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NCT Breaks Ground for Genting Highlands Project

Malaysian property developer NCT Group recently held the ground-breaking ceremony for its award-winning luxury project known as the Elemen@Genting Highlands.

The ceremony was officiated by Tan Sri Dato' Pheng Yin Huah, President of The Federation of Chinese Associations Malaysia (Hua Zong).

Touted as the home for "exclusive and harmonious living above the clouds", the project has won a number of local and international accolades at the recently-held Asia Pacific Property Gala Awards. They include Highly Commended Residential High-Rise Development in Malaysia, as well as the Best Leisure Development locally and in the Asia Pacific region.

Moreover, NCT has entered into an agreement with leading hospitality brand Best Western International for the management of Elemen, according to Group Founder and Managing Director Yap Ngan Choy.

"NCT's partnership with Best Western reflects our sincere commitment to deliver a quality product with exemplary service standards to complete the overall exquisite experience for guests. Best Western's participation will be a further selling point while instilling confidence among investors."

Under the agreement, the hotel brand will render hospitality and building management services for five years, plus another five years.

With a gross development value of RM230 million, the 10.2-acre phase one comprises three apartment blocks with 248 units, whose sizes range from 866 sq ft to 1,356 sq ft. On the other hand, the entire project has a GDV of RM1 billion.

At present, 75 percent of the units at phase one have already been sold.

