

**KSK GROUP PRESENTS 8 CONLAY AT THE 18<sup>th</sup> CIFIT, CHINA**

Kuala Lumpur, 10 September 2014 – KSK Group Berhad (KSK Group) is participating in the 18th China International Fair for Investment and Trade (CIFIT), which is taking place from 8 to 11 September 2014 in Xiamen, China. The KSK Group team members are among the Malaysian delegation made up of representatives from the International Trade and Industry Ministry (MITI), government agencies, renowned Malaysian enterprises from various industries including property development and tourism, the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) and the Malaysia-China Chamber of Commerce (MCCC).

In conjunction with the 40<sup>th</sup> anniversary of Malaysia-China diplomatic relations, Malaysia is the Guest Country of Honour at CIFIT where the 800m<sup>2</sup> Malaysian Pavilion features 47 booths including that of KSK Group's maiden project, 8 Conlay. It was officiated by Tan Sri Ong Ka Ting, the Prime Minister's Special Envoy to China, who was accompanied by leaders from the Fujian Province, China. ACCCIM was appointed as the joint organiser for the pavilion by MITI.

Amongst the Malaysian exhibitors, KSK Group is showcasing its visionary maiden project, 8 Conlay, by its wholly-owned property development arm KSK Land. Located in the Golden Triangle of the Kuala Lumpur City Centre, 8 Conlay comprises branded residences, a 5-star hotel and a retail component. KSK Group is among the Malaysian exhibitors who are participating in various special business matchmaking symposia with China's companies to explore business cooperation opportunities.

"China is one of our target markets. With a huge population and rising standard of living and a fast-growing middle and upper class with increasingly discerning tastes, it is important for Malaysian businesses to explore opportunities to showcase ourselves to Chinese investors. Chinese customers are all very savvy buyers, and many are very familiar with the Kuala Lumpur City Centre. They like the area and they are willing to invest to enjoy quality and exclusivity. Malaysia's multilingual and multicultural population, relatively affordable cost of living, great connectivity and the offer of the Malaysia My Second Home (MM2H) programme also add to the value of Malaysia as a viable property investment destination. CIFIT also offers the opportunity to open doors beyond China as the event is open to more than 100 participating countries and territories, more than 1,500 participating companies, and more than 30,000 delegates," said Joanne Kua, the Chief Executive Officer of KSK Group and Managing Director of KSK Land.

At CIFIT, KSK Land's booth has received more than 3,000 visitors since the start of the exhibition, with more than 500 visitors registering their interest to purchase property units in 8 Conlay.

"We were heartened at the positive feedback from the delegates. They were attracted to 8 Conlay's impressive scale model which showcases the development's beautiful design concept within the heart of the city centre. They saw great potential in this branded luxury development and we even had enthusiastic buyers who wanted to pay a booking fee on the spot to secure units. Additionally, we received numerous enquiries from property agents based in Xiamen and also other parts of China and Taiwan, who wished to collaborate with us. On this trip, we also took the opportunity to meet with international property agents, who are confident that 8 Conlay would be well-received in their markets," said Joanne.

For more information on KSK Group, visit [www.kskgroup.com](http://www.kskgroup.com), for more information on KSK Land, visit [www.kskland.my](http://www.kskland.my) and to get a sneak preview of 8 Conlay, visit [www.8conlay.com](http://www.8conlay.com).

**End**

#### **About KSK Group Berhad**

KSK Group Berhad ("KSK") is incorporated in Malaysia and its principal activity is that of investment holding. KSK has presence in the general insurance business in Indonesia and Thailand, via PT. KSK Insurance Indonesia and KSK Insurance (Thailand) Public Co. Ltd. respectively and property development through KSK Land Sdn Bhd.

For more information, please visit our website at [www.kskgroup.com](http://www.kskgroup.com) or [www.kskland.my](http://www.kskland.my).

---

*Released by Rantau PR on behalf of KSK Land Sdn Bhd*

#### **For further enquiries, please contact:**

Mr Alex Lim Eng Keat  
Head - Corporate Communications  
KSK Group Berhad  
Telephone: +603 - 2693 1668  
Email: [alex.lim@kskgroup.com](mailto:alex.lim@kskgroup.com).

Ms Alicia Pinto  
Senior Consultant  
Rantau PR Sdn Bhd  
Telephone: +603-7955 7269  
Email: [alicia@rantaupr.com.my](mailto:alicia@rantaupr.com.my)