

Jian Wei sees 90% take-up for Phase 1 of maiden project in Malaysia

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Forty kilometres south of the Kuala Lumpur city centre, Semenyih has seen new townships and developments popping up in recent years. The townships, such as Setia EcoHill 1 and 2 by S P Setia Bhd, Eco Majestic and Eco Forest by Eco World Development Group Bhd and Diamond City by Country Garden Pacificview Sdn Bhd, are mostly mixed-use developments that comprise residential and commercial properties.

From barracks-style landed homes to simple shophouses with uniform designs, the property landscape in Semenyih has seen more modern and sophisticated styles that are transforming the area.

Hoping to contribute to the transformation is China-based conglomerate Jumway Holdings Group. Its maiden project in Malaysia is Sempurna Jaya, a 238-acre freehold township that will be developed by its subsidiary, Jian Wei Development Sdn Bhd.

Jumway Holdings was established in Shanghai in 1988. Over the years, it has grown from a transport company to a corporation, with core activities of logistics operation, automobile sales and real estate development. Jian Wei Development was incorporated in August 2014 as a property development firm that focuses on projects within the Klang Valley at the initial stage.

General manager Michael Liu, who is from Shanghai and has overseen the Malaysian operations since 2015, tells City & Country that the group has completed several mixed-use developments in Shanghai and the neighbouring coastal province of Jiangsu. China has a national strategy that encourages local companies to explore business opportunities abroad, thus the group decided to expand its operations to Malaysia.

With a total gross development value of RM1.5 billion, Sempurna Jaya will be developed over eight years and in five phases.

"Sempurna Jaya is the group's first project overseas... we came to Malaysia in 2013 for market research and then we incorporated a company here in 2014. We are in Malaysia because it has a good [bilateral] relationship with China, and the countries have been doing projects together. Also, Malaysia is a peaceful country," Liu explains.

"We chose Semenyih because there are many Chinese developers in the other states and we are very careful when it comes to the supply and demand situation. It is near Kuala Lumpur, the capital city, so we have more confidence in this location."

Jian Wei Development has more than 20 staff, of which over 90% are Malaysians.

Liu says Sempurna Jaya will be a mixed-use development with mostly residential components, especially landed properties such as link and semi-detached houses and bungalows. There will also be low-rise apartments and a community area with a clubhouse. Some 10% of the township will be occupied by commercial components such as shophops.

The township is targeted at buyers from both China and Malaysia, especially the parents of those studying at the University of Nottingham Malaysia nearby. Other amenities in the area include Universiti Kebangsaan Malaysia, Universiti Putra Malaysia, Tenby International School, Tesco Extra and Kesuma Industrial Park.

Artist's Impressions of Brogania in Sempurna Jaya



SHARON YAP/STOCK PHOTO



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Semenyih is accessible via various highways and links, such as the Cheras-Kajang Highway, Lebuh raya Kajang Seremban and Jalan Broga.

"We have many Chinese customers who have expressed interest in buying houses in Malaysia," says Liu.

He adds that Sempurna Jaya will have a contemporary tropical concept, which will be seen on the buildings' façade. The landscape will also have various tropical plants, alongside cascading water features.

Jian Wei Development held a soft launch for Phase 1, named Brogania, at end-January and 90% of the units have since been taken up by mostly upgraders and families. Spanning 11.6 acres, the phase will offer 138 terraced houses. The units will come in two sizes — 20ft by 65ft and 20ft by 70ft.

With four bedrooms and three bathrooms, they are priced at RM550,000 each. They will be completed by the first quarter of 2020.

It is not easy for a company to start a business in a foreign country. Jian Wei Development's management actually experienced some culture shock. Thus, Liu's role involves more than just planning and developing projects.

"I also have to deal with their culture shock.

I have to communicate and explain the cultural differences between Malaysia and China to the main office in China," he says. "Also, Malaysia is a Commonwealth country, so the laws and regulations are different. However, the situation is now getting better."

Sempurna Jaya will not be Jian Wei Development's only project in the country. According to Liu, the developer is on the lookout for land as well as joint-venture opportunities with local companies. It plans to focus on projects in the Klang Valley for now, but will consider other states such as Melaka and Penang at a later stage.

He believes Melaka will receive a lot of Chinese tourists in the next two years due to the twin city status between Guangdong province and Melaka. A 1,366-acre offshore development called Melaka Gateway will be jointly developed by local and Chinese firms. The main feature of the project is a deep-sea port, which is also part of the Belt and Road initiative.

"Semenyih is a good area and it will become better... it is not too far from the airport and the city centre. I hope more people will talk about our products here, and the residents in the area will have a better lifestyle. The people here will see that we are a good developer," says Liu. ■