

Star Special

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EXPRESSIONS OF LIFE

Living the dream

Property man looks back on incredible personal and corporate journey

BUSINESS is not just about making money. Rather, it is a journey to make dreams come true for yourself and for others.

That is the belief of Hunza Group of Companies founder and executive advisor Datuk Seri Khor Teng Tong, a visionary who rose from humble beginnings to become one of Penang's most successful real estate and property development figures.

He celebrated his 82nd birthday alongside Hunza's 45th Anniversary with a gala dinner at Setia SPICE Arena yesterday. In attendance were some 1,500 guests, including members of his extended family, industry players, corporate partners and friends.

"It feels like it was just yesterday when I started my seafood business at the age of 15. Now I'm already 82!" said Khor during the event.

The occasion also saw the launch of his self-published autobiography, which has been in the works for the past few years. It contains his narrative on his upbringing as the son of a fisherman in sleepy Kuala Kurau, Perak.

Born in 1941 at the height of the Second World War and Japanese occupation of Malaya, life was certainly tough then. He was one of 11 siblings and the family lived on a plantation with no running electricity or water.

After completing Standard 6, Khor had to leave school to work and support his siblings. He spent some years selling marine harvests to nearby towns. Pooling the money he saved with his brothers, they set up a small factory to process and export frozen seafood.

By the early 1970s, this formally became Soon Seng Frozen Food Sdn Bhd (now known as Global Frontier). Thanks to securing some major contracts from the West, the endeavour proved lucrative.

In 1978, Khor decided to move his family to Penang so his children had better education prospects. While he still oversaw the seafood business, the Pearl of the Orient's real estate sector provided a fresh opportunity – one which he quickly grasped.

He acquired a piece of land in Mak Mandin, Butterworth, and built several hundred units of homes. Before that was finished, another project in Nibong Tebal, Seberang Perai, was undertaken. Lessons learnt from those were incorporated into his maiden project on the island in Greenlane Heights.

In 1994, Khor consolidated his companies and renamed it the



Datuk Seri Khor Teng Tong rose from humble beginnings to become one of Penang's most successful business figures.

Hunza Group after a scenic mountain valley in northern Pakistan. He became chairman of the board and the company was officially listed on Bursa Malaysia in 1997.

Recognition came in 1998 when Khor was conferred the D.S.P.N. award by the Yang di-Pertua Negeri of Penang, which carries the title of Datuk. Earlier in 1979, he was also conferred with the A.M.N. award by His Majesty the Yang di-Pertuan Agong.

The turn of the millennium also saw the group's real estate development arm – now known as Hunza Properties Bhd – being publicly listed.

It was the first property developer to do so after the Asian Financial Crisis of 1997.

This saw it transitioning to become a high-end real estate developer with the launch of several prestigious projects that would go on to transform the island's skyline.

Changing landscapes and lives

From day one, Khor built Hunza Group on the RIGHT core values. The word is actually an acronym for reliability, integrity, greatness, human development and teamwork.

This was seen in the success of its flagship projects like Marina Bay in Tanjung Tokong and Alila in Tanjung Bungah in the 2000s. The latter won an award in the Professional Category for Excellence in Landscape Design and Planning under the Malaysia Landscape Architecture Awards.

The INFINITY Beachfront Supercondominium followed in 2011, which won the Residential (High-Rise) Category of the Malaysia Property Award (MPA) by FIABCI Malaysia in the same year.

2013 saw the completion and opening of the group's first, mixed-use integrated development along Gurney Paragon Mall with Gurney Drive. Despite it

being Hunza's first foray into the shopping and retail sector, the mall became a well-known landmark.

It also garnered a slew of domestic and international awards – including the Gold Award of Special Merit 2013 by the Association of Consulting Engineers Malaysia and MPA by FIABCI Malaysia 2013's Heritage Category for the restored, century-old St. Jo's building which became an integral part of the mall's design.

The development also includes Gurney Paragon Residences and Hunza Tower where the group's corporate headquarters are currently located.

The success of the mall and Khor's astute stewardship of the company earned him D.G.P.N award which carries the title of Datuk Seri, in 2014. He was also named Property Man of 2014 in MPA by FIABCI Malaysia that year.

But the accolades kept coming. St. Jo's became a World Silver Winner under the Heritage (Restoration/Conservation) Category in the prestigious FIABCI World Prix d'Excellence Award 2014. Gurney Paragon Mall itself would win the Retail Category in the MPA by FIABCI Malaysia 2015, making it the most awarded shopping mall in the country's northern region.

As these put Hunza on the world map, Khor received a World Chinese Lifetime Achievement Award at the 9th World Chinese Economic Summit in 2017.

With sustainability becoming an increasingly important consideration in the industry, the group's next luxury apartment project, Alila2 in Tanjung Bungah, was designed with state-of-the-art green features.

It earned a Green Building Index (GBI) Gold Certificate in 2016, and won both the Best Residential Development in Malaysia (Five-Star) and Best Development Marketing in



The RM7.5bil Penang International Commercial City in Bayan Lepas is Hunza's current flagship project and another landmark in the making.

Malaysia (Five-Star) at the Asia-Pacific Property Awards 2018/2019.

Since then, the group's focus has shifted to the Penang International Commercial City (PICC) in Bayan Lepas. This multi-phase mega development will be spread out over 10 to 12 years and has a GDV of RM7.5bil.

Analysts give it a long-term property investment value of RM2bil and foresee it creating some 12,000 jobs upon overall completion.

The first phase, MUZE @ PICC, was recently completed and is said to be the 'Tallest Smart Residential Building in the northern region of Malaysia'. Currently on the market are six units of MUZE Signature VI penthouses at the top of the towers – offering unbeatable views of Penang alongside stylish interiors by the world-renowned YOO Design firm.

Coming up next is the second phase known as SENZE @ PICC with three towers of serviced residences. These fully furnished, smart homes targeted at urbanites will be launched in 2024.

The PICC Commercial Hub with an upscale mall, an international hotel, a Global Business Services hub and high-grade office spaces, is also set to debut soon.

Elsewhere, Mekarsari Anggun which is Phase 17 of the group's Bandar Kepala Batas development on mainland Penang, was also completed recently. Mekarsari Unggul, categorised as Phase 16, will be launched in 2024 and feature the largest two-storey superlink homes ever built by Hunza.

Back on the island, the group's first affordable project TREEO will be ready for handover by Q2 of 2024. In neighbouring Kedah, it will launch the Seri Embun two-storey balcony terrace homes in Sungai Petani after a successful run with Seri Bayu II, which is slated to complete in 2024 too.

Hunza also has several projects in collaboration with the Penang Housing Board – namely The Millennia at Bukit Gedung in Bayan Lepas which comprise of

affordable homes, as well as the Mahsuri Urban Regeneration Project which will be the first of its kind by the board.

The group is actively seeking expansion into international markets such as Hong Kong, Macau, Taiwan, China, Singapore, Indonesia, Australia, with the aim of promoting Penang as a preferred destination in the region to live, invest, work and play – thereby creating a vibrant living community here.

An enduring legacy

All of this would have been unimaginable to Khor when he first started the company. But it is proof that dreams do come true for those who persevere and have the courage to chase it.

"I always hold on to the belief that we don't have to be the biggest, but we must always strive to be the best," added Khor, who also holds positions as president of the Penang Premium Business Enterprise Association and advisor of FIABCI Penang, Penang Xiamen Friendship Association, PUMM Penang as well as ACCCIM.

Having had a rewarding and fulfilling life, he has decided to give back by setting up a new philanthropic endeavour called, Khor Teng Tong and Hunza Charity Bhd.

This aims to benefit worthy causes and disadvantaged members of the community. Khor himself has pledged to contribute RM2mil to the foundation. The public are also welcome to donate and if the overall sum exceeds his initial contribution, he will supplement it further and match the amount ringgit for ringgit.

The first edition of his autobiography is currently for corporate distribution only, but a second edition is in the works and will be available for the public at selected bookstores in the latter part of 2024.

The book includes thirteen open letters addressed to various people and groups from Khor's life and promises to be an insightful and enlightening read.

HAPPY 82ND BIRTHDAY
**DATO' SERI
KHOR TENG TONG**

Founder and Executive Advisor of Hunza Properties Group of Companies



**May your days ahead be blessed with
abundance, happiness and good health!**

From the Board of Directors and Staffs of
Hunza Properties Group of Companies





**YEARS OF
HUNZA GROUP**
FORTIFYING
THE FUTURE

Congratulations on the 45th Anniversary of Hunza Properties Group of Companies!

Building a Legacy for the Future

A corporate heritage of doing things RIGHT.

For the past 45 years, Hunza Properties Group of Companies has overcome numerous trials and tribulations to reach where we are today – a multi-award-winning property developer with more than 16,000 homes built.

We have confidence in our trajectory towards the future, guided by the foundations of our corporate missions and core values. We will continue our commitment to delivering excellence and being a leader in the industry.

Thank you to our circle of partners, associates, purchasers and staff for their support along the way. Here's to a renewed spirit towards fortifying our future together!



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GURNEY PARAGON MALL
GURNEY DRIVE, PENANG

MEKARSARI ANGGUN
KOPALA BATAK, BUKIT PENANG

**From The Board Of Directors And Staffs Of
Hunza Properties Group Of Companies**

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45 YEARS OF HUNZA GROUP FORTIFYING THE FUTURE

Congratulations on the 45th Anniversary of Hunza Properties Group of Companies!

Building a Legacy for the Future



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PENANG INTERNATIONAL COMMERCIAL CITY

A NEW SMART INTEGRATED TOWNSHIP IN THE HEART OF PENANG

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MUZE AT PICC BAYAN LEPAS, PENANG

The Tallest Smart Residential Building in Northern Malaysia

SENZE AT PICC BAYAN LEPAS, PENANG

Fully Furnished Smart Urbanite Home

THE MILLENNIA BAYAN LEPAS, PENANG

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SERI EMBUN SUNGAI PETALIA, KEDAH

2 Storey Balcony Terrace



From The Board Of Directors And Staffs Of Hunza Properties Group Of Companies

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