

# Sime Darby-UEM Sunrise JV unveils RM1.6b integrated development

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KUALA LUMPUR (Sept 10): Sime Darby Sunrise Development Sdn Bhd has unveiled the RM1.6 billion integrated development, named Radia, at the heart of Bukit Jelutong in Shah Alam.

In a statement, Sime Darby said Radia was jointly launched today by group CEO of SIME DARBY BHD [], Datuk Abd Wahab Maskan and managing director/CEO of UEM SUNRISE BHD [], Datuk Wan Abdullah Wan Ibrahim.

The integrated development was the result of a landmark 50:50 joint venture (JV) by Sime Darby Property and Sunrise Berhad (a wholly owned subsidiary of UEM Sunrise) via a company named Sime Darby Sunrise Development Sdn Bhd, it said.

"This development will collaborate to leverage on each other's expertise to bring further strategic value to our business owners, customers and investors," said Abd Wahab.

Meanwhile, Wan Abdullah added: "The development of Radia is timely as it will fulfill the immediate and long term needs of the Bukit Jelutong community and the wider catchment area of Greater Kuala Lumpur/Klang Valley."

Radia would cover a gross floor area of 2.7 million square feet (sf), consisting of 640 units of serviced apartments, office spaces (400,000 sf) and retail space (880,000 sf) at the heart of the Bukit Jelutong township.

Radia is scheduled for completion in 2018, which would provide shopping convenience and easy access to services for more than 100,000 residents, and the working population in Bukit Jelutong.

In addition, Radia is connected to Shah Alam, Klang and Kuala Lumpur through major highways.

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