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Allure of the elements

Developer expects project's location to be a major drawing card

story by
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YOU can now live up among the clouds quite literally at Ion D'Elemen, a project by developer NCT Group that will be the latest addition to the hill resort area of Genting Highlands.

The project, carried out by NCT subsidiary Galeri Tropika Sdn Bhd, is one that group managing director Datuk Seri Yap Ngan Choy feels will truly bring to the fore the beauty of the area.

"Before everything started, I made a personal visit to the actual

site itself. I went alone. When I got to the spot, I immediately felt it was a very good one. It had everything going for it," he said during an interview at Menara NCT.

Located just a short distance from the main part of Genting Highlands and next to the Amber Court apartments, Ion D'Elemen will feature a luxurious resort-like development in the naturally cool highland atmosphere throughout the year.

"There is more green than buildings around Ion D'elemen. The weather is cool and the sunset seen across the rolling hills is a majestic sight, with all the beautiful colours and peaceful ambience," Yap said.

In an effort to stand out, NCT is bringing an international touch to the project with the concept design from an Australian firm, interior design by a Hong Kong company while the world's largest hotel chain Best Western Premier is confirmed as the management for the launched phases.

Yap said the first phase, which was launched in 2013, is expected to be completed with the handover of keys early next year while the 75%-sold phase 2 is expected to be completed in 2017.



Up in the hills: Yap with a model of the Ion D'Elemen project. He says the development is set in a location that capitalises on the beauty of the surrounding area.

The entire project, due by 2019, is divided into four construction phases consisting of 1,168 units measuring between 385 sq ft studio to the over 3,000 sq ft penthouse.

Phase 3 is expected to be launched in the fourth quarter of this year and the last phase will be launched in the middle of next year.

Yap is confident that the last two phases of the project will sell fast, especially since the project is now more well known.

"We had to spend a lot of marketing during the first phase. Many people were confused and wary

because they believed that an address in Genting Highlands could only be from the Genting Group.

It took a while but our good reputation as a developer and the education effort we went through has paid off," he said.

Yap said many of their purchasers were locals looking for a good investment as well as a place to get away from the hustle and bustle of the city.

Ion D'Elemen has a gross development value of RM1.1bil and comes with several F&B and retail outlets.

The jewel in its crown, however,

comes in the form of a recent partnership with JK Medical Group, famed in South Korea for plastic surgery, among other things, to open a wellness centre at Ion D'Elemen.

The project will also feature an outdoor challenge course complete with a flying fox among other things which will help bring people much close to nature as well as a little adventure from all the calming environment.

The freehold property is selling at RM650,000 to RM4mil per unit with a maintenance fee set at 42 sen per sq ft.