



Mr. Gan Vi King, General Manager of Strategic Planning of The Nomad Group Bhd

MALAYSIAN COUNTRY REPORT

Tiger's roar in Singapore

Malaysian business strengths and achievements amidst changes

Kuala Lumpur – one of the hottest tourist destinations in the world, ranked top 5 by Euromonitor International as a top city destination in 2009. Singapore likewise received the same acclamation seizing top 4 of the said list. Join the flaming cultural mixture from Asia's Tiger country with that of Singapore's open economy and we have a mishmash of business opportunities uniquely found in Malaysia-Singapore.

Malaysia and SG: image of growth

Sandwiched between two of Malaysia's peninsulas, Singapore is inevitable to experience changes in forms of new infrastructures, political shifts and aggressive thrust on tourism development to set the pace for growth. On top of all these, it is only fitting to see Malaysia-Singapore as the next stop to any leisure or business traveler's itinerary. Both have great support from the government, conducive political situations, unique tourism programs as well as vast business opportunities.

Opportunities such as these do not go unnoticed, especially to a young up-and-coming company dedicated to providing services to different kinds of business travelers.

From Malaysia to Singapore

The Nomad Group Bhd, first embarked into the hospitality and serviced offices business in 2007. Its two-pronged business portfolio venturing into hospitality comprising hotels

and serviced residences; and serviced offices marks its dedication to Malaysia's booming business and tourism industry. In fact, it is the only integrated player that offers both working and living spaces for the mobile and savvy business travelers.

Situated along the famous "Embassy Row" in Jalan Ampang, Malaysia, the Group's all suite hotel, The Nomad SuCasa, is a silent retreat from the hectic world of the metropolis. Its real charm lies in their customer care, something The Nomad prides itself in, and it overflows to other ventures like The Nomad Bangsar Serviced Residences, which offer ample personal space that speaks comfort and refuge.

Situated in the heart of Bangsar, The Nomad Bangsar Serviced Residences is home for those who wish to experience colorful Malaysian life while retreating to a place of security and comfort. Apart from the hotel and serviced residences, The Nomad owns Novotel Kuala Lumpur City Centre, which is managed by the Accor Group while The Nomad's hotel management arm currently manages Tanjung Bungah Beach Hotel in Penang.

Hotels and residences are testaments to the company's tribute to the Malaysian hospitality, but The Nomad Group has bore in mind not only leisure travelers and local citizens but also the swelling number of the

business class. And the next stop for their ongoing expansion – to no one's surprise – Singapore.

Prime addresses, prime spots

The concept is not new. It has been in existence for years, but the virtual office (VO) industry is slowly climbing to a state of steady demand following the evolution of business with the information age. This unique space utilization technique is bordering on technology and real estate management.

Gan Vi King, General Manager of Strategic Planning of The Nomad Group Bhd, explains that on the demand for VOs, "there are now more aspiring businessman and entrepreneurs wanting to venture into their own businesses mainly as a result of improved economic environment." VOs create an opportunity to save up on other expenses like rent and employment of other personnel that can otherwise be provided by The Nomad Offices.

The Nomad Offices' main business is providing serviced offices and virtual office. It had its first address in 2007 in Singapore, which now operates as The Nomad Offices, Raffles Place. Since then, the company expanded to other centers in KL, Jakarta, Bangkok, Manila, and Ho Chi Minh City, locating prime addresses and premier locations with which to house prospective clients.

"THE VIRTUAL OFFICE CONCEPT HAS PROVEN TO BE A POPULAR CHOICE."

Gan emphasizes the requirements before setting out on a place. "Basically buildings suitable would be of Grade A buildings with good support facilities including access to public

transportation. Asian countries, in particular, have dynamic and vibrant economies, which attract business travelers from all over."

VO has enormous growth opportunity due to the convenience it provides. The Nomad Office banks on this. In the future, it plans to establish its presence in other Asian countries like China, Taiwan, and India.

"The business world now is all about accessibility and technology.

We keep ourselves updated on the global as well as local developments. Apart from this, we also embark on improvements to keep ourselves abreast with the advancing market," Gan states.

In this borderless world, every one striding to a new location seeks security and comfort, be it a lonely leisure traveler or a smart get-down-to-business entrepreneur, and The Nomad Group is ready to offer a hand anytime the situation calls for it. That's business opportunity seized at its best.