

13 NOV 1997

COUNTRY HEIGHTS, STRONG SUPPORTER OF M'SIA INC INITIATIVE

SERDANG, Nov 13 (Bernama) -- Country Heights Holdings Bhd, which aims to be the most innovative and creative builder in the country, will strongly support the Malaysia Inc initiative, said its founder and group managing director, Tan Sri Lee Kim Yew.

"We always want to be talked about and referred to as a highly creative and innovative property developer and even more as a lucrative and profitable entity," he said.

He said his group always put great emphasis on its projects, products and services to come out in an all-new concept, design, style, shape and superb quality which were totally "different" to others.

"These cutting edge features in our property development projects, other products and services not just provide us with the edge, but they are also market-driven and well-received by consumers," he added.

Lee made these remarks after being conferred the prestigious "Director of The Year 1997" award by the Malaysian Institute of Directors at the institute's directors' dinner here last night.

He had received the award following his innovative entrepreneurship and business sensitivity for creative building craftsmanship in The Mines Resort City, which flourished from a disused rubber estate and tin mine.

As an innovative developer, he had masterminded these exciting developments by transforming a seemingly waste land covering more than 400 ha into the Mines Resort City, which has been described as one of the "Seven Wonders of Malaysia."

Lee's earlier flagship masterpiece was Country Heights, popularly known as the "Beverly Hills of Malaysia".

The just-completed six-star British colonial-styled Palace of The Golden Horses hotel, where the MID dinner was held, is another shining example of his building craftsmanship.

With these developments, Country Heights under Lee's leadership, has diversified into industrial, commercial and recreational-cum-resort projects based on the philosophy of "Ever Searching For Better Living".

The group was also singled out as one of the top eight Malaysian companies among 50 companies in the emerging world by Forbes International, and also received the Distinction for Best Residential Development by the Malaysian Chapter of the International Real Estate Federation (FIABCI) in 1992.

Lee had also received the Model Young Chinese Entrepreneur award from the China Youth Centre Development Association in 1992.

Earlier, MID President Tan Sri Khir Johari said the "Director of the Year" award was an annual award given by the MID to honour corporate directors for outstanding accomplishments in advancing their corporations and contributions to society.

Last night, the MID also conferred Honorary Fellowship Awards to Datuk Dr Mohamad Munir Abdul Majid, the chairman of Securities Commission, Tan Sri Dr Augustine Ong Soon Hock, scientist, scholar and the former director-general of Palm Oil Research Institute of Malaysia, Dr Ian Chia Kay Meng, chairman of Yahweh Holdings, and Madam Yap Swee Lin @ Lin Chua, founder & group chief executive officer of Dicklins Group and a granddaughter of the late Capt Yap Kwan Seng.

Past recipients of the "Director of the Year" award include Prime Minister Datuk Seri Dr Mahathir Mohamad and his wife, Datin Seri Dr Siti

Hasmah Mohd Ali. Dr Siti Hasmah was also the first woman to be conferred the MID's Honorary Fellowship. -- BERNAMA
RIZ SHY