



The recreational park at i-Park@Indahpura provides outdoor facilities for workers to relax and unwind.



Workers' dormitory in i-Park helps to improve productivity.



The i-Park has gained recognition for being well-managed and sustainable.

A BIG EYE FOR THE I-PARK

AME has successfully transformed industrial development with unique concepts and designs



In line with AME's vision of becoming a Grade A industrial developer in Johor, the group ventured into the industry with unique concepts and designs that set them apart from other developments in the country. AME soon established its own branded industrial developments called i-Park, which has gained recognition for being well-managed and sustainable.

To know more about i-Park, StarProperty.my spoke to AME Development managing director Kelvin Lee and director Simon Lee on their recipe for success.

Kelvin said AME rose from humble beginnings in Johor Baru as a construction company in the early 90s.

"For the past 20 years or so, after researching the market, we realised that there was a niche for high-tiered manufacturers including MNCs. We took the opportunity to transform our business goals and focus on becoming a Grade A industrial developer," he said.

In 2011, the company developed the "i-Park" brand which was touted as a clean and green industrial park with comprehensive master-planning and amenities, and of international standard to meet the Grade A requirements. "The i-Park brand soon evolved with the success of i-Park@SiLC, i-Park@Indahpura, and now the i-Park@Senai Airport City," said Kelvin.

He explained that the concept has been a hit because it is a sustainable and well-managed industrial development through inclusive master-planning, careful management and continuous research and development.

"Our efforts and commitment in creating an integrated industrial park has attracted MNCs from US, Australia, the Netherlands, Japan, Switzerland, Singapore and many more to set up production in i-Park."

He added that AME is committed to ensuring continuous success by constantly improving and outperforming in relation to quality, delivery, safety and consumer satisfaction.

Kelvin said that from planning to maintenance, every service component features sustainability. AME has taken a step further to adapt the i-Park to the Green Building Index (GBI) standards that address environment and sustainability issues especially the reduction of carbon emissions.

"Besides that, we constantly set new benchmarks by being innovative. For example, i-Park@Senai Airport City is the first industrial park in Malaysia that incorporates the township con-

cept of 'Work & Play' to create an 'Industrial Resort'.

"We try to understand the needs of our customers and provide high levels of customisation to suit individual clients. At the same time, standard building designs are available."

Other factors that have contributed to i-Park's success include strategic location and access to major highways, international sea ports and airport, world-class infrastructure from gated and guarded, 24-hour security system, high-speed fibre-optic broadband to top-notch power, water and natural gas utilities. "These basic qualities ensure uninterrupted supply of all-important resources for the smooth operation of the factories and warehouses," added Kelvin.

"A well-managed workers' dormitory in i-Park improves productivity as well as reduces social problems. A dormitory within walking distance of the workplace is convenient and at the same time lowers the carbon footprint," said Simon.

He elaborates: "The i-Park is conceptualised to merge industrial activity, business operations, and healthy and relaxed lifestyles into a fully-integrated hub. Relaxation is balanced with work to ensure continuous productivity from the workforce.

"Learning from our research of other more mature and established industrial parks abroad, we found the niche concept of building an 'industrial resort' which then gave birth to i-Park@Senai Airport City," he said.

"In i-Park@Senai Airport City, we have clubhouse features including swimming pool and multi-purpose hall, outdoor recreational facilities, as well as bicycle lanes and pedestrian walkways to promote healthy living," said Simon.

"We were looking into developing a more holistic approach to create this unique concept and design, where we could combine the two realities of work and recreation as well as commerce and retail. Workers need not leave the premises for their daily activities outside work.

"This 'Work & Play' concept is well accepted by MNCs. However, we need to educate local customers on this concept which will benefit a company and its employees especially in attracting young talent who look forward to working in this new environment," he added.

Moving forward, both Kelvin and Simon agree that AME will focus on its launched projects in Iskandar Malaysia but said there is a possibility to move to other states in the future. ♡



AME Group director
Simon Lee



AME Group managing
director Kelvin Lee

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