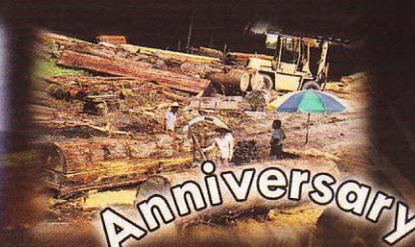




SARAWAK CHAMBER OF COMMERCE & INDUSTRY
(Dewan Perniagaan & Perindustrian Sarawak)
(ESTABLISHED 1950)



Celebrating Anniversary
59th



MINISTRY OF INDUSTRIAL DEVELOPMENT SARAWAK



SARAWAK STATE ENTREPRENEUR OF THE YEAR AWARDS 2010

CHONG KIA HOI

Managing Director

Representing Sarawak Housing & Real Estate Developers' Association

Mr Chong Kia Hoi was born in 1940 and migrated with his parents to Sarawak from mainland China in the 1950s. Drive and determination led him to undergo tertiary education in Taiwan. He graduated with a BA Degree in Journalism in 1965 after which he taught at Chung Hua Middle School No. 4 for a few months. In 1967, he joined the Civil Service and served for 15 years before venturing into property development. Chong Kia Hoi Realty Sdn Bhd (CKH Realty) was incorporated in 1981 and has grown to become one of the most reputable and established Kuching-based property developers.

EARLY YEARS

The first commercial projects undertaken by CKH Realty were 33 units of shop houses in Jalan Ang Cheng Ho and Jalan Padungan, 15 units of shop houses in Jalan Simpang Tiga and a further 11 units of shop houses in Jalan Nanas, Kuching. The total project value of these projects was RM20 million. CKH Realty developed 33 more units of shop houses with a total project value of RM18 million in different locations, namely Palm Court at Jalan Tun Ahmad Zaidi Adruce, Sugar Bun Building at Jalan Satok and Taman Suria Jaya, 6th Mile, Matang Road, all also in Kuching.

The first residential projects by CKH Realty were

12 units of houses in Sungai Maong, 60 units of houses in Lintang Heights, Tabuan Dusun and Tabuan Desa followed by 93 units of houses at Taman Penrissen, 12th Mile, the total project value was RM20 million. CKH Realty also developed 148 units of houses and 480 units of apartments with a total project value of RM40 million at Taman Suria Jaya, Matang Road, Kuching.

PIONEERING DEVELOPMENT IN DEMAK LAUT

The humble success in the early stages of the company's existence gave the group encouragement to reach for new heights of achievement.

In 2001, CKH Realty embarked on a project situated next to Demak Laut Industrial Park, near Kuching city through its wholly owned subsidiary company, Warna Kembara (M) Sdn Bhd. Demak Laut Commercial Centre (DLCC) comprises 131 units of shop houses, 80 units of office suites, 360 units of apartments, a food court and an 8-storey 170-room hotel with a gross development value of RM150 million. CKH Realty group of companies (CKH Realty Group) is also developing close to 400 houses situated behind DLCC under its Pine Villa project with a total value of RM75 million.



CKH Realty Group also pioneered several developments in Kota Samarahan including a custom-made 60,000 square foot main campus of Open University Malaysia situated at Princess Garden, 9th Mile, Kuching-Serian Road. Besides the OUM Campus, Princess Garden comprises a further 70 units of houses and 5 units of shop houses, with a total project value of RM42 million.

CKH Realty Group is responsible for several landmark projects situated along the Kuching-Samarahan Expressway, including Midway Crescent Garden and Medan Universiti. Midway Crescent comprises 17 units of shophouses and close to 260 units of houses with a total project value of RM45 million while Medan Universiti comprises 17 units of shophouses and 43 units of houses with a total project value of RM20 million.

The landmark development for CKH Realty Group in Kota Samarahan is Uni Square and Uni Garden. Situated directly opposite the main entrance of UNIMAS, Uni Square comprises 33 units of shop houses, 124 units of apartments and a 2-storey retail complex. Uni Garden comprises close to 300 units of residential houses. The total project value of both developments is RM110 million.

RESORT DEVELOPMENT

CKH Realty Group is also launching an exclusive resort-styled development called Palm Resort, fronting the South China Sea. The project has been approved by the State Government to be open for purchase by foreigners under the Malaysia My Second Home programme and has an estimated project value of RM50 million.

GROWTH STRATEGIES

Mr. Chong is acknowledged as the driving force behind the group's growth and success. His assessment on the viability of projects related to real property is based on his years of experience in the trade with the contribution from consultants. His assessment includes costing and marketability of the property to be developed with worse case scenarios simulated to prepare him should the worst happens.

Over the years, the group has expanded to a total of six companies involved in property and other business activities. CKH Realty Group comprises Chong Kia Hoi Realty Sdn Bhd, Mamre Holding Sdn Bhd, K H Chong Property Holdings Sdn Bhd, Seumur Gagah Sdn Bhd, Warna Kembara (M) Sdn Bhd and Wanaga Maju Sdn Bhd. He has contributed immensely to the economy of Sarawak with the creation of jobs and opportunities related to businesses arising from the spin-offs of his development projects.

INNOVATIVE APPROACHES

The CKH Realty Group pledges to add value to its products through creative innovation and self improvement. The new millennium, with its sophisticated technological development, spurs the team to aim for new concepts in property development. The group acknowledges the need to introduce information technology (IT) to the people of Sarawak in their everyday lives.

THE MANAGEMENT

Mr. Chong looks after his staff well. He offers interest free loans to the staff pertaining to the purchase of houses built by the company. The staff have the first choice in the selection of house or shop units in any of the company's developments. Bonuses are paid in accordance to performance as well as taking into consideration length of service. Incentives such as free trips or cash equivalent rewards are awarded to staff after more than five years of dedicated service. According to Mr. Chong, such practices help to retain good staff and also motivate them to perform better.

He also mentioned that prudent financial management is an important skill which an entrepreneur must possess. He has always ensured that his team of sub-contractors are paid in time in accordance with the work completed. This would help to complete the project in time with quality ensured.

PEOPLE AND CULTURE

Mr. Chong believes integrity, honesty, credibility are very important attributes of an entrepreneur. He has found that the primary responsibility of a



developer is to fulfil the customers' needs as they trust the developer to deliver them their dream house. Whatever the circumstances, a developer must deliver the houses as promised. He cited examples during the world financial crisis in 1997 when credit was very tight but he still managed to complete his projects as he had promised to his house buyers. Thus, Mr. Chong is well known as a responsible, reliable and reputable developer. His many projects and satisfied customers are testimony to his objective of providing quality and practical products built according to the industry's standards.

Another factor which contributes to his success is that he really enjoys his work. He advises upcoming entrepreneurs to be honest in order to maintain integrity. Education and dedication are also very important, and he believes that we should all learn from our mistakes.

SOCIAL RESPONSIBILITIES

Mr Chong Kia Hoi has given back to the society with active participation in various community activities either individually or through his group of companies. He is active in charitable and welfare activities. Most prominently, he is currently the Chairman and board member of the Church of God in Kuching and has been actively serving the congregation for the past 30 years.

During the past 10 years, Mr Chong and his group of companies have donated more than two million ringgit to various charitable organisations including Christian churches, the Salvation Army, Persatuan Anak-Anak Yatim Sarawak, PERKIM cawangan Kuching, Sarawak Hopo Teenage Association, Social Welfare Council of Sarawak, SABATI, Yayasan Pencegahan Jenayah Malaysia Negeri Sarawak, Kelab Yayasan Sarawak, Sarawak Heart Foundation, Kuching Autistic Association, MAICSA amongst others.

It is Mr Chong's belief that everyone should strive to give back to the community, particularly if one has been fortunate enough to be materially successful.

These profile was written by staff from bussiness school at Swinburne University of Technology, Sarawak Campus They were: Cathy Ling Nguik King, Sabrina Sim, Tan Vie Ming, Ong Liap Teck, Voon Mung Ling, Lynn Wee Ling Min, Asleena Bt. Helmi