

"One such strategy is our 'Advance to Attack, Retreat to Defend' philosophy, inspired by Sun Tzu's *The Art of War*."

This philosophy involves seizing opportunities by identifying high-growth markets and strategically developing properties to maximise returns during favourable periods.

"We achieve this through partnerships with globally established hospitality brands. These partnerships elevate the appeal of your investment and position it for success, even in a competitive market," he said.

The philosophy also includes protecting the investment by shifting the focus to sustainability when the market slows down.

"Our meticulously designed properties hold intrinsic value, ensuring they remain attractive assets. This allows investors to hold onto their investments with confidence, knowing they will appreciate over time," Yap said.

The Quayside JBCC project exemplifies this strategy.

"By partnering with renowned hospitality brands, we have created a property that generates strong business income during peak periods (advancing) while remaining a desirable asset for long-term capital appreciation (retreating). We strive to go beyond selling properties; we want to empower our buyers and investors with the knowledge and strategies to navigate the market with confidence," he clarified.

BHP in the property market

According to Yap, there are several key factors that differentiate BHP in the Malaysian property market.

"Throughout my career, I have had the privilege of working across diverse international markets, from China and Hong Kong to Dubai and Singapore.

"This exposure has provided me with invaluable insights into global trends and best practices in property development.

"My international experience allows us to identify cutting-edge trends and translate them into projects that resonate with the Malaysian market," he said.

Yap added that BHP is where he chan-



An artist's impression of Bangsar Heights Pavilion's Quayside JBCC project. QUAYSIDE JBCC WEBSITE PIC



Aaron Yap



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SUMMARIES

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