

living MOMENTS

Interchange
Ready

Sibu Highway
Complete

Siong How
Launches

Exclusive Store
Opens

Night Run
Revamped

Running
Better

Hot Pot &
Sukiyaki

Quality Ingredients
For All



FAST AND FURIOUS IN SAMARAHAN

The Passion Of Motorsports

An insight into speed, skills and what drives the drivers

EDITOR'S LETTER

Dear readers,

When planning events, their potential for success are, oftentimes, unknowable.

Some of our best laid plans have been duds, yet others have become roaring successes, despite us not having the experience to plan specifically for them.

A good example is the recent Borneo Star Drift Battle, which took place at La Promenade Mall.

Tens of thousands came for various stages of the car drifting championship. It was our events team's first time working with motorsports enthusiasts.

We were flabbergasted by the crowd size. Delightfully flabbergasted. Pleasantly surprised. Overjoyed in fact.

Food tenants like Hock King Authentic Chicken Rice, NOMS and Black Bean Coffee & Tea reported their best ever sales during the drift battles — even better sales than during Christmas or Chinese New Year.

Online, our livestream of the drift battle's finale attracted over 2,000 viewers at its peak. VIPs who came included Senator Datuk Ahmad Ibrahim, who congratulated us and the drifters for putting up a great show with international-level safety standards.

The Borneo Star Drift Battle was our best attended event to date. It's become even more popular than the annual La Promenade Oktoberfest.

In this issue, which we are calling the "Adrenaline Issue", we feature interviews with key individuals behind the scenes: organising secretary Andy Chong, drift enthusiasts Willie Ong, and our mall's digital marketer Sophia Ong.

The interviews by Living Moments's new writer Rochester Bagol Nicholas Nyalau highlight their passion for their hobbies.


The interviews make clear that the success of the event came down to organisers' and participants' pure enthusiasm for the sport.

Borneo Star Drift Battle will return in 2024.

Elsewhere in this issue, we feature Hoan Gallery's second art show of the year: Bong Choo Chew's Dialogues With Our Nature, which opened recently for a five-week run.

About RM50,000 worth of Bong's oil paintings were sold, of which the artist generously donated to seven charities to his hometowns of Lundu, Kuching and Samarahan.

As a community mall, we're also highlighting our twice-a-month free Friday night runs. Writers Rochester and Yvonne Sharon interviewed participants on the joys of exercise, meeting new people and quality sports attire giveaways.

In the next Living Moments, we'll be highlighting La Promenade Mall's two new restaurants: Terrace, a Malaysian casual eats cafe, and Iced, an elegant bar serving cocktails, wine and spirits. 

Sincerely,

shinji
SHINJI



OPEN NOW

Casual Dining. Local Delights.

@EatAtTerrace

La Promenade
MALL

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WEEKDAY LUNCH

11.30AM - 2.30PM

RM19.90



Meat options:

- A** Chicken
- B** Lamb
- C** Premium Beef

Soup options:

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La Promenade
MALL

NO PORK, NO LARD

New Format For Fun Run

Warm-Up Added And No More Cancellations

We've made tweaks to the La Promenade Weekend Night Run. The fun runs remain totally free, but we've added even more to it and also "weather-proofed" the event.

Every run now begins on Fridays, around 6.30pm, at the mall's level four gym, Sweat Factory, with a 20-min warm up session.



FAMILY: A wholesome event for everyone.

And if it rains outside, the "runs" are completed in the gym.

This means there are no more cancellations of the Weekend Night Run due to rain.

When there is good weather, the warm-ups are followed by 3km and 6km fun runs around La Promenade. But if it rains, the sessions continue indoors inside Sweat Factory.

Since the new format was introduced in June, the number of participants have increased.

"Sweat Factory is delighted to support the fun run," said owner Richard Yu. "I just love seeing the wide range of participants: mums and kids, senior citizens with their friends, employees of offices nearby like Sains and even workers from the mall's shops."



Q&A: Staff writer Yvonne Sharon (left) speaking to a Night Run participant.

ABBYLYANA JONALYSSA
LOVES MEETING NEW PEOPLE



I'm excited about the new Friday night run format, open to all, including students. The revamped setup is impressive, and I anticipate increased participation without cancellations.

I highly recommend this event to fellow runners for the chance to connect with new faces and build meaningful relationships across diverse backgrounds.



Yu said the warm-ups focussed on light and medium levels of functional fitness.

"The pre-run sessions are designed to be fun, first and foremost. But more importantly, we hope to build up functional fitness that supports every day life. Our workouts include pushing, pulling, bending, squaring, lunging and the core."

The free fun run format was tweaked following feedback from the public, many of whom were disappointed when cancellations happened when it rained.



DANEL BALA
FATHER OF TWO

I discovered the run while passing by La Promenade Mall and HSL Tower on my way home to Taman Samarindah. I appreciate the convenient distance from my home to the event, manageable traffic, and my preference for simple fitness activities like short-distance runs and treadmill walking to build endurance.

I also value the positive impact of fitness on strengthening family bonds and the well-designed T-shirt provided for the run.



DOMINIC INGGU
A REGULAR RUNNER

I found out about the event through La Promenade Mall's Facebook page and a mall poster. Despite heavy afternoon traffic in Samarahan, I arrived on time.

My fitness routine includes various exercises, and I began participating in the event last year, appreciating its flexibility and the positive impact of fitness on health, comfort, and the quality of the provided T-shirt. My passion for running and maintaining good health drives my interest.



MARSHALS: Members of Kuching running clubs guiding the night 3km and 6km runs inside La Promenade's gated residences.

YAY: A group photo at the end of every run is a must. Crowds for the free run vary between 20 and 100.





MASTER: Bong Choo Chew putting on the final touches on one of his pieces at the gallery before the show opens.



VIP: Deputy Tourism, Arts and Culture Minister Sebastian Ting (left), who was classmates with Bong, at the show opening at Hoan Gallery recently.

Gallery director Hoan Kee Huang said:

"It's been an exciting year for this gallery. I'm so proud to organise Bong's show, because it highlights oil painting, which many local artists don't do. Bong is a veteran of Sarawak's art scene. Younger artists like myself respect him tremendously.

"Bong does roughly one art show every decade, and this one spans his entire career."

Dialogue With Our Nature contained three phases of Bong's artistic evolution, from realism to semi-abstract and abstract.

Among standouts were his realistic paintings from the River series, and semi-abstracts of market scenes and village-scapes.



GENERATION: Young artist Leonard Siaw (seated left) shaking hands with veteran artist Lee Hock Kia at the opening.



INTRO OF ART SHOW
Scan to Watch

Buntal Fishing Village 7, 1998

Oil on canvas
35.5cm x 46cm
RM6,500

Hoan Gallery's Second Solo Show Of 2023 Opens To Big Crowds

Bong Choo Chew's Art Show Highlighted Oil Paintings, Which Are Rare In Sarawak

A Hoan Gallery's second art show of 2023, "Dialogue With Our Nature", featuring over 50 oil paintings by the masterful Bong Choo Chew, opened to large crowds recently.

A who's who of Kuching's artists and art lovers turned up for the opening on May 13.

They included Deputy Tourism, Creative Industry and Performing Arts Minister, Datuk Sebastian Ting, a childhood friend of Bong, who came early at 9am.

"Ting came twice on Saturday. First, to see the artworks before the gallery even opened at 9am, and then he came back at 4pm for the official opening," a clearly emotional Bong, 70, said.

"I was touched by the deputy minister's gesture. I've known him for a long time. His support means a lot to me."

Other guests included Sarawak Artists Society members, captains of industries and social media personalities.

Dialogue With Our Nature is Hoan Gallery's 2023 season of shows. In March, the gallery organised Alena Murang's highly successful "Colours of the Highlands".



Hoan said the show demonstrated Bong's wide abilities and his deep, contemplative artistic mind.

"There is a very nice progression that visitors are able to see. His paintings begin with streetscapes, to natural landscapes, to what he feels in his heart and mind," Hoan said.

Bong donated 70% of sales proceeds to seven charities of his choosing located in Lundu (where he grew up), Kuching and Samarahan.

Artworks from Dialogue With Our Nature can still be viewed at hoangallery.com.

Continues on Pg. 13

CLASS: As part of Bong's solo show, he conducted oil painting classes on the weekends at the mall.



◀ **Harmony 15, 2022**

Oil on canvas
91.5cm x 137cm
RM17,680



—
OPENING CEREMONY
Scan to Watch

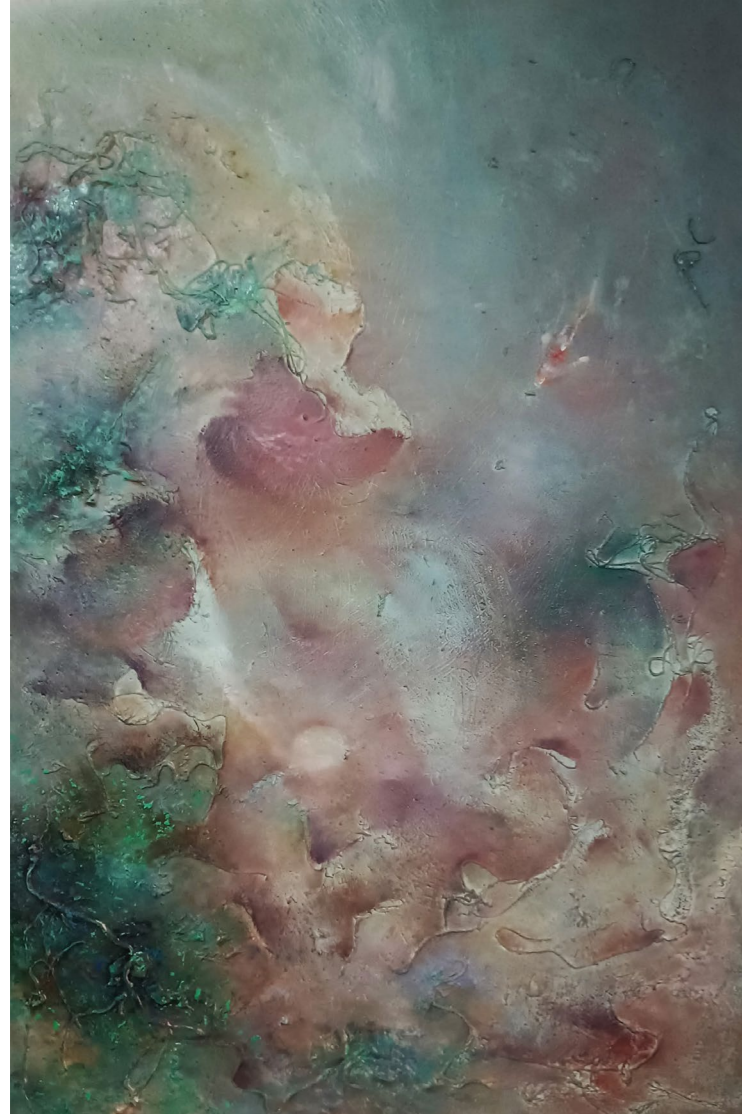


▲ **Harmony 5, 2001**

Oil on canvas
53.5cm x 63.5cm
RM8,800



POPULAR: The well attended Dialogue With Our Nature exhibit was an all oil-painting show. Oil painters are exceedingly rare in Sarawak.



◀ Dialogue With Our Nature 1, 2022

Oil on canvas
91.5cm x 137cm
RM15,880

Love Our Rivers 2, 1995

Oil on canvas
76cm x 76cm
RM15,300



From Pg. 10

Bong Choo Chew's Dialogue With Our Nature art show attracted extensive media coverage when it opened at La Promenade Mall.

Numerous print and broadcast media remarked on the rarity of oil painters in Sarawak and spotlighted Bong's charitable intentions.

HERE ARE MEDIA HIGHLIGHTS

THE BORNEO POST

Bong, who is from Lundu, hopes more youth will take up oil painting. He said he had stopped painting for about 20 years before taking it up again during the Movement Control Order (MCO) period.

DAYAK DAILY

I would like to pay tribute to the late Tan Sri Datuk Amar Wee Boon Ping, who helped me to go to Nanyang Academy of Fine Arts in Singapore and made me the artist I am today," Bong Choo Chew said.

SIN CHEW DAILY

“现在越来越少见油画，因此鼓励年轻画家能积极培养这方面的兴趣，否则油画有可能会消失” 黄邓楚州说

SEE HUA DAILY NEWS

近70岁的黄邓楚州表示，此次画展的70%销售收益将作为慈善公益目的。他希望本地的艺术爱好者能够欣赏其作品，也造福社会。



MEDIA: Dozen of reporters interviewing the artist during the opening.

Zen 2, 2021 ▶

Oil on canvas
122cm x 122cm
RM30,000



DIALOGUE WITH OUR NATURE
Digital Catalogue



Misty Morning, 2021

Oil on canvas
123cm x 190.5cm
RM27,680

Market Street, 1994

Oil on canvas
75cm x 65cm
RM15,300

TVS

“Pameran ini yang bertemakan Dialogue With Our Nature sebenarnya memberi makna yang besar kepada kita kerana menyeru supaya menjaga alam sekitar termasuklah tidak membuang sampah ke dalam sungai atau laut,” kata Bong Choo Chew di sini hari ini.

UTUSAN BORNEO

“Lagipun, hari ini ramai anak muda lebih suka membuat lukisan akrilik berbanding lukisan cat minyak. Oleh sebab itu hasil lukisan cat minyak amat sukar dibuat oleh mereka,” kata Bong Choo Chew.

UTUSAN SARAWAK

Beliau yang telah berkecimpung dalam dunia lukisan selama 50 tahun itu turut menyatakan bahawa 50 lukisan minyak ‘Dialogue With Our Nature’ yang dipamerkan itu mengambil masa beberapa tahun untuk disiapkan.



iced

BAR



La Promenade
MALL

Article by
Rochester Bagol Nicholas
Photo credit
Alan Lee Pik Jin

The Excitement Of Drift Racing At La Promenade

A Roaring Success That Attracted Thousands Of Spectators

It's passion that drives success. Just ask organisers of the recent Borneo Star Drift Battle 2023. Only a handful of organisers put together a show for thousands

Spanning several weekends, the full fledge championship included practice sessions, qualifying, semi- and finals.

Judges included those from Sarawak, as well as experts from Kuala Lumpur. Organisers worked

closely with La Promenade Mall's events team.

Together, they transformed the open air carpark into a drift circuit, spectators' stand (complete with VIP corner), judges viewing platform, and even a commentator's box for live streaming, attracting another 2,000 viewers online.

A well-attended car show was sandwiched between the competition grounds and the pit crews not the other side of the mall.

In the following pages, writer Rochester Bagol Nicholas Nyalau interviews the event's main organiser, a participant drifter, and HSL's corporate communications manager.



PRECISION: Two drivers during the Borneo Star Drift Battle.



ANDY CHONG

ORGANISING COMMITTEE CHAIR

Andy Chong is only 32 years old but he is already a well-regarded figure in Sarawak's motorsports scene.

Since 2018, Chong has been an important part of most large-scale drifting events in the region. The organiser is known for his attention to detail, overseeing all events from planning to clean up himself.

Q/ How much have you invested in this sport?

A/ I love motorsports but my involvement has been limited to organising events rather than actively participating in competitions. The extent of your participation in this sport depends on your willingness to financially support it.

For drifting, I'm just an organiser. I do do a bit of racing but it's in go-karting. I'm lucky to have FL Motorsport support my passion for go-karting.

As for organising drift events, we are all lucky to have Hock Seng Lee (HSL) investing in us for this Borneo Star Drift Battle 2023. Venue and marketing aside, HSL's IT team helped us do live-streaming. It made the event so much bigger. Those kinds of investments into our competition are really value-adds. We couldn't have made this event as good as this year's without meaningful partnerships.

Q/ What are the qualities of a good drifter?

A/ Attitude plays a crucial role, and there's another key factor — teamwork, you can only be as good as the team around you. When it comes to drifting, you really are not alone. Just look at the Borneo Star Drift Battle, you'll see the best drifters here have the support and dedication of their pit crew. To taste victory in this competition, participants must forge a close rapport with their crew. If you don't know how to build team spirit, then you probably can't go far.

Q/ The motorsports scene is quite young in Sarawak. What do you hope to see happen in the near future?

A/ I would love to see strong Government support. For instance, we need a dedicated venue for motorsports. We do face a shortage of facilities at the moment. For our drivers to thrive on the global scene, they'll need very good facilities at home.



EUPHORIC: Yu Zhe (left) and Benny Chin celebrating their victory.

Q/ What's your primary objective when organising the Borneo Star Drift Battle?

A/ Our aim is to improve the drift sport scene in Kuching. We want to enlarge the pool of enthusiasts and have a bigger talent pool. For spectators, this is an exhilarating sport to view. The sights, the sound... it's everything. A real adrenaline rush.

We organise the competition for novices and pros to mingle. We have experts and judges from KL here. All of us gain invaluable knowledge through organising and participating.

Q/ Is every event as big as this? I mean, your drift circuit is the mall's entire car park, and there were thousands of viewers.

A/ I have to say, when it comes to drifting, there is no fixed scale. But a bigger space does allow us to do more complex circuits and have categories like tandem drifting. The space allows us to craft the circuit in more ways, and this gives the judges more to judge.

Q/ What's the safety protocol for this event?

A/ Safety is number one. It's crucial for any motorsport organiser to prioritise safety. You just have to. You cannot not do it well. Ok, so for Borneo Star Drift Battle, we follow best practises. We work very closely with HSL's occupational health and safety department. This event had dedicated rescue teams, ambulances and medical professionals.

For participants, every day, before the session starts, they have to get their blood pressures checked.

Additionally, this whole event has to be sanctioned by the Motorsports Association of Malaysia (MAM). They handle all our insurance matters.

As the organiser, we are responsible for racers and participants' safety. We try to do our best, and get the endorsement of MAM.

Q/ Tell us about the competitions.

A/ We offer two different categories: Novice and Pro-Am. Participants are welcome to join either or both categories if they feel capable. Novice is specifically designed for newcomers seeking to explore their talents. We have 17 enthusiastic individuals showcasing their skills today. As for Pro-Am, it currently has 20 participants.

It's quite a good number of participants. We are happy.



TEAMWORK: Cars and drivers are only as good as their crews.

Q/ *What do you think the novices are learning about from the pros?*

A/ Again, it's the importance of pit crews. I think the newbies are quite amazed at how important pit crews are. Your crew really has to give their best. Pit crews need to work at a moment's notice under tremendous pressure. I've also seen pit crews work through the night to fix damaged cars.

Q/ *Lastly, why choose La Promenade and will you return for more?*

A/ For sure we are going to return. I think this year's event has been a great first collaboration. HSL's help in manpower, IT skills, and more, really allowed us to expand the scope of Borneo Star. Next year, we can plan even bigger and better. Really, my heartfelt thanks.

Q/ *What will be better next year?*

A/ I'm going to relook at track marshalling. I have received interesting feedback from competitors, saying that is one area we can improve on. I guess we can do even better with the spectator stands next year too. As long as we have support, sponsors, partners, we'll do better.



JOY: Two drifters sharing a moment of laughter.



CROWD: A roaring sea of supporters fuels the drift competition with their cheers.



TRACK: This drifter taking his car for a wild spin on the drift track.



SKILL: Drifters left their marks with some awe-inspiring drifts in the heat of the competition.

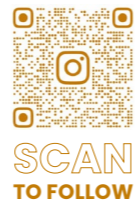


WILLIE ONG

PARTICIPANT

Local boy Willie Ong is a rising star in the national drift scene. He started dabbling in 2012, having been captivated by Gymkhana, a type of motorsports involving precision driving within complex courses.

He took up drifting in 2019, and this year's Battle Star is his first. "It's an art," Ong says of drift sport.



Q/ How much have you invested in this sport?

A/ [Laughs] I should say a lot of time, rather than spending a lot of money. That's the truth. I have put in a lot of time. I put in the time to address the car's wear and tear issues. I do spend on purchasing tires, however, I have not made extensive modifications to my drift car.

So, yes, I have invested my time and effort. I haven't extensively spent on modifying, instead, I prefer to maximise my driving experience by getting more seat time.

Q/ For other newbies, what is your advice to them?

A/ When you are getting started, you should ask a lot of questions. Feel free to ask anything, particularly on getting your right car. You can save a significant amount of money and time.

Q/ What are the qualities of a good drifter?

A/ Drifting, like any other sport, requires good discipline, manners, a willingness to learn and share, and helping

newcomers while respecting the experienced drifters. It is more akin to an art form, and when you go to a competition, having judges' comments and input, that's like the cherry on top. Take all the advice you can get in a positive way.

The most crucial aspect is to enjoy the experience and strive for personal improvement.

Q/ What's your hope for motorsports in Sarawak?

A/ I am delighted to witness the continuous growth and improvement of the Sarawak drifting scene. We are experiencing a significant increase in the number of drifters participating, as well as more frequent drift sessions and competitions.

Today's Borneo Star is testament to that. There's a big crowd, there are many participants, and there are many viewers online. It's looking positive. My hope is for this momentum to keep building.

Q/ What have you learnt from the event?

A/ I have come to recognise the significance of teamwork, as it requires both personal dedication and a collective effort to ensure the car remains in optimal condition throughout the competition.

Q/ How would you like to improve on for next events?

A/ Basically I want to find it within myself to increase my dedication to drift sport. I want to invest more time in training and to ensure proper maintenance of my drift car.

Q/ Would you recommend this sport to others?

A/ Of course! I love it. I highly recommend more to join us at this exciting time when the drifting scene is thriving. We have ample opportunities for practice and competition across Sarawak and Sabah, and our team has a wealth of drifting experience that we're eager to share, making it a truly enjoyable sport for everyone involved.

Continues on Pg. 26



CLEAN: Crews hard at work between rounds.



SMOKE: The whole event was a spectacle for the senses.



PREPARATION: Checking every detail and fine-tuning at the start of the big competition day.



CAMARADERIE: Drifters celebrating victories and forging friendships on the drift circuit.



MASTER: One of the judges, Zaiham 'Bullzai' explaining the scoring system.



INTERIOR: The cars have complex performance options.



FEARLESS: Two daring drifters racing, vying for the champion title.



YEEEEHHHH: Judges reacting to a beautiful drift happening on track.



Q/ What's your impression of the Borneo Star Drift Battle at La Promenade so far?

A/ We are absolutely thrilled. Everyone is so pleased to see so many spectators. The happiest among us are the mall's food tenants. Everyone is reporting their best sales days ever. I'm just so glad for them.

Borneo Star Drift Battle is a spectacular event. It's a full-on sensory experience.

La Promenade Mall is pretty new. We only opened in 2021. We are a community mall, and it's great to see so many people today.

I'm glad the management accepted Andy Chong's (main organiser) proposal from day one. It gave us the confidence to really push the event. We got the IT team onboard to help with live-streaming early on.

Q/ What was the most important part for the mall?

A/ Safety really. A lot of effort was spent on safety planning. We also had to tell everyone that all rules will be enforced. Our guards' instructions on the day had to be adhered to.

We had to make sure there was a secure distance between spectators and the circuit. We installed concrete barriers all round. Other than that, we had to ensure there were adequate numbers of fire extinguishers. Basically, it was a thrilling show, but it was also a safe show.


Also, I think I can speak for us

at the mall that it was a great learning experience to work with the Motorsports Association of Malaysia (MAM). They came to inspect the carpark's track surface, and more, and we found it all really interesting. It's the best part of this job really: to get to mingle with people from other professions.

Q/ La Promenade Mall has a 'Support Sarawak' policy. Its tenants comprise mainly Sarawakian tenants, for instance. Do you see aspects of the 'Support Sarawak' policy in Borneo Star?

A/ I actually do. We are developing local talents by having this competition. The organisers are Sarawakians too. The crowd is mostly local. Not forgetting that the foreign participants and judges are enjoying themselves at our local retailers like La Promenade Black Bean Coffee & Tea.

Q/ The organiser has said they would love to return to La Promenade next year. What's your hope for future events?

A/ I'm really pleased to hear their kind words. I'm genuinely excited for everyone to join all our future events. There is a vibrant community in Kuching and Samarahan. Borneo Star has been a bigger success than anyone of us could have anticipated. If they want to come back, we'll make it even better for them next year. It's thrilling, and it's really captured our interests, even as workers behind the scenes. 

From Pg. 23

SOPHIA ONG

HSL'S DIGITAL MARKETING MANAGER

Sophia Ong is HSL's digital marketing manager who loves to organise events for La Promenade Mall. She's helped the mall coordinate the Sarawak Open — Bonsai & Suiseki Championship, Oktoberfest and Sunset BBQ events.

For Borneo Star Drift Battle, Ong coordinated between events set up, the IT team and the main organising committee.



CHEW: Sherwin Chew sharing his techniques with members of the media.



CHAMPION: Ling Tung Hui, the Novice category winner, basking in glorious victory.



ONE FOR THE ALBUM: Drifters and judges in a celebratory group shot.

NEW

PRECINCT GRANDE

@ La Promenade



ICONIC LUXURY LIVING

2-Storey Semi-Detached THE STANDARD



La Promenade

HOCK SENG LEE CONSTRUCTION SDN BHD

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f @hslcn



hsl.com.my



013 836 5566

Project Address: La Promenade - Precinct Grande, Lot 1689 (Part of Lot 893), Lot 674, Block 14, Muara Tuang Land District, Kuching-Samarahan Expressway, Samarahan | House Units: Three-Storey Detached (15 units); Three-Storey Duplex (28 units); Double Storey Semi-Detached (24 units) | Developer's License No.: L1605/KP/HD/09/160-R9 | Validity: 16/03/2023 - 15/03/2025 | Advertisement and Sales Permit No.: P2257/KP/HD/09/160-R5-B | Validity: 16/03/2023 - 15/03/2025 | Expected Date of Completion: 24 months (Double Storey Semi-Detached) / 32 months (Three-Storey) from date of commencement of Land. 99 years leasehold (Mixed Zone Land) | Building Plan No.: (Three-Storey Detached) MPKS/PB/58/2018, MPKS/PB/59/2018, MPKS/PB/60/2018, MPKS/PB/61/2018; (Three-Storey Duplex) MPKS/PB/71/2018, MPKS/PB/81/2018, MPKS/PB/44/2020, MPKS/PB/45/2020; (Double Storey Semi-Detached) MPKS/PB/26/2020, MPKS/PB/27/2020 | Approval Authority: Majlis Perbandaran Kota Samarahan | SPA Approval No.: P/00/115-16 | Selling Price: Three-Storey Detached (Designer Bungalow / Bungalow Majestic / Bungalow Elegant) from RM3,350,000 to RM4,650,000; Three-Storey Duplex (Duplex Classic / Duplex Modern / Duplex Resort) from RM2,300,000 to RM2,900,000; Double Storey Semi-Detached (The Standard) from RM1,700,000 to RM2,300,000 | SHEDA Membership: SHEDA/179/00

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Siong How Exclusive Opens Its Door At La Promenade Mall

The Sarawakian Brand's 14th Outlet Is Also Its First Higher End 'Exclusive' Store

The first Siong How Exclusive, comprising almost a dozen concept stores within a large retail outlet, has opened at La Promenade Mall, along the Kuching-Samarahan Expressway.

The La Promenade outlet is the 14th branch for the franchise. Covering a retail area of over 12,000sqft on level three, brands represented include Electrolux, Haier, LG and Samsung.

Also operating concept stores within it are Beko, Alpha, Joven, KDK, Mitsubishi Electric, Morgan, Panasonic and Butterfly.

"We are so proud today to have our first Exclusive store up and running. A big thanks to the ever supportive La Promenade Mall and Hock Seng Lee (HSL)," Siong How managing director Lo Kok How said.

"We have worked well together to create an exclusive shopping experience. This is only fitting as La Promenade is a high-end gated community, the flagship development of HSL, where its HQ is also located."

Continues on Pg. 32



DELIGHTED: Siong How managing director Lo Kok How (right) during a light moment at the opening of his first high-end Exclusive store at La Promenade Mall.



TEAMWORK: Siong How Exclusive is one of Sarawak's best established home and electrical retailers.



Retail with great service is still a winning combination, offering benefits like hands-on demonstrations. Making decisions like which aircon to purchase, which TV size, and trying out new features is much easier and stress-free when you can talk to a professional salesperson,

— **Lo Kok How**
Siong How Managing Director





From Pg. 30

There will be plenty of promotions at Siong How Exclusive. These include new product launches from the major brands, plus opening discounts and special deals.

“Retail with great service is still a winning combination, offering benefits like hands-on demonstrations. Making decisions like which aircon to purchase, which TV size, and trying out new features is much easier and stress-free when you can talk to a professional salesperson,” Lo said.

“This is why a lot of technology brands including Apple insist on having physical stores.”

As a tenant of HSL’s mall, Siong How Exclusive will be part of the developer’s upcoming sales events, from festive season promos to showhouses.

GRAND: The opening ceremony was a happy occasion for all, including those from Hock Seng Lee.

GUEST: Well wishers on opening day signing a commemorative backdrop as Siong How managing director Lo Kok How (right) and staff look on.



The 200acre La Promenade is master planned to be a township within a park.

The Mall is the commercial focal point of the estate, housing several other well-established Sarawak brands such as Black Bean Coffee & Tea, Foo Man Ting, SugarBun, Hoan Gallery, Rice King and Zoro.

Besides Siong How, HSL’s leasing team is rumoured to announce another major tenant, K11 Karaoke, on L2, the food and entertainment section of the mall, in the next few months.

An expansion of the mall, which will almost triple the leasable area, is in the early planning stages.

HSL’s property team is also working on adding three blocks of mid-low to medium priced apartments, fronting the always busy expressway. **W**

CROWDED: Opening day sales were a brisk.



PROMO: Happy customers with great products during a recent promo.



SERVICE: In-store sales and support staff make shopping easier.

Delightful Fusion Of Flavors At Shang Pot

Quality Ingredients For All

Shang Pot is a new restaurant in La Promenade Mall that specialises in Japanese sukiyaki and Chinese hot pot.

Each of the soup bases are made from scratch, perfectly complementing fine meats, fresh vegetables, herbs and spices. Soups take up to three hours to prepare daily and are entirely without artificial flavouring and colouring. Homemade fish and prawn balls, dumplings, vegetable rolls and more add to a wide variety of offerings.

Sukiyaki

Uniquely, Shang Pot offers sukiyaki, which when paired with Wagyu beef, makes for special occasions. Shang Pot's main dining hall is inspired by the origins of hot pot – China's highlands – but here, featuring the mountainous outlines of Santubong.

Sukiyaki, a delicious and hearty Japanese dish, is prepared in the nabemono style with slowly cooked meat, vegetables, and other ingredients in a shallow iron pot.

Shang Pot offers Wagyu beef sukiyaki with a sweet and savoury sauce made from Japanese soy sauce, sugar, and thinly sliced beef, tofu, and veggies.



SHARING: Good times at Shang Pot.



PRIVATE: Get the VIP treatment in any one of Shang Pots four private rooms, which can seat up to 20.



COMMUNAL: Medium sized rooms are great for private parties.

Wagyu

Blackmore Wagyu, known for its exceptional tenderness, juiciness, and taste, is highly sought after worldwide. Shang Pot exclusively serves the premium Japanese A5-Grade Iga Wagyu sukiyaki, renowned for its supreme marbling and overall quality.

Hot Pot

Additionally, Shang Pot offers a variety of hot pots with five different soup bases cooked with natural ingredients, including red dates and chicken broth, tomato-based, hot & spicy, Japanese miso, and more, available in mini, single, or twin-flavour options.

Private Dining

Dine in the main hall, or for privacy, choose from one of our private rooms. Shang Pot offers a variety of dining accommodations for all needs.

The Mongol room comfortably eats up to 10 diners featuring three large sharing pots.

The Jin room features eight small stoves for eight mini hot pots for individual diners.

Chongqin and Sze Chuan rooms both accommodate up to eight diners with two big sharing pots. These two can also be combined for larger gatherings. Choose the perfect room for your next memorable meal. 🍴



SUKIYAKI: Shang Pot is one of the first restaurants in Kuching to specialise in both Chinese hotpot and Japanese sukiyaki.

HSL Completes Pan Borneo Highway's Sibul Interchange

Opened Just Before Gawai For A Better Ride Home

Just before Gawai Dayak this year, the Sibul Interchange, built by Hock Seng Lee (HSL), was opened to the public.

The interchange is one of three major components of HSL's portion of the Pan Borneo Highway, which also includes the Julaul flyover and Durin bridge.

HSL's portion the 2,000km long Pan Borneo Highway is Work Package Seven, and is around the riverine town of Sibul.

It included also 18 bridges, 79 bus shelters, seven pedestrian bridges, requiring some 800 workers from HSL, 50 of whom were dedicated to traffic management.

The staff and management of HSL is overjoyed to have gotten the Sibul Interchange ready before the important festive season.



HERE ARE MEDIA HIGHLIGHTS

THE BORNEO POST

Works Minister Dato Sri Alexander Nanta Linggi said those travelling between Bintulu and Kuching could now pass this section without having to use the roundabout.

"Those returning home for the Gawai Dayak celebration can enjoy using the new flyover. This is good news for them," he told reporters when met during his visit to the flyover today.



SAFE: The Sibul Interchange is a key component of traffic into and out of the riverine township.

DAYAK DAILY

The Sibul interchange is part of Pan Borneo Highway's World Package Contact (WPC) 7, contracted to Hock Seng Lee-Dahya Maju Infrastructure Asia joint venture.

BERNAMA

"Those coming from Bintulu to Sibul Airport and vice versa can now use the flyover (at the interchange) and this will smoothen their journey as they do not have to use the roundabout like before. This is good news to those going back to their longhouses for this Gawai," Santa said.

UTUSAN BORNEO

Menteri Kerja Raya Dato Sri Alexander Nanta Linggi berkata, ini dijangka dapat memberi kelancaran trafik kepada mereka yang pulang ke rumah panjang untuk sambutan Gawai. "Ini adalah berita kepada

para pengguna jalan raya menjelang sambutan Gawai Dayak yang hanya tinggal beberapa hari sahaja lagi," ujarnya.

"Kenderaan dari arah Bintulu hendak ke Kuching tidak perlu lagi melalui bulatan, sama juga kalau dari Lapangan Terbang Sibul. Ini memudahkan para pengguna jalan raya." 📰

FASA BARU

RUMAH TERES SETINGKAT DAN DUA TINGKAT



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The Herald Before Living Moments

Throwback To HSL's Original Newsletter

Every issue of Living Moments, we end with a throwback to Hock Seng Lee's original newsletter. The Herald began in 1996 and was for in-house circulation.

Edited by Sonja Gan, the then HSL corporate affairs director, the newsletter is a treasure trove of memories and milestones.

This edition's #throwback is to the seventh issue, published in July/August 1997. These articles bring back sweet memories. 📖

HSL THE HSL HERALD

July / August 1997

For HSL Staff Only 1 Year Anniversary Issue 7

Your Newsletter

It seems like only yesterday that 'The Herald' went into print as Hock Seng Lee's first regular newsletter. This issue marks HSL's one-year anniversary and it's a thank you to our contributors that HSL remains fresh, interesting and informative. In this issue we have a landmark event - The Prime Minister's visit to HSL, the exciting conclusion to the Kuching story, an insight into HSL dredging and a flashback to previous issues. Of course all the regular columns such as New Faces and Memos of the Month are also here. So sit back, relax and Happy Reading!

"Very Impressive"



NOTICEBOARD

Bringing you the latest news and information from HSL. For more details, please contact the HR Department.

New Homes

For more information on our new housing projects, please visit our website or contact our sales team.

Stay Green

Join our environmental initiative and help us create a greener future for all.

Social Club AGM

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Leader in dredging and land reclamation

Land reclamation of swampy coastal areas has become increasingly in demand in Malaysia.

This is due to rising land prices, scarcity of good land and traditionally, dredging work in this region is associated with dredging maintenance of harbour channels and berths.

With the right land reclamation technology, swampland can be transformed into productive industrial, residential and commercial estates in a short period of time. Man-made islands and harbour marinas have been created on the coasts with examples in Malacca and Port Dickson, Negeri Sembilan.

Land reclamation involves the dredging of sand from nearby seabeds and delivering it to the area to be reclaimed.

Equipment for land reclamation ranges from a basic sand pump to the highly complicated Trailing Hopper Suction Dredger.

Besides Malaysia, huge reclamation projects are going on in Singapore, Taiwan, China and other countries in the Far East. Dredging and land reclamation is a highly specialised marine engineering technology monopolised by the Dutch and Belgian. Asians have become involved in recent years.

In a tour of several sites to the north of Kuching, the Prime Minister was able to view first hand the sophisticated reclamation and soil improvement techniques used by HSLB.

The visit, prompted by the PM's curiosity in how land reclamation is carried out, was at the HSL (SBD) HSL's office for the reclamation works in Kedah.

The HSL Herald was launched one year ago and has chronicled exciting and extraordinary events that have passed HSL's way. HSLB's listing on the Main Board of the KLSE, HSLM being slated for public listing and Poh Yong Tiles launching their Everpave Blocks for example.

On hand to meet them at the transfer point was a company of hot HSL staff led by Project Manager Mark Chan. As the PM traversed the zoomed off to make the crowd at the next stop at Denak Laut.

Arriving from Miri, YAB Dato' Seri Dr. Mahathir's low cost housing project at Sejingkat. The Minister (accompanied by HSLB Managing Director Paul Yui, various federal and state ministers, HSL Directors and SEDA Directors transferred to four-wheeled drive vehicles for an adventurous cross country tour.

Those were the words of the Prime Minister of Malaysia, Dato' Seri Dr. Mahathir bin Mohamed after his visit to our company's project sites. And they say Dr. M is not a man easily pleased.

By Eric Chin

In May 1996, Hock Seng Lee Berhad (HSLB) purchased the Cutter Suction Dredger "Mark III". This 1700 tonne dredger was the state-of-the-art in dredging technology cutter suction dredger with the capacity to deliver an average of 2500 m³ of sand per hour to the designated sand fill area up to 6.5 km away. At present it is efficient dredging and reclamation equipment owned by HSLB.

There are 23 crew working on board Mark III including 3 highly experienced Dutchmen. In time our high calibre local staff will take over the operation of Mark III from the Dutchmen.

To date, Mark III has completed the pumping and filling of 98 acres for the low cost housing project and 38 acres of land at the Denak Laut Industrial Park. Mark III will continue to reclaim the land for the RM3 billion project at Denak Laut.

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Is the season for bulging bellies about to begin again? Mdm Sim at the end of the year with her third little one - good luck to both. Anyone else got a secret?

Meanwhile our romance reporters have spotted a dishwashing section striking up a "friendship" with a lady's supervisor has however declared her charge to be "too young" for such things...

The Annual Dinner '96 - the social event of the year - was covered with a welcome to Kalieng and Zixian. Then in the March/April 1997 issue all was revealed about the "Miracle Man" of HSL quashing the many rumours which HSLB would be the sole contractor for the reclamation project. The second year of HSL's events, and to start it off we have the full story of the Prime Minister of Malaysia's visit.

With most of HSL office staff stationed there for a big welcome, the atmosphere of anticipation had been building through a long humid and hazy afternoon. Kak Sebah vacuumed the red carpet six times. Augustine Law and Wong Ing Tung dressed in their

As the V.I.P.s were ushered into their limos, exhausted HSL staff shook hands and congratulated each other on a job well done. It had been a frenetic few days prior to the visit. Sites had to be groomed, routes worked out, transport assigned, new flags, banners and signboards made, various authorities contacted, catering arranged, brochures designed out... and so the list goes on. Director Yu Chee himself to get the site leveled just right!

HSL's biggest reward came at the Press Conference the PM gave on his departure from Kuching the following day when he described the "impressive" adding that he believed it could even be exported regionally.



New Faces

CONFIRMED STAFF

NEW STAFF

Congratulations to all newly confirmed staff and a warm welcome to the new staff to their respective companies and to the HSL group as a whole.

Light refreshments were then served and the PM whisked away for the state dinner. He had overstayed his schedule by around an hour.

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The Directors were so thrilled at the success of the visit that they rewarded staff involved with a special buffet dinner party on 23 August 1997.

Back at the jetty the party set off to their final stop at the New Kuching Deepwater Port project site.

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Tremendous effort paid off

The PM even stooped down to feel the muddy sand.

The caravan of officials then set off to follow the steel piping which lead off-shore to HSL's at the jetty to ferry the dignitaries to the dredger if they showed an interest.

There was no disappointment when Directors Yui Chi Hau and Yi Chee Sing in the leading car swung up the gravelly road with a trail of ten flashing and police motor bike outriders whirring their blue sirens.

They swooped around the imposing site viewing at the consultants' office.

Here, the PM had a quick look around our exhibition showing again his interest in marine engineering technology especially ground consolidation methods and obligingly signing a photograph of Denak Laut Industrial Park.

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Conquering Kinabalu

(Part 2 concluding from previous issue)

By Jennifer Tang

Everyone was up and about by 1:00 a.m. and I found myself still fit to make the climb.

After having a breakfast of cereal and cup noodles, bundling up ourselves in layers of warm clothing and equipping ourselves with our gear - torch lights, water, cameras etc. we headed out at around 2:00 a.m. The trail was different from the earlier one. We went through a few flights of steep, rocky. The climb up was aided by the ready prepared rope hanging against the rock. We had to literally pull ourselves up using the rope. The higher we went, the colder it got and the air was getting crisper. Some members of the group went ahead quite fast and they were able to catch the sunrise. By the time I reached the spot where it says that you are qualified to get a certificate, the time was around 5:40 a.m. I blew out a sigh of relief. It was another 500m to Lov's Peak, the highest summit. The sun was already up then. The wind is quite strong and it made the morning feel colder and the breathing harder.

After enough photo taking and enjoying of the view (actually everyone can't wait to go down again at around 7:00 a.m. The climb down was not as tedious as it was more

It took us about 4 hours to return to our starting point. The pastor was waiting there for us enthusiastically (he didn't join the climb) and gave us each a hi-five. Yes, we've done it!

The check: Soup of the Day Upgrade to newer Soup of the Day \$5.00 Access to support \$2.50 \$1.00

Disclaimer: The HSL Herald is produced by HSL staff for HSL staff only. The views expressed do not necessarily reflect the views of the Management. While all effort is made to ensure that the information contained in the newsletter is correct, management and contributors take no responsibility for any inaccuracies.

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Computer Humour

If restaurants functioned like MicroSoft...

Patron: Waiter! Waiter: Hi, my name is Bill, and I'll be your Support Wailer. What seems to be the problem? Patron: There's a fly in my soup! Waiter: Try again, maybe the fly won't be there this time. Patron: No, it's still there. Waiter: Maybe it's the way you're using the soup; try eating it with a fork instead. Patron: Even when I use the fork, the fly is still there. Waiter: Maybe the soup is incompatible with the bowl; what kind of bowl are you using? Patron: A SOUP bowl! Waiter: Hmm, that should work. Maybe it's a configuration problem; how was the bowl set up? Patron: You brought it to me on a saucer; what has that to do with the fly in my soup? Waiter: Can you remember everything you did before you noticed the fly in your soup? Patron: I sat down and ordered the Soup of the Day! Waiter: Have you considered upgrading to the latest Soup of the Day? Patron: You have more than one Soup of the Day each day? Waiter: Yes, the Soup of the Day is changed every hour. Patron: Well, what is the Soup of the Day now? Waiter: The current Soup of the Day is tomato. Patron: Fine. Bring me the tomato soup, and [waiter leaves and returns with another bowl of soup and the check] Waiter: Here you are, Sir. The soup and your check. Patron: This is potato soup. Waiter: Yes, the tomato soup wasn't ready yet. Patron: Well, I'm so hungry now, I'll eat anything. [waiter leaves.] Patron: Waiter! There's a gnat in my soup!

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WE'RE BUILDING YOUR FUTURE TODAY.



@lapromenademall



@hslcn

LA PROMENADE MALL

Daily 9:30am - 9:30pm

HSL HQ

Mon-Fri 8:30am - 5:30pm

Sat 8:30am - 12:30pm

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HSL SALES GALLERY

Daily 10am - 5pm

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