

# BULETIN MATRIX

EDITION  
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Passing the baton, continuing the trajectory



# Group Milestones







# Adieu Yesteryear

To achieve any kind of goal, one must be resolute. Resolute on its direction; resolute in its handling; resolute of its come from and go to. Bidden adieu to a very beautiful 2018 that brought Matrix Concepts much rewards, awards, milestones, achievements and growth, as we enter this new year and celebrate the last animal of the Chinese zodiac cycle—the Yin Earth Pig (pg 38)—we move forward with a new company motto to better represent our resolution: The Concept of Greatness.

Many great wins for Matrix Concepts to recall and share, namely the Negeri Sembilan Matrix Basketball team winning the 60th MABA Matrix Agong Cup 2018 (pg 66), marking the team's third consecutive win. Not falling short of the sports title, Matrix Concepts as a developer won big at iProperty Development Excellence Awards 2018 (IDEA), bagging six awards altogether (pg 16). In this issue, we racked our brains to see what we can bring to you, our readers, to further enhance the community in Seremban and decided to marry an old culture with the current trend of artisanal coffee (pg 28). In our recipe of love letters (pg 68), we dish into why this festive wafer has grown to become a

staple in every household to celebrate the holidays, especially during Chinese New Year. This issue also holds a new instalment of local Serembanites Q&A format, first featuring Ben Chong, a painter hailing from the township (pg 50).

Leonardo da Vinci once penned that 'For once you have tasted flight you will walk the earth with your eyes turned skywards, for there you have been and there you will long to return'. Matrix Concepts felt the same about Australia after completing M.Carnegie in 2018. Further growing its presence in the country, Matrix Concepts announced that it will be undertaking two more projects in Melbourne in Greenvale and St Kilda (pg 12). Following the 100% sold-out success of its pioneer project, the management team of Matrix Concepts is confident in the property market in Australia and sees much potential for the coming years.

Never known for taking the easy way out, Matrix Concepts enters 2019 with eyes full of hope and hearts filled with aspirations. Together, we are stronger; stronger, we can be and do more. Here's to a year of conceptualisation towards greatness.

Bonjour 2019.

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(From left) Datuk Ong Eng Bin - OCBC Bank Malaysia CEO, Dr. Claus Weidner - Mercedes Benz Malaysia President & CEO  
Mr. Ho Kong Soon - Group Managing Director of Matrix Concepts Holdings Berhad and Datuk Ho Kay Tat - The Edge Media Group Publisher & Group CEO



# Working At Matrix



For the first time in my career, I feel that I am at the right place and all the hard work has paid off. I work with a very friendly and collaborative team; it's a great culture of inclusion and diversity. I am happy that my work has the ability to make an impact on the company's growth. The company genuinely cares about its employees. I am definitely thankful for this opportunity. It has improved not only my career life but also my personal life. Thank you, Matrix Concepts!

**Zteng Ng**  
Sales and Event Executive  
d'Tempat Country Club

Although I have only been with d'Tempat Country Club for a short period of time, I have found that the company and the people I work with are amazing and helpful. This is a group of very talented, dedicated and friendly colleagues.

**Patsy Prathavan**  
Marcom Manager  
d'Tempat Country Club

It is my pleasure to work with an award-winning developer. Matrix Concepts provides me the opportunity to learn and grow my career pathway. I truly appreciate the guidance and assistance of my superiors, seniors and colleagues. I also enjoy the work environment as it is harmonious and cheerful.

**Chia Wai Kit**  
Executive Marketing  
Sales and Marketing Department

Working as an account assistant under the finance department of Matrix Concepts for almost five months is really wonderful.

Employers are provided with sufficient resources and a conducive environment. We are trained and cultivated to be next stanchion of the company, along with the growing family that still remain as one. It's really an honour and pleasure to work under Matrix Concepts.

**Ahmad Saifuddin Bin Ezuddin**  
Account Assistant  
Finance Department

I am delighted and proud to be one of the lucky staff working in Matrix Concepts, a fast-paced and growing property company in Malaysia, and relish in the responsibility of knowing and understanding customers' needs. From this, I get to build relationships with our buyers while having a great work environment. Other than that, I get to learn soft skills in persuading and educating on the types of properties people should be buying. I have learnt great skills within a month of joining Matrix Concepts, and I get to experience our project launches and be involved in training as well.

**Nadia Nateeja Binti Mudzaffar**  
Marketing Support Executive  
Sales & Marketing Department

## Career Opportunity

Matrix Concepts Holdings Berhad is always seeking for new talent and mind to join its ever expanding team. If you are seeking for a challenging and rewarding career opportunity with a fast-growing property developer in Negeri Sembilan, then Matrix Concepts is the company for you.

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Matrix team celebrating their victory with full of joyous upon winning the three categories in The Edge Kuala Lumpur Rat Race 2018

# Matrix Hat Trick On The Edge KL Rat Race



**31 July 2018 – For the 18th edition of The Edge Kuala Lumpur Rat Race, Matrix Concepts once again returned as a “Platinum” sponsor. Its’ corporate participants and supporters gathered at Padang Merbok that day.**

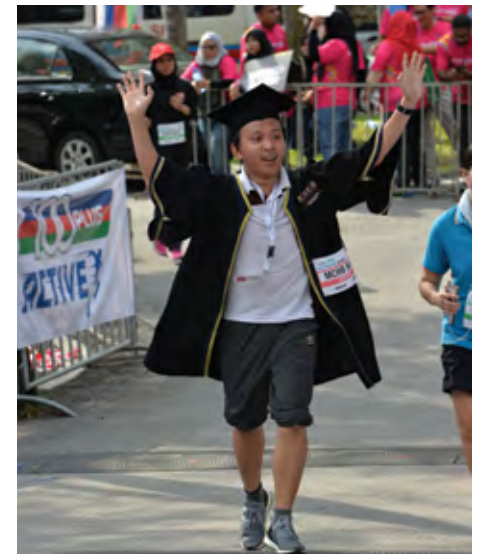
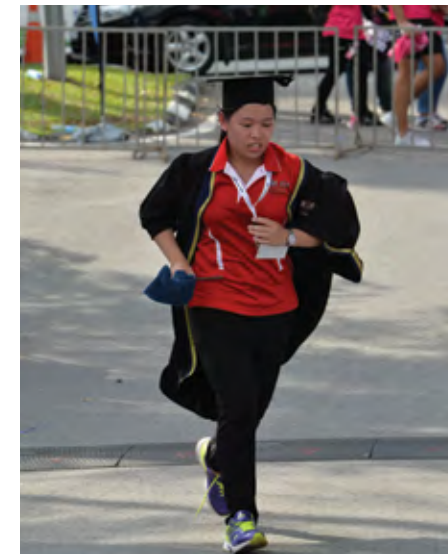
For the first time in the KL Rat Race history, Matrix Concepts won 3 titles in a row, which were Champion for Best Dressed Supporters, Champion for Best Dressed CEOs, and 1st runner-up for Best Dressed Runners. Matrix Concepts also walked away with a few lucky draws and cash vouchers.

Undeterred by the scorching heat while wearing Matrix Global Schools’ graduation robe as the running attire, the race was represented by a mixture of participants from HQ, Matrix Global Schools and d’Tempat Country Club for Open, Mixed and Senior categories. Each category saw four teams of five runners, while the CEO category witnessed the participation of Mr. Leong Jee Van, CEO of Property Development, and Kelvin Leong, Head of Division – Operations, Matrix Global Schools.

KL Rat Race is a meaningful event for Matrix Concepts’ staff to get together. Whether finishing in first place or at the back of the pack, all of them were celebrated for their commitment. The event embraces showmanship, builds camaraderie, promotes wholesome well-beingness and provides a better understanding between business units, MGS, d’Tempat and HQ.



Mr Leong Jee Van of Matrix Concepts completing his 1.5km run under the CEO category







## *Matrix + Melbourne = More to Come* Management Team Visiting New Project Sites

**2018 has been a fruitful year for Matrix Concepts, one of the renowned public listed property developers in Malaysia. Known for reaching remarkable and significant milestone achievements on Malaysian shores, the company debuted M.Carnegie in Melbourne, its first offshore development in Australia that was met with resounding success. While this flagship project has been impeccably completed, Matrix Concepts will undoubtedly continue to expand there. Two more projects in the pipeline will soon be in the limelight -- a house and land development in Greenvale, as well as the sought-after St Kilda's site with immeasurable potential to prosper. The management team of Matrix Concepts Malaysia has recently paid a visit to Melbourne to inspect the sites and meet with architects.**

The completion of M.Carnegie has laid a substantial foundation to Matrix's future development in Melbourne. The 52 exquisitely designed and meticulously constructed apartments have attained 100% sold-out record. While Matrix Concepts understands the major concerns of investors is about return, all rental guaranteed units have also been seamlessly leased out within the first 60 days. It's unquestionably a win-win situation to all parties. While owners and tenants are content with the supreme living environment, the developer is ready to carry forward the success of M.Carnegie and expand to other districts in Melbourne.

In late November, the management team of Matrix Malaysia spent a few days in Melbourne to inspect the above-mentioned project sites, as well as connecting with architecture firms in planning ahead for these upcoming developments. Members from Malaysia included Mr Ho Kong Soon, Group Deputy Managing Director; Mr Leong Jee Van, Chief Executive Officer, Property Development; Mr Pak Heng Cheong, Deputy Head of Business, Development & Project Planning (Negeri Sembilan and Johor); Mr Louis Tan Say Kuan, Chief Financial Officer; and Ms Carmen Loo Kah Boon, Head of Group Corporate, Secretarial and Governance. The local Australian Project Development Director, Lee Jon Wee, and his team warmly welcomed them.

The management team first arrived at the project site in Greenvale, an up and coming western suburb only 10 minutes away from Tullamarine International Airport. As the name of the suburb suggests, Greenvale prides itself on its ample greenery and vale of nature. Matrix has recently acquired a 10-acre development site adjacent to the relaxing Greenvale Reservoir Park. Imagine owning a piece of land near the green and the water; life is not just about work and living, but also about enlightenment and enjoyment. Travelling to and from Melbourne CBD is also speedy and convenient. A mere 25-minute drive can transport residents to their workplace and the vibrancy of the city. Alternatively, residents can take a train from the nearby Roxburgh Park Train Station, which is only five minutes away from the site.

This 10-acre extensive piece of land will be divided into 64 landed residential lots, where different houses and land packages will be offered as an option. The whole project is slated to be launched in the second quarter of next year. The anticipated completion date is slated to be the end of 2020, where beautifully constructed houses will be handed over buyers. The GDV of this project (land sales only) is estimated to be about \$AUD 24,000,000 (MYR 72 million).

After scoping the land site in the Northern suburb, the management team headed towards the renowned St Kilda, an inner suburb of the metropolitan area only 6km away from the CBD and located at the southeastern part of Melbourne.

The focus of the team was on a building at 333 St Kilda Road, currently a backpacker hostel but will soon be rebuilt as a state-of-the-art avant-garde architecture. Situated in a prominent location with high visibility, the 2,540 square metre site proved to be of immeasurable development potential. To maximise its efficacy and in answering the needs of end-users, a study is underway to determine the best strategy and utilisation of the site, as well as the type and combination of development such a project should bring forth to prosper. The GDV for this project is estimated to be more than \$AU 80,000,000 (MYR 240 million).

While the visit to the two new sites implied forward looking prospects into the future, the inspection of M.Carnegie by the Malaysian management team entailed the celebration of a successful portfolio. As a debut project of Matrix Concepts Australia, the team was impressed by M.Carnegie's meticulously designed, constructed and decorated boutique apartments, and how it noticeably stands out among the rest in the neighbourhood. A masterpiece of living delivered and accomplished.

The verdict was neither made simply by a concise view nor a brief review. The team spent two nights living in M.Carnegie, experiencing the pride and satisfaction of the tenants. Each member has inspected and discussed the details of the building, both internally and externally, and could comment from their own experience -- as well as an end-user perception -- to contribute their opinions for improvements. The two nights' stay in M.Carnegie have enabled and inspired the management team in identifying better enhancement opportunities for future development projects.

The visit was made complete with the meeting of local architects and exploring some other local development sites, which equipped the team with a better understanding of the Melbourne property market. The Board of Directors meeting was also held on the last day of the visit, chaired by Dato Haslah Amin, Chairman of Matrix Concepts Holdings Berhad, together with Deputy Chairman Dato Lee Tian Hock, and the rest of the Australian and Malaysian management team.







(From left) Mr. Leong Jee Van, CEO of Matrix Concepts, Dato' Logendran, Director of Matrix Concepts, Mr. Ho Kong Soon, Group Managing Director of Matrix Concepts together with Managing Director of QSR Brands (M) Holdings Berhad, Dato' Seri Mohamed Azahari, Ms. Ling Mee Jiu, CEO of KFC Malaysia and Azmel Reza, Head of Development Property & Technical QSR Brands performed the groundbreaking gimmick for the new KFC-Drive Thru Restaurant.



# QSR Brands Opening Outlets At Bandar Sri Sendayan & Bandar Seri Impian

**22 October 2018 – QSR Brands (M) Holdings Bhd (QSR Brands) continues to expand its strategic partnership with Matrix Concepts Holdings Berhad, this time by bringing Finger Lickin' good excitement to the residents of the sprawling township of Bandar Seri Impian, Kluang, Johor.**

The MoA was signed by Ling Mee Jiu, Chief Operating Officer of KFC Malaysia and Leong Jee Van, Chief Executive Officer of Property Development Matrix Concepts. Also present at the ceremony were Dato' Seri Mohamed Azahari Mohamed Kamil, Managing Director of QSR Brands and Ho Kong Soon, Group Managing Director of Matrix Concepts.

The event marks another milestone in the progress of Bandar Seri Impian since its founding. The proposed KFC restaurant is within the 182 commercial development units that are supported by 4,800 residential units. Notably, Impiana Square is poised to be the new commercial hub within the Kluang district, owing to its strategic location next to the Kluang – Pasir Gudang Highway, also known as Kluang Southgate.



At the event, Ho Kong Soon said: "The proposed KFC restaurant is located in Kluang's biggest township, comprising 1,800 acres of mix development. Up to date, Matrix has managed to unlock the value of 900 acres of land with its residential and commercial developments, in the fun and exciting family-oriented self-sustaining township."

Following the first site visit by Yum! Brands Inc. on 18 September 2018 at KFC Bandar Sri Sendayan, an official launch has taken place for the 700th KFC outlet restaurant in Malaysia and the first in Bandar Sri Sendayan.

The opening of KFC Bandar Sri Sendayan Drive-Thru was officiated by Greg Creed, CEO of Yum! Brands, Inc., in an honour to KFC Malaysia's new milestone with the presence of Dato' Kamaruzzaman Abu Kassim, Chairman of QSR Brands and Dato' Seri Mohamed Azahari Mohamed Kamil, Managing Director of QSR Brands, during his official visit in Malaysia.

This latest 24-hour outlet in Bandar Sri Sendayan has the ability to accommodate 170 customers at any one time, and incorporates green technology and features as part of its restaurant business. Despite its minimalist and contemporary design approach, the new fast-food outlet complements the neighbourhood's lifestyle in providing a fun and family-oriented dining experience.



The opening of 700th KFC Sri Sendayan Drive-Thru was officiated by Greg Creed, CEO of Yum! Brands, Inc. (third from left) and Valeria Kubizniak, KFC Asia General Manager (fourth from left) with the presence of Dato' Kamaruzzaman Abu Kassim, Chairman of QSR Brands, Dato' Seri Mohamed Azahari, Managing Director of QSR Brands, Merrill Pereyra, Chief Executive Officer of Restaurants Division, QSR Brands together with (from right) Mr. Leong Jee Van, CEO of Matrix Concepts, Mr. Ho Kong Soon, Group Managing Director of Matrix Concepts and Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts.





# Matrix Bagged Six Awards At iProperty Development Excellence Awards 2018

**15 November 2018 – It was an evening where celebration and recognition of the iProperty Development Excellence Awards (iDEA) 2018 took centre-stage, as it feted the country's best developers and developments that have changed the way Malaysia experiences real estate.**



Organised by Malaysia's No. 1 property site, iProperty.com, Matrix Concepts Holdings Berhad is one of the top property developers and developments in Malaysia recognised for the ideas and innovation introduced to the property market in Malaysia.

Matrix Concepts was honoured with six awards: The Progressive Developer Award – Special Recognition, Best Developer – People's Choice Award, Best Township Development – Bandar Sri Sendayan and Best Affordable Development – Astania & Astana @ Tiara Sendayan, Best Residential Landed Development (Future) – Cadena Terraces @ Ara Sendayan and Best Transit-Oriented Development (Future) – Chambers Kuala Lumpur.



These awards provided the opportunity to acknowledge and celebrate Matrix Concepts and its teams that drove cutting-edge innovation in the area of property development and setting new benchmarks of performance excellence.

Matrix Concepts was honoured to receive these awards and joined the ranks of leading companies at the award ceremony. Trust and confidence gained from customers and stakeholders are the company's greatest achievement for its years of establishment, and Matrix Concepts strives to do its best by continuing to deliver excellent products and services to the market.







Mr. Ho Kong Soon, Group Managing Director Matrix Concepts Holdings Berhad (middle), Dato' Noordin Yatib, Deputy Chairman, Matrix Concepts Foundation (seventh from right), Ms Tan Sze Chee, Chief Project Development Officer (sixth from left), Mr. Lim Kok Yee, Chief Marketing Officer (seventh from left) and Matrix's senior management together with Pororo & Friends during the official launching ceremony of Enchanted Christmas

# Let's Dance Along With Pororo & Friends, Pinkfong & Baby Shark At Bandar Sri Sendayan

**8 December 2018 – Matrix Concepts' Enchanted Christmas was officially launched at d'Tempat Country Club at Bandar Sri Sendayan by Mr Ho Kong Soon (Group Managing Director of Matrix Concepts), Ms Tan Sze Chee (Chief Project Development), Mr Lim Kok Yee (Chief Marketing Officer), and the management staff of Matrix Concepts.**

The stunning Christmas trees were adorned with lights and beautiful decorations, and Matrix Concepts lined up a series of fun-filled activities for family and friends from the 8th till the 30th of December (every weekend) between 3 pm - 10 pm.

More than 3,000 guests and children enjoyed the dancing and singing performances by famous cartoon characters Pororo & Friends, as well as getting to feed live deers. Also, who can forget the memorable Pinkfong & Baby Shark family that have been Doo Doo Doo-ing this Christmas during a mini concert held on the 22nd to 23rd and 29th to 30th December 2018.

Parents also got the chance to see their children sing, dance, bounce, move and clap to the beat with their favourite cartoons during the Enchanted Christmas weekend. There were heaps of other interesting activities prepared for kids throughout the weekend as well.



Parents and their kids get the chance to meet PinkFong and Baby Shark in a memorable photo session



The merry-making continued with d'Tempat Country Club's hosting the enjoyable activities through such as Winter Ballet Performance, Magic & Dance Show, Horse Carriage Rides, Live Deer Feeding and many more.

Matrix Concepts is dedicated to continue with more unforgettable experiences here at Bandar Sri Sendayan, and we believe this year's holiday season has been very memorable for everyone.





# Matrix Concepts Patriotic Spirit Soars During 61<sup>st</sup> Independence Day

**31 August 2018 – A total of 60 participants comprising staff from HQ, d'Tempat Country Club and Matrix Global Schools of Matrix Concepts Holdings Berhad took part on the state level 61st National Day parade at Padang MPS, led by Head of Security, Mr. Zazali Alias.**

The parade kicked off at 7:00 am with 5,789 participants from 94 contingents, representing various organisations from the government, private sector, schools and higher learning institutions and non-governmental organisations (NGO), marching past the Seremban City Council building to commemorate the country's independence.



Present to witness the celebration were Duli Yang Maha Mulia (DYMM) Yang di-Pertuan Besar Negeri Sembilan, Tuanku Muhriz ibni Almarhum Tuanku Munawir and his consort DYMM Tunku Ampuan Besar Negeri Sembilan, Tuanku Aishah Rohani Almarhum Tengku Besar Mahmud.

Also present together at the celebration were Chief Minister of Negeri Sembilan YAB Tuan Haji Aminuddin bin Harun and Group Managing Director of Matrix Concepts Holdings Berhad, Mr Ho Kong Soon.

Matrix Concepts hopes that the spirit of patriotism instilled through this annual parade participation and celebration will be an inspiration to us and bring out the pride of our country as the nation unites.



Matrix Concepts team joined the march-past of Merdeka Celebration.



Capturing moments with the famous Ziana Zain with the crowd in Bandar Seri Impian

## Riang Raya With Community In Bandar Seri Impian

**27 July 2018 – After a month of fasting from dawn to dusk, Hari Raya Aidilfitri is often marked by early morning prayers and special traditional Malay food prepared for family and friends. As a form of gratitude during this special month, Matrix Concepts Kluang Branch celebrated Hari Raya with the community at Matrix Galleria, Impiana Square, Bandar Seri Impian.**

Dubbed Riag Raya, the celebration began from 6:00 pm and lasted until 10:00 pm with the presence of more than 2,000 visitors enjoying the festive atmosphere along with Malaysia's famous artistes such as Ziana Zain, Nabila Razali, and Wan Shahjuddin enlivening the event.



The Man in Balloon entertained the visitors with his skillful trick



On top of that, visitors were entertained with stage performances which included Magic Show and Man in Balloon. There were also activities to entertain children, such as Kids' Sand Art and Balloon Clown. The visitors were treated to a delicious spread of rendang, ketupat, satay and Raya cookies.

Riang Raya is a community event that aims to encourage visitors to communicate and interact with people outside of their circle. In the midst of this joyous occasion, Matrix hoped the community focuses on the importance of uniting everyone by celebrating the festivity together, while promoting a culture of peace and harmony.



# Save The Ocean, Beach Cleaning At Port Dickson

Group photo with students from SMK Raja Jumaat, Glory Beach Resort's staff and Malaysian Fo Guang Buddhist Association during Save the Ocean event.

**11 August 2018 – SMK Raja Jumaat Lukut partnered with the Malaysia Fo-Guang Buddhist Association Seremban Branch and Matrix Concepts Holdings Berhad, successfully holding Save the Ocean, Beach Cleaning at Port Dickson. The initiative was aimed at educating communities and students alike to take up the responsibility to minimise ocean pollution by clearing litter and cleaning up the beach. Garbage waste dumping is one of the world's leading causes to global warming.**

The event drew volunteers from schools, Matrix Concepts, and Fo-Guang Seremban Branch, including Datin Yong Chou Lian, Chairman of Malaysia Fo-Guang Buddhist Association Seremban Branch, who enjoys outdoors activities and the natural environment.

Save the Ocean, Beach Cleaning at Port Dickson is an ideal way to appreciate and actively work to ensure the beaches are a clean and safe place, as well as improving on the coastal and ocean ecosystem. In addition to helping to preserve nature, volunteers gained appreciation for the beautiful beaches that benefit people who live in the nearby area. This is because Port Dickson is a famous tourist attraction in Negeri Sembilan for its beaches, where the resorts and meals offered to tourists are not found anywhere else.

"We are thrilled to continue our partnership with Matrix Concepts, and for the first time with SMK Raja Jumaat. And of course, we have to say a huge thank you to all partners who gave their time and effort. Everybody was making a community effort with the spirit of volunteerism, promoting selflessness and at the same time instilling a caring attitude towards the environment to fight against plastic pollution. We were so proud to unite and provide the opportunities for the students to engage with the natural environment," said Datin Yong.



Collective effort by the team as they are seen picking up heaps of garbage, junk, and stocking them back in a garbage bags.







# Spreading Cheer To SK Gadong Jaya With New Computers And Printers

**9 November 2018 – Matrix Concepts continues to serve more students by helping schools gain greater access to technology with six brand new desktop computers and three printers donated to SK Gadong Jaya, Sendayan as an education initiative.**

Dato' Hajah Kalsom binti Khalid, Board of Director of Matrix Concepts handed over the computers to SK Gadong Jaya's Principal, Puan Zammira Ramli, during their Khatam Al-Quran event.

Upon receiving the computers and printers, the Principal of the SK Gadong Jaya said: "In today's era, it is quite difficult to imagine studying without proper computer equipment, and our school needed these computers in order to improve the students' studying conditions. The present education system requires more computer skills, thus the equipment that improves students' literacy and critical thinking skills will take precedence. I would like to take this opportunity



Dato' Hajah Kalsom, Board of Director of Matrix Concepts handing over the computer to En Hamizan Mohd Nor, PIBG Vice President of SK Gadong Jaya together with (from left) En Rizulhisham Abd Razak, Pn Hj Radziah A. Rashid, Pn Zammira Ramli, Headmaster of SK Gadong Jaya (second from right) and En Zazali Alias, Head of Security Matrix Concepts Holdings Berhad



to thank Matrix Concepts for this donation, which will ease and enhance our students' learning progress. it will also be an important technological tool in teaching, which is equally essential."

Matrix Concepts has great hopes that its contributions will improve the learning conditions of the students as well as the working conditions of educators and teachers.



(Fourth from left) Dato' Hajah Kalsom listening to students' explanations regarding their activities in the computer lab at SK Gadong Jaya.



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## NEGERI SEMBILAN: A JEWEL GETAWAY

Feast thine eyes and mind on the hidden gems that enrich this west coast state of Malaysia – both budget-friendly and family-oriented.

Volume 10; July 2018



## A CITY ESCAPE

Designed to be a little getaway in the heart of Kuala Lumpur is the new single-block development located on Jalan Ipoh Kecil- Off Jalan Putra, known as Chambers Kuala Lumpur.

Volume 10; July 2018



## INCLUSIVE ENGINEERING FOR EVERYONE

The X-Park in Bandar Sri Sendayan introduces its off-beaten tracks, facilities and courses to the public, featuring 34 acres of extreme sports and others, such as a driving range, futsal and badminton courts, go-karting and BMX tracks, to name a few.

Volume 9; January 2018



## CHANGING CULTURES, SHAPING FUTURES

In the literary world, there is a definitive difference between schooling and education. Opened in 2014, Matrix Global Schools seeks to fuse both to redefine the academic journey.

Volume 8; July 2017



# By The Power Vested In Coffee

## If water be the elixir of life, then coffee is the fountain of youth.

While coffee is an acquired taste, its earned reputation holds the title as the second most valued commodity in the world following crude oil. Over the past 40 years, the coffee industry has mushroomed annually by 100 per cent, growing in market value to over USD100 billion. It is estimated that over 9.1 billion tonnes of the bitter beans will be traded in 2019, with Asia Pacific produced beans leading the export revenue, taking on Brazil as the dominator of coffee beans.

Just how did this innocuous and unsuspecting bean become so precious to civilisation? Nobody really knows and historians have traced it back to 15th century Yemen, where the elixir was romanticised in scrolls across monasteries before landing in Cairo and Mecca for a major makeover in its brewing methods. Curators have long believed that the super beans first made its appearance in the regions of Ethiopia, which is where the names 'Arabica' and 'Robusta' come from in description of the bean species.

While the chronicles of these elusive beans may be up for debate, its common name 'coffee' etymology is definitive. Due to its presumed origin, the Arabic word *qahwah* was adapted by the Ottoman Turkish empire into *kahve*. As the Arab-Persian empire expanded, the beans were introduced to the Dutch, who also borrowed from the phonetic to form the word *koffie*, which was later adapted by the English world and introduced in the mid-1600's as coffee. One world wind etymological trade later, the original word to mean dark in colour *qahwah* is today so beloved, every spoken language in the world uses its sonant in one variation or another.

To date, there are over 120 known varieties of coffee cherries; however, only *Coffea Robusta* and *Coffea Arabica* are commercially consumed, with the latter leading by 60 per cent of the global market. The unique flavours of the beans come not only from its ripeness, but also its harvesting, processing, roasting and brewing methods. A seemingly slight adjustment will vastly alter the profile of the beans and, ultimately, the cup of Joe you hold in your hands.

While the technicality of how flavour profiles are determined and distinguished requires months of studies, it is, for all intents and purposes, to say acidic levels and bitterness of a brew are the makers or breakers for most common brews. Some easy talking points to remember when talking about coffee to make even the most elementary of coffee drinkers sound sophisticated are:

### Roasting

Short + High Temp = Acidic, Weak Flavours  
Short + Low Temp = Grassy, Weak Flavours  
Long + High Temp = Burnt, Dry Flavours  
Long + Low Temp = Full, Bitter Flavours

### Brewing

Fine Grains + Short Extraction = Highly Acidic  
Course Grains + Short Extraction = Diluted  
Fine Grains + Long Extraction = Astringent Bitterness  
Course Grains + Long Extraction = Astringent Dilution

Faithful to that formula, the type of roasted beans and brewing method a barista apply will widely depend on the type of Java being served. An Americano will require a different brew of espresso than a Flat White; likewise the beloved local Kopi O will vary from stall to stall depending on the uncle or auntie splitting the beans (solute) from the piping hot water (solvent). There is one exception to the roasting and brewing rule: franchises such as Starbucks. Their roasts and brewing methodologies are consistent worldwide, enabling the company to maintain its brand promise: "It has always been, and always will be, about quality." The uniqueness of this franchise model is with its locally-sourced dairy, which, depending on the country, will impact the flavours of any milk-based coffee.





## An ode to tradition

Where: Gerai Kopi Fatt  
Cost: \$  
Operating Hours: 7 AM to 7 PM, Closed Tue

Urbanisation is the bane to cultural preservation. With little fix up other than a tin awning serving as a roof, some metal pillars to hold up said roof, low-cost plastic chairs and tables in no particular integrated colour scheme whatsoever, is 四塊八發茶室 (directly translated to 4.80 Wealth Tea Shop), a well known hawker-style coffee shop lot among Serembanites in Taman Union. Among the long stretch of vendors is Gerai Kopi Fatt, whose owner has been steeping local kopi for decades. Every cup ordered is done individually, with the filter cloth loosely fitted into a metal pot with a long spout, which creates pockets of air when poured into the half pint sized ceramic mug, often stained with coffees served from years gone.

Famous for its dark roasted, nutty flavour and slight acidic undertone, kopi served at Gerai Kopi Fatt differs from that of infamous Ipoh's style, which is more sweet and less nutty, but also full in body. The beans from Seremban has a meagre ghee essence and a saltiness that rounds out the sweetness from its roasting process. Whether served hot or iced, the kopi here retains its fullness and creamy texture through and through.

## Kopi-ing in Malaysia

All good things come from the exchange of cultures, especially in regard to food and beverages, though the history of trade is less likened and leans into imperialism. As one would assume, coffee was introduced by the British settlement to Malaysia in the early 18th century. English officers thrived on the brew and since sharing is caring, 'kopi' was born. Due to the Malaysians unique blend of heritage and ethnicity, the roasting and brewing methods to create kopi differs from the western world. For one, coffee beans are dried and roasted in a large wok with butter and sugar over a convection oven; secondly, kopi isn't exactly brewed, it is tempered and filtered with a cloth.

There are four main types of kopis served in Malaysia: Kopi, which is poured with condensed milk; Kopi Si is infused with evaporated milk; Kopi-O is served with white sugar; and Kopi O Kau, which is both dense in flavour and extra strong. For those watching their sugar intake, Kopi Kosong (zero) means black coffee with no added enhancers.

Malaysians love their coffees. So much that, according to Statista, consuming over 670 thousand 60 kilograms bags of beans in 2017. The number climbed from 455 thousand to 625 thousand between 2011 to 2012, which is when the artisanal and gourmet coffee culture mushroomed across the two peninsulas. And in the quiet of Seremban townships, the culture similarly spread ubiquitously with coffee shops within a crossing of the road or around the corner from one another.





## Sun kissed expression

Where: Hovin Coffee & Bakers  
Cost: \$\$  
Operating Hours: 9 AM to 7 PM, Closed Tue

Sitting on the corner of an unassuming block in Pusat Perniagaan Senawang Jaya 2, this quaint little coffee shop with checkered floor tiles features miniature antique decors, including a British telephone booth in which will make for any Instagrammer's dream chill out. The interior is brightly lit with natural sunlight, thanks to its surround glass panels and undisturbed concrete exterior. Available are the usual combination of coffees and teas, but what sets this joint apart from the rest is their full Western menu, ranging from homemade patty burgers to scones from their own bakery.

Regaled for its coffee art, every variety cup has its own signature artwork served in the proper cup or glass designated for the brew. It's surprising not too many coffee aficionados are aware that cappuccino is to be served in a cup that differs from the flat white glass. As for lattes, it is only fitting for it to be poured into a double walled see through cup rather than a ceramic mug. Coffees here are perfectly tempered with minimal acidic after taste, which also means their roast is of high quality and their espresso machine is set to a sweet boiling temperature, ensuring that every drip is maximised with the right flavour, not skimming or compromising on the natural antioxidant properties in coffee.



## Rustic with an edge

Where: The Coffeeholics  
Cost: \$\$  
Operating Hours: 9 AM to 6 PM, Closed Wed

Hailing in first place on TripAdvisor for having the 'best coffee in town', The Coffeeholics is located in Seremban 2, possibly the most heavily densened concentration of cafes in all of Seremban. With an open kitchen concept, the warmly lit and spacious cafe serves up a modest menu of sandwiches, waffles, breakfast and salads. However, it's their coffees that steal the show.

Decorated with a mixture of soft, timbre and aluminium furnishing, The Coffeeholics is one of those spots you can just relax in, either enjoy reading in a quiet corner or catching up on work or meeting up with friends. Pockets of different table settings allow for their customers to transition between tasks seamlessly. Beyond their food and coffee offerings, the cafe also has a few merchandising counters, selling their beans of choice as well as artisan brewing mechanisms.

Ask for their special serving of espresso served in a double walled skull glass and be inspired to release your wild side.







## All about personalisation

Where: Chars Cafe

Cost: \$\$

Operating Hours:

Fri & Sat, 11 AM to 12 AM;

Tue - Sun, 11 AM to 11 PM, Closed Mon

Opened in 2015, Chars Cafe goes the extra mile to guarantee that coffee is the show stopper, encouraging you with their own unique blend of beans specially sourced from Vietnam and Indonesia. The cafe has two entrances, neither of which anyone would assume is nominally an exit. At one opening, a timbre bench sits closely next to a chalkboard depicting the kitchen's specials of the day; at the other entrance, a faux foliage area with a few seats are available for those who'd rather bask in the heat of Malaysian sun.

Decorated with hanging lanyard lights, the cafe itself is dimly lit, but perfect enough to cast silhouette of its brand onto the charcoal colored walls. For those unfamiliar with the different variations of coffee beans and their flavour profiles, Chars Cafe has installed a feature wall of description for either reading pleasure or information. The ordering counter is slightly elevated from the main floor, which provides customers with an eye level display of their cakes and desserts. Needless to say, their signature blend is by far the most sought-after cup of coffee — smooth in texture, packed with a bitter yet sweet aroma — one can say it's perfection in a mug.

One thing to note about Chars Cafe is its sound system and music choice in setup for the perfect atmosphere for an afternoon or evening date.



## The Hanguk influence

Where: Bros. Cafe

Cost: \$\$

Operating Hours: Mon - Sun, 10 AM to 9 PM

If you're an affogato fan, do not hesitate to step into Bros. Cafe. Also located in Seremban 2, the double storey cafe is inspired by South Korean's coffee culture, with a dash of Italian. While affogato is technically classified as a dessert, it is infused with hot espresso before being doused and served with a heaping scoop full of ice cream, giving it a creaminess unlike that of other dairy pairing. It is a misconception that affogato is meant to be served frozen or cold; on the contrary, the espresso and ice cream tempers one another to create a lukewarm glass of melt-in-your-mouth euphoria.

Beautifully designed, the sophisticatedly modern yet humbly cosy joint bursts with natural sunlight and warm lighting fixtures. Bros. Cafe boasts an incredibly comprehensive menu, prepared in a fusion style with the freshest ingredients. If you've never tried Korean drip coffee before, this is a good place to start. While the wait time for food may be a bit longer than other surrounding cafes, it can be appreciated for its decadent layers of flavours.





## A gem needless of discovery

Where: Restoran Melido

Cost: \$

Operating Hours: 7 AM to 2:30 PM, Closed Thur

Fun fact: Nearly 90 per cent of coffee beans used in local coffee shops in Malaysia are Liberica, an uncommon species of the flowering plant rarely used by the rest of the world. The bean itself is known to have a high acidic and robust profile which, when roasted, fare towards a smokey and nutty aftertaste. While the beans may not be consumed *en masse* globally, it is extremely beloved to Southeast Asians, with the three main producers being the Philippines, Indonesia and Malaysia. The beans are a valued commodity in Western countries, mainly due to its low production rate and scarce export.

Malaysians are accustomed to their roti bakar or roti stim kaya with two soft boiled eggs and either a cup of teh tarik or kopi, in an array of personal preferences. Local coffee shops may be commonplace and fill shop lots from corner to corner, but few stands for decades, serving one generation to the next. Restoran Melido is one of those gems in Seremban, located in a bustling lorong in Bandar Seremban, the shop is guarded with red Nescafe branded bamboo shades. Ageing uncles and aunties are often at the shop sharing stories and sipping on kopi while awaiting for their meal, offered by one of the many food stall vendors at the vintage joint.





# The Cycle Completes With The Yin Earth Pig

**With the arrival of the Yin Earth Pig in the year of Ji Hai (己亥) 2019, the flying stars have shifted to their respective directions, influencing the wealth, health and prosperity placements in homes.**

## Understanding Feng Shui

For over six millenniums, the Chinese has long believed that harmonious living, prosperity and health are linked to energy forces known as feng shui (風水), literally translated as wind and water. The pseudoscience and metaphysics of feng shui place significant importance on intangible forces that emit energies binding the universe and humanity as one — otherwise simplified as qi (氣).

In ancient Chinese architecture, influences of feng shui can be seen in almost every landscape and structure. During the Zhou era, feng shui became a code rule for builders spanning from homes to villages, palaces, temples and graveyards. With

globalisation, the Western societies have also started to adapt basic feng shui into their architectures and interior designs, opting for a more minimalistic and qi positive environment than pure gallant aesthetics. Today, feng shui is taught worldwide in various forms — five elements or eight aspirations.

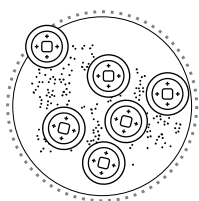
The subject itself is intensive and with annual changes being generally marked during the first week of Gregorian calendar's February, we take a look at one aspect that can help homeowners better invite positive energies into their homes for a prosperous, healthy and auspicious year of the pig.

## Do-it-yourself Salt Water Cure:

Considered one of the most important feng shui element money can't buy, this DIY salt water cure activates with its solidification, storing away negative energy from an unfounded star in a certain location of your home.



**Fill either a glass jar or deep bowl with three-quarter table salt**



**Place six I-Ching coins on top of the salt in a circle Yang side up**



**Fill the jar or bowl with tap water**



**Top up water over time as it run dries**

To note:

- Do not place within an enclosed space such as the cupboard
- Do not move or touch the jar or bowl too much as it crystallises
- Do not cover the jar or bowl
- Never reuse the I-Ching coins from previous salt water cures

## The Flying Stars of 2019

Formally, the flying stars change position on the 4th of February this lunar new year instead of its actual day. By understanding the stars' positions, one can easily add or remove elements to counter or boost its effects.

Direction: Southeast

### Robbery Star

The Robbery Star being in the Southeast can cause emotional turmoils and violence within a household. Individuals with weakened health should be extra cautious to avoid hospitalisation and further deterioration. If your home's front door is located in this direction, be extra careful with security to avoid theft.

*Aid: Install a yin water cure such as an aquarium or water feature like a fountain.*

Direction: South

### Quarrelsome Star

The Quarrelsome Star found facing south ensues negative elements and can cause disputes as well as loss in fortune. People with kidney or liver deficiency should avoid residing in this area and remove any and all water element.

*Aid: Add an artwork or curtains in bright fire-like colours, such as red, orange, purple, pink or bright yellow.*

Direction: Southwest

### Misfortune Star

If possible, this area within a home should be avoided for any activities. The Misfortune Star existing in the Southwest direction this year will also bring with it hardship, whether in business, family, communication, money or health.

*Aid: Remove any and all fire elements and replace with a salt water cure or metal element.*

Direction: East

### Celestial Star

The auspiciousness rendered in the east with the Celestial Star is the most ideal location to set up a workstation. Representing power, authority and accomplishments, the Yin Earth Pig will bring to those who work hard a bounty of success. However, be cautious of this being a living quarter, since the negativity of this star is the creation of loneliness and isolation.

*Aid: Use this sector for work purpose only*

Direction: Centre

### Prosperity Star

This location holds the Prosperity Star this year, meaning that it is either trapped in the centre of your home being under utilised or it will bring with it an abundance of wealth and health. If your front door is located here, you can expect great returns for your efforts. If you own a business, consider conducting a majority of the work in this sector.

*Aid: Moving objects help to circulate wealth. Try placing a fan or a fountain.*

Direction: West

### Precious Celestial Gift Star

Linked to status and recognition, this is the best location for the front door or an office space. The Celestial Gift Star brings with it positive energies and resources to help further your career and relationships. However, be wary that not all auspicious space suits the environment. If the qi is off, the star can potentially cause depression or a feeling of separation.

*Aid: Use this sector for work purpose and family dining.*

Direction: Northeast

### Illness Star

For anyone ill or pregnant, it is best to avoid the northeast area of the house or office. Prolonged stay in this sector with the Illness Star can only cause more health problems and with it, a loss in wealth. Certain people born under the signs of Ox and Tiger are advised to avoid the influence of this star as much as possible.

*Aid: Lessen the star's energy by placing a salt water cure or metal object. Avoid all fire elements.*

Direction: North

### Academic and Relationship Star

North facing rooms are best for children studying this year and/or academic professionals. This is the sector to be when one wants to be thrown into hours of studies and research. It is also a particularly inspiring and productive direction to be facing for writers and creators.

*Aid: Make it a common space such as a study so everyone can reap the benefits of this positive star.*

Direction: Northwest

### Multiplying Star

After the centre sector, the northwest location is considered the second-best so having the Multiplying Star in its corner this year will prove to be positive for anyone seeking a new career or relationship. For couples considering marriage, this area is a good place to start a family.

*Aid: If there's a door, use it often and keep it opened.*





(Sixth from right) Mr Leong Jee Van, CEO of Matrix Concepts; Dato' Logendran K. Narayanasamy, Chairman of Matrix Concepts Foundation; YB Nicole Tan Lee Koon, Negri Sembilan Women, Family and Welfare Affairs Committee Chairman; (fourth from left) Dr Anthony Gilbert, President of Pertubuhan Hospice together with the committee and volunteers at the 20th anniversary celebration

# Matrix Concepts Foundation Yearly Grant To Hospice Seremban



**14 November 2018 – Matrix Concepts Foundation brought further comfort to terminally ill patients, especially those suffering from cancer at Pertubuhan Hospice, Seremban. The foundation's yearly contribution of RM30,000 to Pertubuhan Hospice, along with the commitment of its volunteers meant more welfare services and medication support will be accessible to patients and their family members.**

(From right) Mr Leong Jee Van, CEO of Matrix Concepts and Dato' Logendran K. Narayanasamy, Chairman of Matrix Concepts Foundation presenting the mock cheque to Dr Anthony Gilbert, President of Pertubuhan Hospice and witnessed by YB Nicole Tan Lee Koon, Negri Sembilan Women, Family and Welfare Affairs Committee Chairman



The RM30,000 donation was presented by Chairman of Matrix Concepts Foundation, Dato' Logendran A/L K. Narayanasamy and CEO of Matrix Concepts, Mr. Leong Jee Van to Dr. Anthony Gilbert, President of Pertubuhan Hospice during a fundraising dinner at Sungai Ujong Club. Also present during this event was YB Nicole Tan Lee Koon, Negri Sembilan Women, Family and Welfare Affairs Committee Chairman.

"Since our founding in 2014, Matrix Concepts Foundation has taken a stand for the community in need, greater and better health in particular. Today, Matrix Concepts Foundation's approach is to bring life changing care with a purpose, and our commitment to Persatuan Hospice reflects our dedication in making the world a better place for the cancer patients," said Dato' Logendran.



(Third from left) YB Nicole Tan Lee Koon, Negri Sembilan Women, Family and Welfare Affairs Committee Chairman and Dr Anthony Gilbert, President of Pertubuhan Hospice celebrating the hospice's 20th anniversary with the committee at Royale Sungei Ujong Club





(From right) Dato' Logendran K. Narayanasamy, Chairman of Matrix Concepts Foundation; Dato' Noordin bin Mohd Yatib, Vice Chairman of Matrix Concepts Foundation; and Ms Carmen Loo, Secretary of Matrix Concepts Foundation presenting the donation to Ms Vasanthi, Chairperson of Shelter Home for Abused Women and Children Seremban

# Early Deepavali Joy With Shelter Home Seremban



**1 November 2018 – Shelter Home Seremban is an NGO centre of development that protects, counsels and works to end domestic abuse against women and children.**

In celebration of Deepavali, Matrix Concepts Foundation (MCF) contributed four sewing machines, an edging machine and an embroidery machine to Shelter Home Seremban, which brought smiles to the residents.

Present during the hand-over ceremony were Dato' Logendran A/L K. Narayanasamy, Chairman of Matrix Concepts Foundation; Dato' Noordin Yatib, Vice Chairman of Matrix Concepts Foundation; Vasanthi Naidu Subramaniam, Chairperson Shelter Home Seremban; and staff from Matrix Concepts Holdings Berhad.

Speaking during the ceremony, Dato' Logendran said: "In conjunction with Deepavali celebrated as the festival of lights, Matrix Concepts Foundation is pleased to present new sewing machines to the residents. We hope this will be an encouraging gesture to those who sew and be purposeful for free sewing classes, which is part of their daily activity. Through our support to Shelter Home, we hope to highlight the importance of curbing violence against women and children, and provide

morale support to those who are victims."

Vasanthi, Chairperson Shelter Home Seremban was delighted by the contribution. "I am very grateful for the contribution we received today as it will help and support the Home's sewing class for the women to learn and make a living for themselves in the future. In fact, this free sewing class will be conducted as part of the Home's activity for single mothers and poor women as well," said Vasanthi.



(From left) Ms Carmen Loo, Secretary of Matrix Concepts Foundation; Dato' Noordin bin Mohd Yatib, Vice Chairman of Matrix Concepts Foundation; and Dato' Logendran K. Narayanasamy, Chairman of Matrix Concepts Foundation with the committee during the hand-over ceremony

# RESORT HOMES

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\* Tanah Dijangka Siap: Disember 2019 - Lunaria III (RTD)-A1 - 178 Unit, RM 881,888 (Mini) - RM 1,468,928 (Max) - Lunaria III (RTD)-B1 - 24 Unit, RM 856,542 (Mini) - RM 1,328,532 (Max) - Sekitar-Sekitar Keperluan: Tanah yang diberikan ini tidak boleh dipindahtitah, dipajak, digadaikan dengan kebenaran bertulis daripada Pihak Berkuasa Negeri. - All renderings contained in this advertisement are artist's impressions only. The information contained herein is subject to change without notification as may be required by the relevant authorities or developer's project consultant. Whilst every care is taken in providing this information, the owner, developer and manager cannot be held responsible for any variations. For avoidance of doubt on the specifications, please always refer to the Sale and Purchase Agreement.





TIARA SENDAYAN

# Home Is Where The *Heart* Is

**The Tiara Sendayan development is not only situated in the most exciting development area in the country, it is also the lifestyle you've been waiting all your life to live in and provide for your family.**

Quality of life is undoubtedly the most important factor when choosing a home. While location plays a major role in a development's value, quality of life encompasses so many aspects including proximity to amenities, health and wellness facilities, contact with nature, living space, and, ultimately, a harmonious family lifestyle.

Seremban is fast becoming the well-balanced neighbour to our capital city Kuala Lumpur. Offering the dream lifestyle of a cosy and homely environment, Seremban properties are easily accessible to and from the Klang Valley while being tucked away from the hustle and bustle of a crowded city. Amenities aplenty within a convenient distance, Tiara Sendayan aims to be the residential township of your dreams, offering space and gorgeous surroundings with a canvas of lush greenery and impressive facilities — all the while being one of the best investments you could hope for.

Artist's Impression

Denim Deck





## To growing together

Situated within the Malaysian Vision Valley (MVV), Tiara Sendayan is the kind of property investment to watch in the ever-growing development area south of Kuala Lumpur. Cities like Nilai and Seremban townships are attracting high numbers in property investments, including Gen-Y first-time homeowners and foreign investors.

The 30-year mega-project that is the MVV continues to grow and attract more investment and development for Negeri Sembilan, speculated to draw in as much as RM300 billion till 2045. Stretching from Nilai all the way to Port Dickson and expected to be one of the country's major economic corridors, the project ultimately aims to be an extension and decentralisation of greater Kuala Lumpur, with the population expected to grow to two million.

The Chief Minister (Menteri Besar) of Negeri Sembilan Aminuddin Harun recently shared his state pride, saying that more and more people are attracted to visit and come to the state for its various unique offerings, such as caves, waterfalls, ecotourism, and the state's truly unique gem: the baked Chinese dumpling and "pride of the local-folks", known as the Seremban siew pao! Relating to the siew pao's popularity that reaches all over the country and into Singapore, the Menteri Besar believes that the state has what it needs to capture hearts and minds.

Both investors and Negri Sembilan locals can also look forward to a prosperous 2019 with more advancements state wide, as the state government tabled a generous balanced budget of RM430 million for 2019, making it RM18 million higher compared to the previous year's budget. Among the main allocations, infrastructure will receive RM23 million, agriculture RM15.95 million, administration RM17 million and tourism RM8.4 million.



## All roads lead to Seremban

With nine precincts, three categories of housing development and a Central Park with lake, Tiara Sendayan is just under an hour from Kuala Lumpur by car. In addition to the North-South Expressway (PLUS) and the Seremban-Port Dickson Highway, Tiara Sendayan is set to increase accessibility with the KLIA Linkage, which is currently under construction and expected to be completed by 2019.

The generously-spaced township will feature a few different freehold models for home dwellers to choose from based on investment budget and space. The Astania single-storey linked homes and Astana double-storey linked homes will take up 27 acres of the township; the Beliza double-storey linked homes will cover 24 acres and have the option of yard or without yard space; and finally, the Casadia double-storey linked homes will occupy the remaining 25 acres.



With construction of all home types expected to be completed by 2020 (some as early as January 2020), all property types are currently sold out.

As the districts surrounding Tiara Sendayan continue to fill up with more developments, amenities and commercial centres, facilities and conveniences are already available within reach of the area. Residents need not worry about any medical emergencies as both Columbia Asia Hospital and KPJ Seremban Specialist Hospital are a mere 15-minutes away by car. Children and adolescents have a number of schools to choose from, including public primary and secondary schools, as well as Matrix Global Schools – private and international – all within a max distance of 8 kilometres.

During the weekends, residents can spend time with loved ones shopping or going to the cinema at nearby malls such as Aeon Seremban 2. A mere 12-minute drive away, while in Seremban 2, families can also stock up on weekly groceries at the Tesco Extra supermarket. Or for a more leisurely weekend, pop over to the neighbouring Bandar Sri Sendayan where members of the d'Tempat Country Club can spend time swimming, playing sports or enjoying a spa treatment.

And for those who just want to nestle themselves in the shelter of home, the 12-acre Central Park located in the heart of the township is the nature sanctuary that's just a skip and a hop away from their doorstep. Centred around a lake, the manicured green area will have interconnecting pathways and decks for evening strolls with the family, morning jogs and outdoor living. The park's canvas of lush greenery will provide that much needed refreshment of oxygen for all residents and living things!



Furthermore, promoting a truly balanced lifestyle for its inhabitants, the Tiara Sendayan Central Park will also be equipped with world-class sporting amenities, including basketball and futsal courts, a children's play area, bicycle racks, as well as a gym station.

While purchasing a house could be simply a financial investment, a house becomes a home when it comes with a desirable lifestyle. With the exciting plans underway for Seremban and Negeri Sembilan poised to become somewhat of a second capital city in Malaysia, Tiara Sendayan is that secure environment and slice of paradise to keep for now and ever.



Surrounded by nature, air in your lungs, and love in your heart – the new Tiara Sendayan township will be of the best investment you could make for both your lifestyle and your family.



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# The Art Of Autism

The dictionary defines 'art' as the expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power. Inspired by his son Owen Chong, contemporary Seremban artist Ben Chong shares his latest creations, The Autism Series.

**Q: Can you elaborate on why the topic of autism is close to your heart, leading up to this instalment?**

A: All my inspiration comes from my son Owen. He has mild autism, but he is special, amazing, compassionate and caring. He doesn't understand where he fits in socially and don't converse much, but he is like all of us. He may not be set in his mind, but he is in his heart. Owen learned to paint about five years ago, guided by a French teacher. Last year, he was invited by the Unesco of Paris to showcase his artwork. I was so proud and from that day onwards, I decided to start my Autism Series in order to show people the world of autism.

**Q: How does art communicate differently with the autistic community?**

A: We are always trying to find the perfect person, but only by learning to see an imperfect person perfectly do we really communicate. Life favours those who see things differently. I think of my son whenever I start waiting and sometimes I would take time to observe his behaviour and speech that sparks an idea. Autistic kids are so unique. They get to experience the world in a very different way. They can see the wind, hear the bees singing in the park and feel incredible emotions flowing from the people who care for them. Most people don't understand them, but they have feelings, they think and have emotions, they just express them differently.



Autism Series, Self Harm 5ftx5ft



Autism Series, Obsession 5ftx4ft x 2

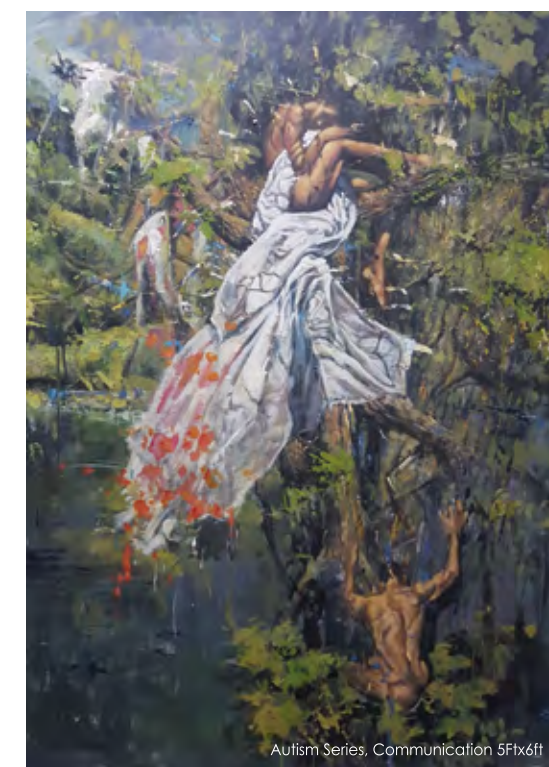
Purity 5ftx5.5ft

**Q: How has this series changed your outlook in life?**

A: I used to paint to please people, but now I paint because I enjoy it. I learned that life is not only about me, but inclusive of all the people around me. That is how you source your life to be better and different. It's amazing how much art pieces have influenced the parents of autistic children. In 2017, I sold about 80 per cent of my Autism Series, aimed at inspiring compassion and empathy within the community. I hope that through my paintings, viewers both affected and not touched by autism can gain a keen sense of awareness, acceptance, compassion and love.

**Q: What is your favourite piece in this instalment and why?**

A: 'Selfharm' is my favourite, inspired by my son's classmate. It was the first piece of my Autism Series. One day, I saw my son's classmate wearing a helmet to class and out of curiosity, asked the teacher why. He said that is because the child felt frustrated and unhappy, which causes him to bang his head against the wall. The helmet is to protect him from self-inflicted harm. And only when you know, it stops becoming silly.



Autism Series, Communication 5ftx6ft



## About Ben Chong

After graduating from the Malaysia Institute of Art, Ben Chong established himself in the advertising, interior design, design and fine arts industries. Since he started painting, he has participated in numerous group exhibition across Asia as well as realising his own solo exhibition. Chong finds inspiration through human nature, especially in recent years, focusing on human figures, structures and portraits. For Chong, he finds art, music and architecture to work in symmetry, saying "the goal is to make [art] become a part of your daily life, surpassing artificial boundaries of culture, art and custom." Chong had his first overseas exhibition in Seoul, South Korea in 2017. Known mainly for his great expressive force in strokes and seemingly uncontrolled brushstrokes, Chong tells a very comprehensive story without specifying on details.





**31 December 2018 – There's never been a dull moment celebrating New Year's Eve at d'Tempat Country Club, Bandar Sri Sendayan. With an evening of dazzling lights, bustling energy and adrenaline pumping music, the countdown to welcome the new year was enlivened by the special appearance of our very own famous local Chinese drama artiste cum singer "John Wee".**

This year, d'Tempat Country Club was transformed into an Enchanted Christmas fairyland with jubilant revellers partying through the night in a sparkling forest wonderland. In addition, the dining experience offered by the Sparkling Night package included a buffet spread at the poolside as well as performances. The Hawker Street Supper at Sphere Bowling was also a hit with food lovers, which saw a throng of satisfied people enjoying late night meals and snacks between 10 pm until midnight.

Family and kids were awestruck by fire-eaters belching gargantuan flames while a live band and dance troupe entertained other guests with renditions of popular songs and scintillating belly-dancing grooves, respectively. Also present were Dato' Lee Tian Hock, Group Executive Deputy Chairman cum founder, Matrix Concepts Holdings Berhad and wife, Datin Yong Chou Lian with other Board of Directors and senior managements.

The event ended with a lively countdown to 2019, where Dato' Lee and all the VIP guests completed the countdown gimmick by firing a cannon to light up the sky with spectacular fireworks at the stroke of midnight.



(From right) Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts wife, Datin Yong Chou Lian together with Dato' Noordin, Deputy Chairman of Matrix Concepts Foundation officiating the countdown gimmick



(From right) Datin Yong Chou Lian presenting the lucky draw prizes to the winner





# Zumba Sensation

What's a great and fun way to exercise? Dancing, of course. Zumba has been one of the most popular workout regimes for some time. Just by dancing to great music with like-minded people, Zumba participants get to enjoy a full-body workout and burn away unwanted calories.

From early November to end December, d'Tempat Country Club invited various Zins to conduct free Zumba classes for members at various events. It was evident how each and every one of the participants enjoyed the routine.

Seen in the photos are some participants having a blast while working out to groovy tracks.



## CORPORATE MEETING PACKAGE

### HALF DAY MEETING PACKAGE

\*From **RM 70.00** NETT  
(Per Person)

#### Package is inclusive of :

- ✦ 1 x Coffee Break
- ✦ 1 x Lunch
- ✦ Usage of meeting room for 4 hours
- ✦ Basic PA system with 2 microphones
- ✦ LED screen / LCD Projector
- ✦ Writing materials
- ✦ Whiteboard
- ✦ Flipchart
- ✦ Bottled drinking water
- ✦ Mints.

### FULL DAY MEETING PACKAGE

\*From **RM 88.00** NETT  
(Per Person)

#### Package is inclusive of :

- ✦ 2 x Coffee Break
- ✦ 1 x Lunch
- ✦ Usage of meeting room for 8 hours
- ✦ Basic PA system with 2 microphones
- ✦ LED screen / LCD Projector
- ✦ Writing materials
- ✦ Whiteboard
- ✦ Flipchart
- ✦ Bottled drinking water
- ✦ Mints.



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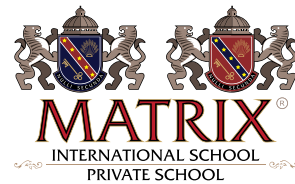


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# Matrix Global Schools Gaining Momentum In Academic Achievements



**No longer simply a landmark of Bandar Sri Sendayan with an impressive British-inspired architecture and wondrous domes, Matrix Global Schools (MGS) is gaining momentum by raising the bar for its academic achievement each year. With a unique dual-curricular model run on the same campus, Matrix Global Schools adopts the recognised and reputable examination benchmark to ensure students are accepted in accredited higher education institutions worldwide.**

Matrix International School (MIS) follows the National Curriculum of England, appropriately modified for international students. In the Early Years, MIS follows the Early Years Foundation Stage (EYFS) Curriculum while the International Primary Curriculum (IPC) forms the core provision in the Primary School. In Secondary School, the backbone of the school's curriculum is the established Cambridge IGCSE, leading to the internationally renowned qualification at the end of Year 11.

Based on the IGCSE results achieved in 2017, MIS's A to A\* grades totalled 51% with three students attaining A to A\* in all subjects taken. This achievement was topped by the 2018 batch with four students achieving the same straight A to A\* results.

*"Everything we face and everyone we meet in this life shapes us in one way or another. We wouldn't be able to be what we are now without all the people who have been there for us along the way. Exams are important, but the moments that you spend with your friends are irreplaceable."* - **Ho Min Xuan, MIS Class of 2018 alumna, 2018 IGCSE 11 A\* Achiever**

MIS Class of 2018 alumna, Ho Min Xuan, at her graduation ceremony expressed: *"I didn't expect that as a student from a Chinese school, I would have the opportunity to give a farewell graduation speech. I can still remember my first day here. Having grown up in a Chinese-speaking environment, I experienced culture shock when I discovered that most of the people here are English native speakers who can't speak in Chinese, especially the teachers. It took me a period of time to adapt to this wholly new environment, especially to understand the different slangs of the teachers."* Ho Min Xuan is the school's highest IGCSE achiever to date, having attained 11 A\* grades and currently continuing her A level studies at Kolej Yayasan UEM in Lembah Beringin.

The private section of the school, Matrix Private School (MPS), follows the Malaysian National Curriculum; Kurikulum Standard Sekolah Rendah (KSSR) for Primary level and Kurikulum Standard Sekolah Menengah (KSSM) for Secondary while adopting the Dual Language Programme (DLP). Cambridge curriculum components for English, Maths and Science subjects are added to enhance students' learning experience, giving those interested the option to sit for Cambridge Secondary Checkpoint or the IGCSE papers for English and Maths.

In the 2018 Ujian Penilaian Sekolah Rendah (UPSR) results, the school once again maintained a 99% overall passing percentage with an improved school average grade (GPS) of 2.1. The grade system is commonly used to track the overall grade achievement of all candidates sitting for a particular exam, whereby a lower GPS number signifies a better achievement.

As for the Sijil Pelajaran Malaysia (SPM) examinations, in 2017 Matrix Private School secured a 97% pass rate with a GPS of 3.82 and three outstanding students achieving straight 9 As.

*"I had a great time at MGS. There, I was given the opportunity to explore interests outside academics and sports. I got pulled into various events where I was asked to perform tasks I had never done before. For instance, directing and filmmaking. Talk about learning beyond boundaries."* - **Sara Ashley, MPS Class of 2017 alumna, 2017 SPM 9A Achiever**

One of the school's SPM 2017 highest achievers, Sara Ashley, was quoted: *"I'm proud to say that at Matrix Private School, we had teachers who were dedicated and focused. They knew full well that the aim is to get students to do their best in SPM on top of opening up our minds and broadening our horizons. Not only did they equip us so that we have the best chance to score in SPM, our teachers were preparing us for our next stage in life – college and adulthood. They never failed to encourage us and let us know that they believed in us. 'You can do it. You're all very smart' is just one of the many lines we heard."* Sara is now taking up the American Degree Transfer Program at Methodist College Kuala Lumpur.

Another MPS class of 2017 alumna, Nithyalakshmi Sivanesan, shared her experience in Matrix Private School: *"I met wonderful and caring teachers who guided me till the end of my studies at school and helped me to lead a better life as a student who had to face a lot of issues in school and outside school. I enjoyed every programme and festival held in school because they were all special to me! I had good friends who I could share my thoughts and study time with as well."* Nithyalakshmi obtained 9As in her SPM and is currently doing her Foundation Studies for Agricultural Science at University Putra Malaysia.

2019 will mark the 5th year anniversary of Matrix Global Schools. As an academic institution, the school is considered fairly young. However, with a mission to nurture creativity, ambition, determination and independence, Matrix Global Schools aims to develop well-rounded students. The schools not only put academic excellence as a top priority, but also focuses on the qualities their students need to manoeuvre in the world, making graduates outstanding leaders of tomorrow who can communicate confidently and effectively with life skills that are 'Second to None'.







# Malaysia Represented In One Belt, One Road Cultural Festival In China

Matrix Concepts Holding Berhad sponsored 21 students and teachers from Matrix Global Schools (MGS) to represent Malaysia in the Hengshui High School 6th International Culture, Education and Arts Festival, held in Hebei province, China. Mr. Xi Huisuo, president of Hengshui High School, in his opening speech said that the festival aims to serve as a broad platform for cultural exchange and educational cooperation among countries. More than 200 students and teachers from over 20 countries, mainly from those involved in the Silk Road Economic Belt and the 21st century Maritime Silk Road (One Belt, One Road) initiative, took part in the memorable event.

According to Form 4 student, Monique Ong, "As part of the educational experience, we were taken for a historical tour to visit important cultural landmarks around Beijing, including climbing up the Great Wall of China, visiting the magnificent Tiananmen Square, and the Forbidden City. One that was monumental for me was visiting the Mausoleum of Mao Zedong. It was truly an eye-opening trip where we learned about the beauty of Chinese culture and history, as well as making new friends along the way."

The opening ceremony of the festival provided a colourful visual feast for over a thousand guests with performances by students from participating countries. Among the performances were Nepalese folk dance, the Russian national dance and the "Maori War Dance" performed by students from New Zealand. The Matrix Global Schools' students performed "Oliver", part of a musical based on a vintage classic written by Charles Dickens. The event also showcased the Chinese dramatic art of face-changing opera, a cultural performance by the host country.

The auspicious festival was held simultaneously with the inaugural Prominent School League's Education Forum for countries along the Belt & Road & Hebei, attended by the head and top management of participating schools.



MGS Year 10 student, Scott Choo, shared his experience by saying: "The 10-day trip was a big step for us since we have never been overseas without our family for this long. However, I realised that this was an opportunity for me to be more responsible and independent." He further recounted, "This experience has made me understand and appreciate the Chinese culture even more. The Chinese Culture Class conducted at Sun Jing Middle School allowed us to experience dressing up in Chinese traditional costumes, learning about the uniqueness of Chinese tea ceremony, as well as a myriad of etiquettes embedded for centuries in the Chinese society. As a student who is active on stage performances, I find the most memorable part of the trip was being introduced to the fascinating world of Peking opera. This whole experience prompted me to pay more attention to the development and new opportunities related to the One Belt, One Road initiative in planning my future path."





# Four Matrix Global Schools Students Awarded The Prestigious 'Anugerah Insan Terbilang Negeri Sembilan'

**Matrix Global Schools is proud to share the achievements of our students honoured in the 2018 'Anugerah Insan Terbilang Negeri Sembilan' ceremony for their accomplishments in Sports.**

The 'Anugerah Insan Terbilang Negeri Sembilan' is a recognition given by the Negeri Sembilan State Education Department for outstanding students who have represented the state and won national and international level sports tournaments. Among the list of this year's Negeri Sembilan champions, Matrix Global Schools has achieved the highest number of accomplishments among private and international schools.

Year 7 student, Anya Loh Yi Ling, has done the state and country proud by winning Gold and Silver medals in multiple international wushu competitions for the Taijiquan Girls Under-12 category. Anya, who actively competes in ballroom dancing as well, was awarded medals for a total of 10 national and international wushu competitions she competed in in the recent year, including the Hong Kong International Wushu Competition, Wushu Master Challenge International Taolu Competition and MSSM Wushu tournament.

Ameeshenraj Chandaran, Year 10, who has already been dubbed Malaysia's next male squash star, won awards for Gold in international level and Silver in national level for winning the Hong Kong Junior Open Under-15 tournament and the CIMB National Junior Circuit Under-17, respectively.

Another Negeri Sembilan squash star, Yashmita Jadishkumar, also a Year 10 student of Matrix Global Schools, won Gold and Silver for her national level achievements in the CIMB National Junior Circuit Under-15 category.

Another student who has done us proud is Vissnupriya Prushotman in Year 5. Vissnupriya won Gold, Silver and



Bronze medal for multiple national level achievements for chess in the Under-12 category including the MSSM Chess tournament.

Dato' Lee Tian Hock, founder of Matrix Global Schools, congratulated the students and their supportive parents in a ceremony attended by members of the media on the 23rd of October 2018. To honour the students' achievements for these well-deserved awards, Dato' Lee has generously waived the school fees for all four students to further motivate them to continuously excel in their sports as well as in their studies.

Matrix Concepts Holdings Berhad, parent company of Matrix Global Schools, is no stranger to the state's sports industry as the main sponsor for both the Negeri Sembilan basketball and football team. The same passion was extended to the education branch of the Group where the top priority was to build a world-class infrastructure to ensure students have the facilities to excel inside and outside the classroom. The Matrix Global Schools' 20-acre campus is equipped with covered grandstand, 400m running track, artificial turf football field, and a sports complex to accommodate games such as basketball, netball, volleyball, futsal, and wall climbing.

Matrix Global Schools further supports nurturing of future sports talents by offering scholarships for eligible student athletes. Scholarship application is opened between September and February for Matrix International School intakes, and between January and June for Matrix Private School intakes.



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- Reception (5 years old)
- Kindergarten (6 years old)

### Matrix International School (MIS)

- IPC (Year 1 - Year 6)
- IGCSE (Year 7 - Year 11)

### Matrix Private School (MPS)

- KSSR (Standard 1 - 6)
- KSSM (Form 1 - 5)

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# Seremban Half Marathon In Bandar Sri Sendayan

**8 July 2018 – Following the success of last year's Seremban Half Marathon that attracted 10,000 runners on the MPS field, this year marked the first time in history for the oldest marathon event to be held at d'Tempat Country Club, Bandar Sri Sendayan. Matrix Concepts was the Platinum venue sponsor and organiser of the Seremban Half Marathon 2018.**

More than 7,000 runners gathered as early as 5:30 am before the flag-off by the Royal Patron of SHM, YAM Tunku Naquiyudih ibni Tuanku Ja'afar, Tunku Laxamana Negeri Sembilan Darul Khusus, together with the attendance of Dato' Lee Tian Hock (Group Executive Deputy Chairman of Matrix Concepts), YB Tn Haji Mohamad Taufek (Negri Sembilan Youth and Sports Development Exco), and Tuan Thiew Hock Poh (Officer in-charge Police District).

"I would like to thank YAM Tunku Naquiyudih ibni Tuanku Ja'afar, Tunku Laxamana Negeri Sembilan Darul Khusus for choosing Bandar Sri Sendayan as the event location for Seremban Half Marathon. I also sincerely congratulate each runner for making this year's edition of Seremban Half Marathon one to remember, and the event venue has also greatly aided in the marathon's success. We thank all participants, volunteers and staff for their hard work and dedication in making this marathon possible," said Dato' Lee after the flag-off ceremony.

Aside from better, safer, and wider running routes with lush greeneries, there was also a special category by Seremban Half Marathon Committee for the disabled people (OKU). This support was given to disabled athletes with 230 participants taking part in the marathon.



(Middle) Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts Holding Berhad, officiated the launch of Seremban Half Marathon 2018 together with Datin Yong Chou Lian



Tunku Naquiyuddin ibni Tuanku Ja'afar, Tunku Laxamana Negeri Sembilan, YB Mohamed Taufek Abd Ghani, Youth and Sports Exco together with ACP Thiew Hock Poh visiting the Matrix booth





(Third from left) Y.M Tunku Syed Razman, President of PBNS taking picture with the new Exco after the congress

# New President For New Negeri Sembilan



Tunku Besar Tampin, Tunku Syed Razman Tunku Syed Idrus Al-Qadri was elected the new president of the Negeri Sembilan Football Association (PBNS) for the 2018-2021 period after winning uncontested in the 86th PBNS Congress at Klana Resort on 10 September 2018. This was followed by the resignation of Datuk Seri Mohamad Hasan, who is also the former Menteri Besar of Negeri Sembilan.

Tunku Syed Razman's victory marked a new historic moment in the presidential list, as he is from the Palace and not from the Menteri Besar's office. The Negeri Sembilan FA under the previous leadership of Datuk Seri Mohamad Hasan witnessed many successes, and it is an uphill task for the new President to match this result. Yet Tunku Syed Razman is enthusiastic, with the determination to bring the Negeri Sembilan football team back to the golden era, or at least to where it rightfully belongs.

The post of Deputy President is held by the new State Secretary, Dr Razali Ab Malik, after winning unopposed as well. The three new vice-presidents and eight Exco's have also been appointed to assist the President to rebuild Negeri Sembilan football club.

After congress, Tunku Syed Razman was pleased to see and inaugurate a new bus for the Negeri Sembilan FA team, sponsored by Matrix Concepts Holdings Berhad.

Text by : Nasron Yasin  
Pictures : Hafis Abd Aziz



From right (behind) Mr Ho Kong Soon, Group Managing Director of Matrix Concepts, YAB Tuan Aminuddin Harun, Menteri Besar of Negeri Sembilan, Y.M Tunku Syed Razman, PBNS President with other Exco took a short ride in the new PBNS bus





Matrix Basketball team group's photo after winning the Agong Cup Men's Champion



# Three-Peat For NS Matrix At The 60<sup>th</sup> MABA/Matrix Agong Cup National Basketball Championships 2018

**30 December 2018 – Malaysia Agong Cup Men's Champion, Negeri Sembilan Basketball Association (NSBA), successfully defended their title for three consecutive years, defeating Polis Diraja Malaysia (PDRM) in the 60th MABA/Matrix Agong Cup 2018.**



NBSA Men category was a cagey affair with both teams committing 16 fouls after the first quarter, rallied with point when Liew Wei Yuong sealed the game for Negeri Sembilan with free throws, resulting in a 67-63 win.

Head coach Brian Joseph Lester commented: "We lost to PDRM on the first final round game as they lined up a lot of former national players and we were lined up by young players. But this certainly has become our catalyst to work hard and win the championship."

In the women's event, again the NSBA team claimed the crown by defeating Segamat BA with a 85-35 in the finals. This victory brought home the Women's Championship to Negeri Sembilan for the 11th time and for the first time since 1967.

"The Malaysian Basketball Association MABA – Matrix 60th Agong Cup National Basketball Championship 2018 – is designed to further Malaysians through sports. Our mission is to inspire Malaysians to lead active and positive lifestyles, and of course I am thrilled for our team's victory which showcased their commitment. Kudos to NSBA for their winning," said Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts.



Dato' Haji Mohamad Hasiah, Chairman of Matrix Concepts (second from right) and Dato' Lee Tian Hock, Group Executive Deputy Chairman of Matrix Concepts (second from left) showing their full support for Matrix Basketball team





# Say It With A Love Letter

Synonymous with Chinese New Year, the semprong wafers, or otherwise known as Kuih Kapit (love letters), is both a taste of nostalgia and adaptation.

It's the eve of Lunar New Year. Tins of sugary, crispy treasures have been packed and sealed, placed on the dining room table, awaiting for guests' arrival the following day. Every kid knows to go for what's inside the tin, because surely, a generations-old recipe wafers are either rolled neatly standing side by side, or a flat surfaced triangle sleeps stacked atop one another. The beloved Kuih Kapit is a simple yet delightful snack, most commonly found during festive seasons, especially during Chinese New Year. The idea of an egg roll wafer is believed to have been introduced to Southeast Asia by the Dutch, improving much on the recipe by the Chinese to what we love and enjoy today as 'love letters'.

While many flavours such as peanut butter, pandan, chocolate and sesame seeds have spruced up in recent years, the original, plain kuih kapit remains the most beloved and top selling for vendors. Of course, there's always the option to purchase already made love letters from suppliers, but something so easily made with a simple tool and batter can serve to build new traditions in the kitchen with family members during the celebration.

## Seeking moulds

Moulds come in a variety of patterns, giving love letters the distinct bevels in its design. The traditional iron clapper moulds can be found with a simple Google search, however, if you're working with a modern kitchen, it's best to skip the classic tool as they were designed to work with open flame. Opt instead for an egg roll maker which claps down like a waffle machine, making clean up and life in general that much easier.



## Original Kuih Kapit Yields: 80 wafers

### Ingredients (yield 50 tarts)

- 250g Rice Flour
- 50g Tapioca Flour
- 300 Caster Sugar
- 400ml Virgin Coconut Milk
- 1tsp Salt
- 10 Large Eggs
- 1tbsp Vegetable Oil

### Method:

In a mixing bowl, add eggs, caster sugar and salt, beat until sugar is dissolved. Add virgin coconut milk and fold into wet mixture, about 30 seconds. Add rice flour and tapioca flour to the batter and mix until smooth, making sure to scrap down the sides so the batter is well incorporated.

Strain the batter through a fine sieve to remove any lump. Heat the mould until hot. Lightly oil the mould and ladle a small dollop of batter thinly onto one side of the mould. Clasp close and grill until golden brown. While it is still hot, roll it with the thick end of a chopstick for egg roll style or fold over twice for a rounded triangle, which resembles more of an actual letter.

Leave to cool until room temperature before storing.



# Passing The Baton, Continuing The Trajectory

**“The best leaders mentor, and pass the baton to worthy successors...”  
- Mind of the Athlete**

By Terence Loo,  
Chief Executive Officer of  
Aquilas Advisory

One of the hallmarks of a company with good Investor Relations practices is management's assurance of continuity and sustainability, be it in business model or leadership changes in the company.

Matrix Concepts is one that would give investors confidence in this aspect, the recent case in point being the passing of the 'Managing Director' baton to Mr. Ho Kong Soon from Dato' Lee Tian Hock.

Any organisation, big and small, is birthed with the same desire: to produce and deliver a unique and extraordinary product and/or service that is of value to the target audience.

Because the odds are typically stacked against any start-up (thanks to wide-ranging factors including the absence of performance track record, less-favourable terms, lack of personnel and cash flow complications), the founder of the company often takes the reins to lead the pack, by overseeing every aspect of the operations and running a tight ship, 24/7.

And when the business expands in length and breadth, it becomes more imperative to develop a team of like-minded people to take the company to the next level. Often, this involves the founder entrusting the core team leaders to oversee the day-to-day aspects of the operations, while the founder explores new territory, customer groups and products. Bit by bit, an empire is built.

But any good businessman knows that a truly successful company should outlive an individual. A key measure to unlock this new phase is to undertake and execute a succession plan in an orderly manner.

Hence, a responsible business owner who yearns to leave a lasting legacy must also give some thought to planning the company's next trajectory that will outlast his or her physical presence. Several global names who have executed this to perfection come to mind, from Disney and Ogilvy, to Johnson & Johnson and John Hancock.



How does an organisation begin this process?

## 1) Lay a formidable foundation, but stay innovative

Establishing a time-tested operating structure is essential in ensuring smooth handover, particularly during the transitional phase from one leader to another. Undertaking standard procedures as per an existing system would provide assurance to business associates and customers of the relationship's continuity, and give the impression of potential business going forward even under the new leadership.

At the same time, the new leader must also understand the importance of forging a new way forward, by adapting the business model, company practices or products to the evolving environment and/or buyer preferences. After all, it is likely the continuous innovation that enabled the company to create a track record in the first place, and hence improvements and enhancements should continue.



## 2) Choose the next leader wisely

Any succession planning programme is often followed by the debate on whether an organisation should promote internally or hire from external sources.

Regardless, the new person-in-charge should possess the required technical and sector expertise, enjoy the rapport of the both internal and external stakeholders, have a wide business network, and develop ideas for sustained business relevancy in a changing landscape.

Crucially, the next-generation leader must be trusted to hold fast to the founding purpose of the company, and steer the entire team towards finding its niche and expand its share of the industry.

## 3) Adopt a strategic stance

It typically takes time and deliberate effort for the founder to release his/her grip on the reins of the company's operations, especially after spearheading its direction for a long period of time.

But it a necessary step to enable the company move on to the next exciting phase under new leadership, and to ensure its continued value-creation to target audiences in its corporate life.

Recent developments in Matrix Concepts Holdings Berhad have demonstrated its capability in executing a smooth succession plan. Effective 1 September 2018, the Group's founder Dato' Lee Tian Hock was redesignated to be the Group's Executive Vice Chairman on the Board, while Mr. Ho Kong Soon assumed the Managing Director post, from being the Chief Operating Officer prior.

Mr. Ho is no stranger to the Group's internal and external stakeholders, having been involved in the Group's operations since the mid-1990s. The potent combination of Dato' Lee and Mr. Ho's expertise was indeed instrumental in Matrix Concepts' rise as a property developer of favourable repute.

The smooth handover and promotion of an internally-respected figure reflects the Group's commitment to growth, and with Dato' Lee's strategic viewpoint across new ventures, we look forward to Matrix Concepts' ascension to greater heights.



## A yellow pencil with a silver eraser and a pink eraser, lying vertically on a white background. The pencil is oriented vertically, with the eraser at the top and the lead tip at the bottom. The yellow body of the pencil is in the middle, and the silver eraser is at the top. The pink eraser is at the bottom. The pencil is lying on a white background.

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[www.facebook.com/matrixconcepts](https://www.facebook.com/matrixconcepts)

# GOLF RESORT HOMES

IRAMA

Double Storey Terrace  
24' x 80'

## 24/7 Security with Private Clubhouse

Actual Photo of  
Private Clubhouse



