



For Immediate Release

LBS BINA PRESENTS COMMEMORATIVE TRISHAWS TO MELAKA STATE GOVERNMENT

LBS Bina Puts Malaysia's Cultural Identity On The Map

With Melaka Cultural and Trade Centre In China

Petaling Jaya, 15 March 2017 – Leading Malaysian property developer, LBS Bina Group Berhad (LBS) recently presented two commemorative trishaws to the Government of Melaka. The trishaws were a gesture of appreciation in honour of the state's presence and support in officiating the launch of Melaka Cultural and Trade Centre in Zhuhai, China. The Melaka Cultural and Trade Centre is part of the Zhuhai International Circuit (ZIC) Upgrading and Transformation Plan, which is in line with the One Belt, One Road initiative.

Expressing his gratitude for the Melaka state government's enthusiasm and support, LBS Group Managing Director, Tan Sri Lim Hock San, said, "As a Malaysian developer, we always look for opportunities to share our Malaysian identity and culture on the world stage. We are very proud to have this opportunity through our involvement in transforming the ZIC and development of the Melaka Cultural and Trade Centre in Zhuhai, China."

The transformation plans for ZIC and development of the Melaka Cultural and Trade Centre were formalised through a Memorandum of Understanding (MoU) between LBS Bina and its China counterpart, Jiuzhou Group Holdings Ltd. The MoU detailed the upgrade and transformation plan of multiple zones in Zhuhai International Circuit (ZIC). The plan also included the development of a cultural centre to showcase the bond between China and Malaysia.

“We thank Tun Datuk Seri Utama Dr. Mohd Khalil bin Yaakob, the Governor and Datuk Seri Utama Ir. Hj. Idris bin Hj. Haron, Chief Minister of Melaka for their continuous support. We firmly believe the completion of the ZIC Upgrading and Transformation Plan will benefit the tourism and bilateral relations between Malaysia and China,” explained Tan Sri Lim.



Photo 1: Trishaws presented by LBS as a token of appreciation to Melaka State Government for officiating the launch of Melaka Cultural and Trade Centre in Zhuhai, China. (From left) LBS Bina Executive Director, Datuk Wira Joey Lim Hock Guan; Yang Di-Pertua Negeri Melaka, Tuan Yang Terutama, Tun Datuk Seri Utama Mohd Khalil Bin Yaakob; Former Melaka Chief Minister, Tan Sri Haji Mohd Ali bin Mohd Rustam; State Secretary, Datuk Seri Naim Abu Bakar; Chief Minister of Melaka, Datuk Seri Ir. Hj. Idris bin Hj. Haron; and Melaka State Assembly Speaker, Datuk Wira Hj. Othman bin Muhamad.

“Trishaws were used as the main transportation in the olden days. Over the years, society has innovated better versions of transportation alternatives to make travelling more comfortable, stylish and safer. Today, trishaws continue to hold great sentimental value and remain a symbol of Malaysia’s rich heritage. We hope this partnership we have with the Melaka Government inspires more collaborative initiatives between private and government organisations,” said Tan Sri Lim.

About LBS Bina Group Berhad

LBS has a distinct pedigree which dates back to 1980s when Dato' Seri Lim Bock Seng - a young and aggressive man with vision - founded the original construction business in Petaling Jaya. After a decade of rapid growth, LBS set its sights higher and ventured into the property development sector in 1992 where it started its first project, the Jelapang Maju Light Industrial Park in Ipoh, Perak. After taking over the baton from his father, Tan Sri Lim Hock San has grown and developed LBS into one of the major players in property development in Malaysia. LBS Bina Group Berhad (5789) was listed on the Main Board of Bursa Malaysia Securities Berhad in 2002 with business expanded to Zhuhai, the People's Republic of China.

Under the leadership of Managing Director, Tan Sri Lim Hock San, the Group re-strategised its business model, and launched a brand new image, identity and direction as part of its long term objective to be an internationally recognised developer, building and inspiring lifestyle spaces that enhance community living. To mark this new direction, the Group has extended its portfolio of quality homes to the high-end market and has embarked on a progressive journey of change, which includes the areas of product, customer experience, after-sales services, sustainability, green technology and design.

In recognition of his entrepreneurship, Tan Sri Lim was awarded the Asia Pacific Entrepreneur of the Year Award 2012 by Enterprise Asia. In July 2012, as an acknowledgement of his active involvement in the development of Zhuhai City, China, Tan Sri Lim Hock San was appointed a committee member of the Zhuhai Municipal People's Political Consultative Conference (Zhuhai CPPCC).

Under the stewardship of Tan Sri Lim, the Group was awarded the 'Best Company for Leadership of Property Development' at the 2014 International Alternative Investment Review (IAIR) Awards.

Another exemplary accomplishment of Tan Sri Lim was the conferment of The Brand Laureate Hall of Fame – Lifetime Achievement Brand ICON Leadership Award 2015. Tan Sri Lim was presented the award in recognition of his perseverance through many years, resilience that has withstood the test of time, demonstration of strong leadership, deep industry knowledge and impeccable values of integrity and responsibility through LBS.

In appreciation of his contribution to the lasting relationship between Malaysia and China, Tan Sri Lim was conferred the Lifetime Achievement Award 2015 during the World Chinese Economy Summit 2015 (WCES). The World Economic Summit honours entrepreneurs for their dedication, selfless service and innovative leadership.

LBS marked new milestones in 2016, as the company was awarded the 5 Star Best Development Marketing Malaysia award for its lifestyle-concept development BSP21, and the 5 Star Interior Design Show Home Malaysia award for its Corallia semi-detached homes, at the prestigious Asia Pacific Property Award (APPA) 2016.

LBS also clinched the BrandLaureate Most Valuable Brand Award for Property Industry 2016 award in recognition of its esteemed reputation as a trusted property developer at the BrandLaureate Best Brands Awards 2015 – 2016.