



# TERAS

## ECO

The New Future



2020

NEWSLETTER

# CORE CREATOR

*We are the core creator.  
Our Missions and Visions for the New Future.*



## 01

### We Are Empowering People

*We strike to be the leader in order to cultivate a robust working and living culture as well as being a giver in order to inspire our people to bring out their best.*

## 02 We Are Building Community

*We want to create the most conducive living place for everyone, foster discourse and involve everyone in decision making for the community.*



## 03

### We Are Now Establishing A Sustainable Future

*We aim to construct a future that embraces differences of all aspects in the community now.*

# Let's LEARN

what you can expect to see in our  
specially-curated newsletter!

## 01

We are the CORE CREATOR

## 02

Our Report Card: GROWTH PATH in 2020

## 03

Plan in Action: BLUEPRINT for 2021

## 04

Our Core Beliefs: Corporate Values of Teras Eco

Keynote from our

# Managing Director

“

## Think BIGGER and FASTER

2020 is certainly a challenging year for us as our industry was hit hard in such fast-changing dynamics. Starting with the needs of our employees, we secured everyone's jobs and income.

**“I keep pushing myself and our team to think about how to use this infection point to reimagine our potential together”.**

Repeatedly during COVID-19, we have found ourselves communicating more, consulting and coordinating with governments, suppliers, partners, employees. 2020 has never been easy to all of us, but I believe, “the more that we do, the more the moment has the potential to become a movement—one that could create higher-achieving, more purposeful, more humane, and better-connected moments.”

”

Stay safe and healthy  
in the post-pandemic world, everyone!

# KEYNOTE



Richard Ong  
Managing Director



## Growth Path In

2020

ENHANCING

Quality of live

Our Report Card

**PERSONAL PROTECTION**

Sufficient essential personal protective equipment are in place. Cleaning and sanitising measures are further strengthened in various commons, work areas & construction sites.

**WORK FROM HOME**

Staff is permitted to work remotely with technological equipment provided.

**SAFE WORKPLACE**

Environment optimising devices like Coway's air purifier and SAVLINK's radiation alleviator are installed at workplace.

Our staff's wellness is our utmost priority, we have reviewed and restructured the precautionary measures to ensure the

***highest level of safety and well-being of our people.***



# Proritizing in COMMUNITY NURTURING

We understand the significance of development in people and the environment, how both elements create synergies to enhance vibrance in the community and bring the greatest values to the people:

## 1. CONVENIENCE

NSK Trade City, Malaysian's favourite grocery shopping place which it will be stationed in Sentrío@Pasir Gudang and marked to be the biggest hypermarket in town. We initiated a collaboration with NSK Trade City to provide convenient shopping experience.

## 2. COMMUNITY

We create innovative & creative community space by building sky garden & mural art street to attract visitors from near and far.

## 3. COLLABORATION

We are taking the lead & proactively working along with our clients to take their needs into account in order to develop a comprehensive commercial ecosystem in Sentrío.

## 4. SEAMLESS POSSIBILITIES

Commencement of the construction for Sentrío is eyeing to generate more than 1,000 business opportunities.



# Sentrío

# Creating BUSINESS OPPORTUNITIES

As most economic activities are threatened by COVID-19 all over the world and our group, being a socially responsible company, we understand the importance of being part of reconstructing the economy, assisting community to get back on track in the post pandemic world.

**We have provided various programmes to explore more possibilities in business opportunities:**

Launching of DESA 88 Industrial Park Phase II, our best-selling terrace factory project in Iskandar Malaysia, to continuously support local and multinational business owners by offering affordable and rewarding business choice.

The delivery of DESA 88 Industrial Park Phase I will be completed in 2021 to support the upcoming business activities.

The delivery of DESA 88 Industrial Park Phase I together with strong support from clients, we are now able to build a sustainable business community in Desa Cemerlang area.



# Desa88

# Blueprint for

Plan in action  
**2021**

Let's make better

We are ready to stimulate for transformation:

ingenious business models, contemporary ecosystems for retails while grasping digitalization and humanity.

move to 2021.

Customer satisfaction and feedback are definitely keys for continuous improvement for businesses. In order to obtain a better understanding in customers needs for the creation and improvement of our products and services, we are taking initiative to welcome

a hybrid business model to meet the market demand. Combining medical, wellness and commercial development in one stop, empowering the self-sustainable business model for an integrated commercial development - **Asteria Project.**



## MEDICAL INDUSTRY

Despite the virus of COVID 19 is still spreading around the world and let's assume that we have to co-living with the virus, we have faith in the return of medical tourism industry as Malaysia has also been recognised by International Medical Travel Journal by awarding "Destination of the Year" and "Cluster of the Year" for the fourth time.

## ASTERIA PROJECT

Located in the heart of Kota Laksamana's entertainment & business district, the 245-key upcoming Park Hotel Melaka will be part of The Asteria – an integrated commercial development. Park Hotel Group is one of the best hotels in Asia Pacific, and they target to welcome their first customers in 2022.





# Our Core Beliefs

# CORPORATE

VALUES of Teras Eco

***What We Have Been Believed  
are the Pillars of Our Organisation.***

## **We have been always trust in “PEOPLE”.**

People is the fundamental of a business, community and certainly the future. Hence, we give all in to empower our people and members of the community.

As we are living in a diverse society, we understand and espouse the uniqueness and respective requirements of everyone. Despite COVID-19 has changed our lifestyle and structure of our society dramatically, but we trust in humanity, with courage, commitment and effort of being supportive in talent cultivation, COVID-19 will not deter us from building better future for all of us. Let's explore more on how could we work together, hand in hand with all members in the community to create a fruitful year ahead!



### **CUSTOMER**

Customers' Happiness First.



### **EXCELLENCE**

Nothing is impossible. Passionate in pursuing excellence and overcoming obstacles while creating opportunities.



### **INTEGRITY**

Delivering of our promise.



### **HUMILITY**

Be humble and embrace diversity & teamwork as a global organisation to pursue our shared goals.



### **INNOVATION**

Passionate to pursuit continuous improvement and innovation through creativity and challenging status quo.