

Mah Sing enhancing Southville City's offerings to the community

Mah Sing Group Bhd expects its largest mixed-use development in the Klang Valley, the RM11 billion Southville City in Bangi, to have a population of 69,000 upon completion. To ensure that it caters for the well-being of the residents, Mah Sing has included in its offerings a community-friendly recreational park and a MERCEARIA Grocer supermarket. In addition, it is holding place-making events to foster strong community relationships.

Mah Sing CEO Datuk Ho Hon Sang says, "Mah Sing is always committed to enhancing the amenities and offerings of Southville City. With all the ongoing developments lined up, 2020 is going to be yet another exciting year for Southville City, as we intend to create more excitement in the area. Ultimately, our aim is to make Southville City a sustainable township as half of the township's land is planned for green development."

A park for all

Nowadays, large, open and green spaces are hard to come by but, for Mah Sing, it is a matter of creating a healthy environment for residents to raise their family or enjoy a good lifestyle. So, it created a community park that covers 9.62 acres.

Called Summit Park, this generous green space that will be officially launched at a later date, is deemed a pioneer public park playground in Malaysia that complies with international safety standards and is certified by the Playground Safety Association of Malaysia (PSAM).

According to Mah Sing founder and group managing director Tan Sri Leong Hoy Kum, the park is open to the public and caters for the area's growing population and those in mature neighbourhoods such as Bangi, Kajang, Nilai, Seremban, Semenyih, Dengkil and Sepang. More importantly, Leong believes this park promotes a healthy lifestyle for children and their families.

"I am delighted that Summit Park is recognised by Majlis Perbandaran Sepang as a reference point for public parks in Malaysia, complying with international safety standards and promoting a child's right to play in a safe environment, which serves an important role in their healthy development," he says.

The park is filled with facilities to cater for all family members, such as covered and open picnic areas and a meditation area for those who enjoy communing with nature and their inner being. The 800 sq m playground is large enough and safe for children to run around in. Amenities such as toilets will also be available.

For fitness junkies to work up a sweat, there are 20 outdoor gyms and par course facilities. Those who prefer less vigorous exercise can use the 1.2km



Ong (left) and Shaffiq Ahmad (right) officiating MERCEARIA Grocer's opening at Southville City. With them is Mohamed Haniffa.

looped pedestrian path — which links all spaces in the park — for strolling, jogging or cycling.

To get a panoramic view of the park and its surroundings, residents and visitors can visit Summit View Point.

Specialist supermarket

After working up an appetite at Summit Park, residents and visitors can pop over to the restaurants at Savanna Boulevard Shops. Come April, they will be able to shop at the MERCEARIA Grocer supermarket located here.

Taking up seven lots, the 9,255 sq ft grocer will provide more than just basic necessities such as fresh produce and food but also additional services that will benefit the community.

"We are extremely excited about this new venture. The opening of MERCEARIA Grocer in April marks a new milestone for Southville City, as this is the first gourmet grocer for the township ... We are confident that MERCEARIA Grocer will provide great convenience for residents and tenants on the back of its expertise and track record in providing optimum service to customers. This, in turn, will promote more footfall and increase the occupancy

Left: An aerial view of Summit Park

Right: The Qube Market - Home & Fun Fair is the catalyst for more place-making events in Southville City

of our retail outlets," says Mah Sing chief operating officer Benjamin Ong.

"We have actively identified and engaged more prospects to complement MERCEARIA Grocer's overall concept with key concepts such as a pharmacy, cafés, family restaurants, educational and edutainment centres, and health and fitness services. We have received encouraging feedback from interested prospects and will be announcing their brands soon."

This symbiotic relationship bodes well for both grocer and developer, as well as the community at large, which, according to MERCEARIA's chairman Tan Sri Mohamed Haniffa Abdullah, is the whole point of its business.

"At MERCEARIA, we believe our primary responsibility is to operate the best supermarket possible, here shopping and working are always a pleasure and where customers are always provided with real value. Thus, we are constantly looking out for the best locations to open our stores. Southville City is an ideal location, as it straddles mature neighbourhoods and large populations," he says.

Place-making events

Besides wanting to provide spaces for the community to interact, Mah Sing also looks to provide meaningful place-making events. Its chief operating officer Everlyn Khaw says, "At Mah Sing, we always strive to provide added value to our customers by organising various events for all to enjoy. We recently organised our flagship Qube Market - Home & Fun Fair at Savanna Boulevard Shops, where we collaborated with various home brands that offered attractive deals to our customers and residents."

"We displayed many different booths from our participating partners during the two-day event to allow all visitors to spend quality time with their loved ones. In view of the overwhelming response, we plan to extend the Qube Market with a Children's Day and Toy Fair later this year to cater for burgeoning demand."

Other events the developer has organised include Southville City Collector Fest, Southville City Collectors Big Bite, Southville City Dinosaur Garden Fest and Southville City Fun Run.

Southville City provides a myriad opportunities to live, work and play in a contained and well-planned township. Some of the residential offerings — such as the recently completed Avens Residence and Savanna Executive Suites, where vacant possession is being given, as well as affordable products Towers A and B of Cerrado Suites and Tower A of Sensory Residence — have all garnered good take-up rates.

The development is shaping up to be a place where people can put up their feet and enjoy their surroundings.

