



Sime Darby Property unveils industrial ingenuity via 'We're the Go-To Experts'



THE industrial sector in Malaysia has undoubtedly experienced an astonishing growth, as well as surge in demand in the recent years. According to the Malaysian Investment Development Authority (MIDA), the country had attracted a record amount of approved investments worth RM306.5 billion in 2021 alone and out of the total figure, 68.1% of the approved investments came from foreign direct investment (FDI), highlighting the positive in-flow of foreign capital into Malaysia.

Recognising this healthy development, Sime Darby Property Berhad (Sime Darby Property) via its industrial extension, Sime Darby Property Industrial, is introducing "We're the Go-To Experts" - the property developer's latest offering in its industrial segment.

Sime Darby Property Group Managing Director, Dato' Azmir Merican explained that this new campaign capitalises on the company's expertise as one of the pioneering property developers in the country with 50 years of industry experience.

"For five decades, Sime Darby Property has been a leader in building sustainable communities through our many high-quality townships and developments, and we are ramping up our efforts with the 'We're the Go-To Experts' initiative. This offering will be driven by four key elements towards growing the industrial and logistics sector in Malaysia and beyond - regional connections, integrated solutions, synergetic partnerships, and business growth,"

- Dato' Azmir

Sime Darby Property Industrial also plans to activate the company's strategically located land bank to derive more value from the industrial segment in the long run, including developing new assets and infrastructure to cater to the needs of investors and key sector players.

The developer has already a wealth of industrial projects in its pipeline, including the maiden asset of its Industrial Development Fund, the E-Metro Logistics Park located in Bandar Bukit Raja in Klang, Selangor, which saw the commencement of its groundwork in July this year. Other ongoing industrial projects by the company include the Elmina Business Park in Sungai Buloh and the upcoming Serenia Business Park in Serenia City. Along the Southern Corridor, the property developer has XME Business Park which boasts the title as the first managed industrial park in Negeri Sembilan. Further down, an industrial park is developed as part of the Pagoh Special Economic Zone in Johor which offers special tax incentives as well as direct access to the North-South Expressway.

Through "We're the Go-To Experts", companies will have the opportunity to establish their businesses through its broad network of contacts, including but not limited to financial and supply chain players, along with innovative solutions and comprehensive built-to-suit and built-to-sell industrial plots to support a company's growth.

Regional connections

Capitalising on Malaysia's strategic location as an industrial and logistics hub for Southeast Asia, Sime Darby Property Industrial aims to deliver impeccable services through the first element of the initiative; regional connections.

"We have access to over 20,000 acres of land in prime locations. They are close to transport infrastructure and are well-planned for future growth. Our properties are uniquely positioned to enable regional supply chain hubs," says Dato' Azmir.

He also adds that part of the company's expertise lies in its ability to connect regional businesses with key strategic locations. "With access to multiple transport nodes, established industrial ecosystem, as well as proximity to high-growth industrial and commercial markets, we are able to ensure that companies, are able to experience seamless business and transactions which contribute to their growth," Dato' Azmir said.

Integrated solutions

Sime Darby Property Industrial endeavours to provide end-to-end solutions from the pre-development and development to post-development phases, ensuring that solutions and services are integrated seamlessly.

The company's list of offerings also includes logistic centre developments such as cold chain logistic centres, distribution centres, public and private warehousing, automated warehousing, and fulfilment centres, which are all located close free trade zones and accessible via most major road networks.

Additionally, the company has a range of highly appealing projects that include ready-built warehouses for instant start-ups, namely in the Elmina Business Park, as well as in Sime Darby Property's Bandar Bukit Raja township, where there are 49 freehold, detached factories with built-ups of 8,332 to 20,180 sq ft. These factories, with sizes ranging from 50ft by 132.5ft to 85ft by 200ft in different layout types and loading options, was launched in December last year, and have since been fully taken up.

Sime Darby Property Industrial also offers custom-built facilities in Bandar Bukit Raja; Elmina Business Park; Hamilton Nilai City, Nilai; and Serenia City, Sepang.

In keeping with the ever-changing needs and requirements of its clients and stakeholders, and at the same time, remain cognisant of necessity to create impactful, long-lasting value, the company offers ample sustainable facilities in its

developments such as rainwater harvesting, cool roofs, renewable power sources, retention ponds, skylights and clerestory windows, energy-efficient lighting, on-site recycling, as well as electric vehicle (EV) charging stations.

Synergetic partnerships for enhanced business growth

Opportunities for synergetic partnerships with both the local and federal governments are part of the "We're the Go-To Experts" campaign, consisting of a wide network in the company's industrial, logistic and supply chain ecosystem.

Among those in the Sime Darby Property Industrial's network are MIDA, the Ministry of International Trade and Industry (MITI), Malaysia Digital Economy Corporation (MDEC), Economic Planning Unit (EPU), the Ministry of Finance (MoF) and Invest Selangor. The company also struck collaborations with foreign industry partners such as Mitsui & Co. and Mitsubishi Estate, as well as LOGOS Property to develop the Bandar Bukit Raja Industrial Gateway and the E-Metro Logistics Park, respectively.

Business growth, which is another key element of "We're the Go-To Experts", will be met with insights and guidance from the most well-known names in Malaysia, Dato' Azmir adds.

"We are backed by one of Malaysia's largest fund management companies, Permodalan Nasional Berhad (PNB), which can provide strategic and sustainable growth support to the business strategies. Our backers are among the largest property groups and strongest financial players in Malaysia," he said.

Along with the "We're the Go-To Experts" campaign, Sime Darby Property Industrial also plans to advance its industrial and logistic development offerings, developing high-quality, sustainable logistic real estate assets in hopes of delivering integrated solutions with world-class facilities for all its investors and stakeholders.

To find out more about the campaign, please log on to sdp-industrial.com.