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# Cultivating love for gardens

Developer holds gardening workshops at sales galleries after winning landscaping awards



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JUST like a flower, every company begins with a seed that grows, matures and blossoms into a full-fledged business.

The same can be said for SP Setia, and its many awards throughout the years are a testament to its flourishing success.

Recently, it took home six awards at the Malaysia Landscape Architecture Awards 2015 by the Institute of Landscape Architects Malaysia.

This included the title of "Project of the Year" for its Lepironia Gardens at Setia Eco Glades, Cyberjaya.

To mark the achievement, the property developer held events at its 10 sales galleries across the Klang Valley, Penang, Johor and Kota Kinabalu concurrently.

Themed "Adding Colours to Your Garden", the event saw gardening enthusiasts getting tips on landscaping from experts and hands-on planting workshops.

They also received a planting kit which included a beginner's guide to planting, and four out of 12 varieties of flower seeds, packed specially by SP Setia.

"This programme is part of Setia's ongoing commitment to build sustainable communities for all. One of the ways we advocate sustainable practices is by educating customers on ways they can add colours to their home gardens.

"There are countless ways to live a greener lifestyle at home. Their gardens could be indoor or out-

door, and not only on landed properties, but even in high-rise developments too.

"At the same time, these seeds serve as a starter kit for our community. Once they have grown into plants, they will provide more seeds for another round of planting, and that is sustainable planting," said SP Setia Berhad executive vice-president Datuk Koe Peng Kang.

Additionally, residents will cultivate values such as nature-loving and environment consciousness, which can be further instilled in the younger generation.

Koe also observed that the value of their properties had also appreciated because of the scenic landscape surrounding it, citing what used to be priced at RM659,000 for a property at Setia Eco Park in 2004, is now almost RM2mil.

The highlight of the event was a chance to attend the world-class Royal Horticultural Society (RHS) Chelsea Flower Show 2017 in London.

Only 12 Citizen Setia, who purchased selected Setia properties with sales and purchase Agreement dated between January and December 2016, will be chosen as winners to catch the flower show.

The themed event was part of SP Setia's Citizen Setia programme that serves as a platform for the property developer to create and cultivate relationships with its residents and purchasers.

Launched in early 2016, the programme rewards customers with lifestyle experiences and access to a range of specially-curated privileges including professional sporting adventures, live concerts, cultural performances, business-class trips and learning skills from renowned experts of different industries.

All Setia Privilege Programme

members and new purchasers of Setia developments are automatically accorded Citizen Setia status.

"It's not just about building houses, but it's also about building communities with the residents and purchasers of SP Setia.

"Citizen Setia provides us with a stream of endless possibilities to foster relationships with our customers. Also, we want to do things that will appeal to all generations," Koe shared, adding that they aim to make Citizen Setia a long-term programme.

Citizen Setia kicked off with the "Citizen Setia loves Jet Setting" in which 61 lucky purchasers won all-expense paid trips with their loved ones to Ho Chi Minh City; London; Melbourne, Australia; Qinzhou, China; Singapore and Langkawi.

The grand prize winner, on the other hand, visited not one, but all six destinations for an experience of a lifetime.

Koe added that these trips also gave them the opportunity to introduce Citizen Setia to the other developments by SP Setia that were located at those places.

The second initiative under the programme was the Broadway production of DreamWorks' *Shrek the Musical* in Istana Budaya, Kuala Lumpur.

SP Setia presented complimentary tickets to more than 1,000 new and existing purchasers to enjoy the musical while spending time with their family.

Aside from these activities, SP Setia is looking forward to organising more events throughout the year for Citizen Setia.

Interested purchasers can find out more about Citizen Setia at [www.spsetia.com/citizensetia](http://www.spsetia.com/citizensetia), SP Setia Facebook and Instagram accounts, or at a sales gallery near-



1 The roundabout at Setia Eco Park is decked with all 12 flowering plants from its planting kit.



2 Koe with the planting kit specially packed by SP Setia. It includes a beginner's guide to planting, and four out of 12 varieties of flower seeds.