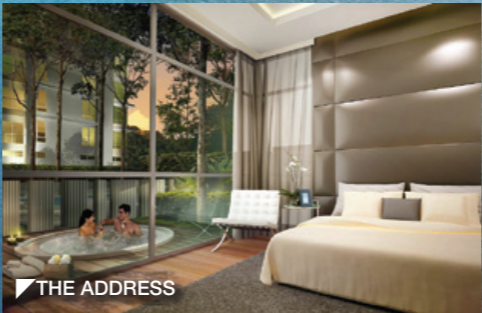




THE LIGHT COLLECTION III



THE ADDRESS



GURNEY PARAGON



SOUTHBAY LEGENDA

# Penang Shines On

With the new Lunar New Year fast approaching, take a feng shui look at Penang's booming property market



Armenient Street, Georgetown



Cheah Kongsi

With its multi-cultural, multi-lingual population, appreciating ringgit, a reduced capital gains tax, and prices a fraction of those in Hong Kong or Singapore make Penang a smart investment right now. As demonstrated by the MYR17.9 billion Greater Penang Transformation Programme, it's clear that both the Malaysia and Penang governments are dedicated to exploiting the island's development potential. The massive infrastructure project is designed to ensure foreign investment remains inbound as well as multinationals and their staff. Within Malaysia, Penang ranks second in GDP and first in FDI. It is already home to branches of Dell, Motorola, Hitachi, Bosch and Intel, and expects to see more opening in the future, earning it the moniker of Asia's Silicon Island. And for the past 20 years, Penang property has demonstrated its recession-proof status, trending upwards even during times of global financial crisis.

A fascinating fusion of eastern and western influences, Penang is Malaysia's most visited destination and its north-eastern capital, Georgetown, has been awarded UNESCO status. The city is a stalwart on the Malaysian tourist scene and is also a popular

expat enclave. You'll also find some of the best Indian curries and Chinese noodles in Malaysia.

Noteworthy as the only state in Malaysia to have a majority Chinese population, Penang is a cross-section of Asia itself, exemplifying the marriage between the country's colonial past and mixed-heritage future. As the oldest of the British Straits settlements, this state is arguably one of its most tolerant and cosmopolitan in the region.

Georgetown is dotted with idiosyncratic Chinese shops, narrow roads, historic mansions, clan houses, schools, ornate temples and Little India districts as well as the Isle of the Betel Nut's primary sightseeing spots: Kek Lok Si Temple, Khoo Kongsi clan house, Fort Cornwallis and the Botanical Gardens. It goes without saying that the city is an exceedingly rewarding destination, skirting the conurbation are beaches, forests and lakes.



Standard Chartered Bank Building was completed in 1930



▼ Feng Shui Master Andy Chou



▼ Khoo Kongsi



Asia Homes invited Feng Shui Master Andy Chou to visit Penang and explore why this is the case, and to highlight four key projects in Penang that have both good feng shui and high investment value that may suit Hong Kong people. At October's customer appreciation dinner, a presentation titled "A Feng Shui Perspective on the Penang Property Market" was held, pivoting on the following key points.

Are you surprised that within some cities or countries, islands can have stronger economy than the primary land? Hong Kong is a good example of this. Properties on Hong Kong Island are more expensive than in Kowloon and the New Territories and the city's financial centre on Hong Kong Island (the Central district). Singapore is also an island with a strong economy and Manhattan is the most influential island in the world.

From a feng shui perspective, water represents wealth making an island the best

way to take the full advantage of wealth energy. However, a country cannot choose an island as its capital because of security concerns among many others.

Will Penang's economy ever rival Singapore's? The first in answering that question is analysing the ocean current where wealth energy originates. It flows from north to south between the Penang mainland and Penang harbour, and so the economy first developed on the north bank. Because the North Channel is narrower than the South Channel, water flows out more, which is a bad sign in feng shui indicating more spending than earning. Therefore, most of the wealth energy follows the strong current away from the island.

In this case, you may think that Penang's economy would not be good but why its property market has been enormously improved recently.

But Penang's feng shui situation changed when the Penang Bridge was built in 1985 (see graphs below). It not only connected the energy from the Malaysian continent but also improved the issue of water flow. The base of the bridge acts like a dam and slows down the ocean current. The wealth energy accumulates before the bridge (the orange area on the diagram), and grows stronger as time goes by. This area will become a major development zone on the island with pricier properties than in the southern region.

The second Penang Bridge in the south is now under construction. Upon completion next year the ocean current will be reduced again and more wealth energy will accumulate. It will initially strengthen the development in the area and later create a new development zone between the two bridges after years of conglomeration (the blue area).

In addition to the current, we need to study the island's landscape. There is a mountain in the centre of the island stretching north to south that forms a natural screen. The mountain is calm, yet it serves as a shield that prevents the wealth energy from reaching the harbour and the far side of the island while simultaneously acting as reliable support for the people living along the coast.

All in all, the Penang Bridge not only brought transport convenience to Penang but also significantly enhanced its feng shui. It could be part of the reason for Penang's recent property market boom.

Here are four good feng shui projects in Penang to choose from — and why.



▼ Penang situation changed since the bridge in 1985 is constructed (Penang is located in NW box 9).



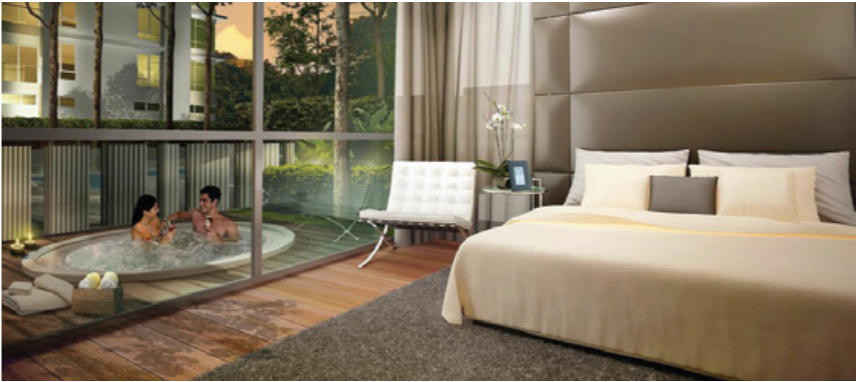
## THE LIGHT COLLECTION III Gelugor

Located right next to the north side of the Penang Bridge, The Light collection sits in one of the most favourable Feng Shui spots. The wealth energy accumulates there first. The development is designed with a number of large fishponds with fresh water introduced directly from the sea. It is an extremely good feng shui setting because it is able to collect the surrounding wealth energy and strengthen its effects for residents. Fish keep the water flowing, which means money keeps coming in. LIGHT COLLECTION I and III is under

construction and faces a direction called "mao", which is particularly good for health, love, human relationships and pregnancy. It can also benefit those who are single or engaged in sales, marketing and human resources work.

Asia Homes is now marketing the low-density luxury LIGHT COLLECTION III: waterfront living surrounded by stunning coral reefs and waterways. It has 150 lavish condos and 20 water duplex townhouses with a starting price

of about MYR1.5 million (HK\$3.75 million) for 2,174 square feet up to approximately MYR4 million (HK\$10 million) for over 3000-square foot water duplex townhouses with private pool (semi-furnished with three car parks). Most units come with private lifts and ensuite bedrooms. The residence will be completed in 2015 and buyers will enjoy a developer interest-bearing scheme offered with no payments until September of that year by IJM Land.



## THE ADDRESS Bukit Jambul, next to Penang Golf Club

As mentioned, upon completion of the second Penang Bridge next year, there will be another area for the accumulation of wealth energy at THE ADDRESS's location. It is expected that this area will become more prosperous gradually and so property prices will go the same way. Jacuzzis feature prominently in the design, which can enhance the wealth energy, especially for units with a pond view. Some units are designed with a Jacuzzi in the front, which represents a private feng shui safe to help lock up the wealth energy.

The Address is a boutique residential development in the prime area near the Penang Island Golf Course, Penang Airport and Penang Bridge. It offers 24 duplexes, ranging from 2,163 to 2,992 square feet, with four bedrooms and three parking spaces. Starting price from only 1,488 million Ringgit, (HKD3.7 million). The spacious units feature double volume ceilings and private Jacuzzis in the lower duplex. Units will be semi-furnished with dry and wet kitchens, wardrobes, air conditioning and central vacuum system as well as a developer interest-bearing scheme offered until possession, meaning no payments are required until the first quarter of 2015. There are limited units still available.



## GURNEY PARAGON

### G u r n e y D r i v e

Comprised of two high-rise residential buildings and one shopping mall, Gurney Paragon is formed in an impeccable feng shui configuration. The residential towers represent Green Dragon and White Tiger on both sides and the podium between the buildings represents the Vermilion Phoenix. These settings are good for status, power and wealth respectively. The project is situated by the sea right next to Georgetown, one of the most developed areas on Penang. The seawater will bring in wealth energy while at the back a hill acts as support, which is an excellent Black Turtle.

Located on Gurney Drive, the development has two blocks — an East Tower and a West Tower. Purchasing at Gurney Paragon is like buying in Causeway Bay: a busy hub for shopping and dining. Hong Kong buyers are entitled to free, fully furnished units that are all-inclusive. There are only a few units left, sized from 4,600 square feet for approximately MYR3.6 million (HK\$ 9.2 million) or around HK\$1,800 per square foot. The units feature three-metre high ceilings, 40-metre balconies with panoramic views across the North Channel, private lifts and high-end fittings.



## SOUTHBAY LEGENDA

### B a t u M a u n g

Also located next to the second Penang Bridge, Legenda@Southbay will eventually reap the benefits of the bridge's wealth energy accumulation. The bungalows are being built along the slope and will serve as a very reliable support for the residents as well.

Legenda@Southbay is part of the massive, billion-dollar development by Southbay. There are 70 bungalows ranging between 6,400 and 7,300 square feet. Units will be fitted with private lifts and pools. Prices for homes in the exclusive gated community start at approximately HK\$10 million, or just around

\$1,500 per square foot.

These projects indicate the good feng shui projects in Penang right now and also indicate the general direction the island's property market is heading. Is it turning into another Singapore or Hong Kong? Time will tell, but in the next few years, there would definitely be a huge influx of investors into the island from across Asia.

Please contact Asia Homes for more information or one-on-one consultations in Hong Kong. 📞

info

**ASIA HOMES**  
YOUR ASIA PACIFIC PROPERTY PARTNER



CEO Gabriel Choi

**Asia Homes (HK) Consultancy**

+852 3101 7183 / 9822 3127

www.asiahomes.com.hk

info@asiahomes.com.hk

**Andy Chou**

Feng Shui Master

+852 9239 0880

andy\_fengshui@yahoo.com