

A modern marketplace for all

Paramount Property launches Utopolis Marketplace – a mall catering to the Glenmarie community



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Paramount Property's first integrated project, the Paramount Utopolis, Glenmarie is a unique combination of education and residential facilities all harmoniously

The Utopolis Marketplace is designed to be a community hub, not just for students and residents within the development, but also for families and working individuals in the surrounding community of Glenmarie.

— Beh

ophy with its focus on education and property development, which are both pillars of development for the country.

"Housed within the Paramount Utopolis, Glenmarie is our anchor educational tenant which is KDU University College, along with 1,035 units of serviced apartments and 428 units of Soho. But there will also be a variety of additional features which make it a complete and holistic development for students

and residents alike."

One such feature is the Utopolis Marketplace, which will serve as the retail component.

The community marketplace

Launched May this year, the Utopolis Marketplace, is designed to be a relaxed community mall with wide open spaces and themes complete with eco-friendly features.

Some of these eco-friendly ▶

▶ features include the use of giant fans in place of air-conditioners on the ground floor, and rainwater catchment units and other features which are designed to provide natural ventilation and cooling to reduce power costs and environmental impact.

Beh said, "The Utopolis Marketplace is designed to be a community hub, not just for students and residents within the development, but also for families and working individuals in the surrounding community of Glenmarie, given the lack of existing malls or leisure centres in the area."

To this end, various activities will be organised to engage the local community, such as the recently held rock-climbing competition. More sports-themed activities will be planned for young individuals from the university and residences.

Spaces for SMEs

The Utopolis Marketplace is a business-centric development, with its first floor dedicated to SME businesses, start-up companies, and F&B outlets designed to cater for higher-end events.

Beh said there will be a co-working centre developed on a portion of the first floor that will offer affordable workspace for SMEs or start-ups to rent, along with the complete amenities and services of a full-fledged office made available.

Specific rental rates for these spaces are yet to be fixed as these spaces are still under construction, and are expected to be completed later this year. However SMEs will get more than just an office space,

with Paramount Property looking to provide legal, accounting and finance consultancy services through partners for these SME businesses too.

Beh said, "These co-working spaces are by no means new to the market. But the spaces in Paramount Utopolis, Glenmarie are unique because they are located within the holistic ecosystem of the development; with F&B outlets in the Utopolis Marketplace along with business research centres in the KDU University College, Glenmarie campus.

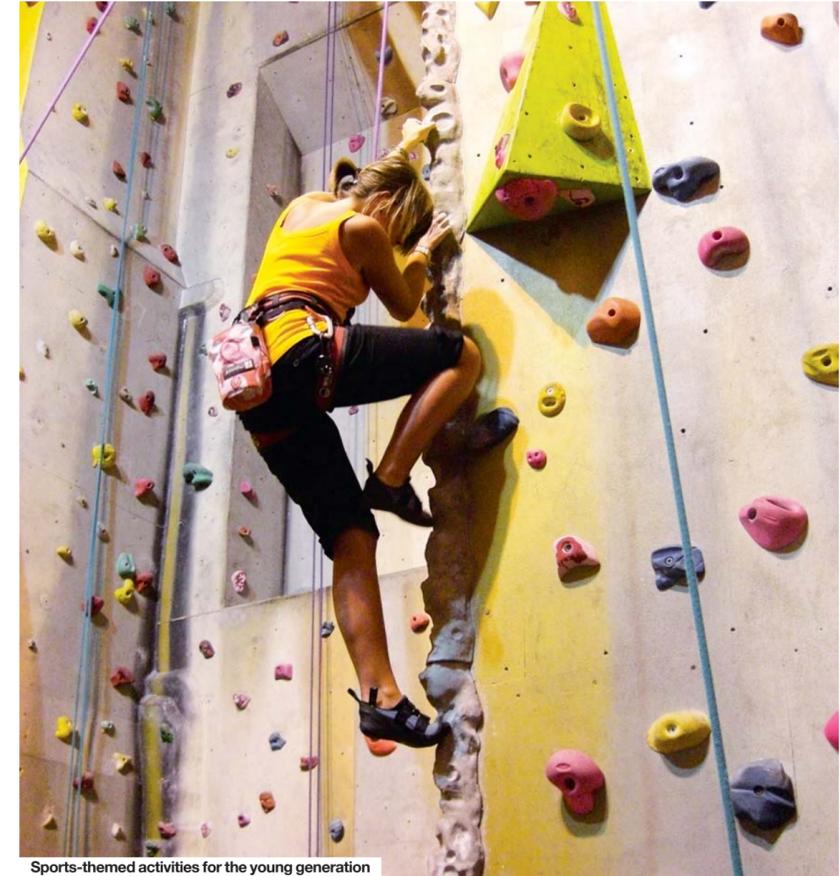
"Apart from this, there are also plans to build a stylish business hotel within the development to cater for business travellers of these companies and the surrounding industrial parks in Glenmarie, given the lack of such amenities in the immediate vicinity.

"The close proximity of the development to the Subang Airport is a major plus point and these hotels will be equipped with over 200 rooms complete with all-day dining to cater to the needs of business travellers, minus the anchor restaurants and ballroom facilities."

An app for all necessities

To top all these exciting features, a dedicated app will be developed to connect both residents and customers alike to a virtual concierge that will provide directions within the Utopolis Marketplace, information on latest promotions, as well as online ordering capabilities.

Beh said, "Such apps are now common among various new mixed developments, particularly within the Klang Valley and the app will



Sports-themed activities for the young generation



The business hotel will fill the market gap for resident SME businesses and business travellers

be designed to work holistically between the residential capacities, the university and the retail and commercial outlets in the Utopolis

Marketplace.

"One key facility will be the online ordering for our anchor supermarket tenant as well as booking facilities for various amenities for residents throughout the development, which will provide ultimate ease of use and connectivity between the various segments of Utopolis.

"The Paramount Utopolis development is an amalgamation of various unique elements, and seamlessness and interconnectivity between these facilities are crucial for the whole Utopolis experience, and the Utopolis app does this perfectly."

If the app proves successful it may be extended to future developments under Paramount Property including the upcoming Paramount Utopolis, Batu Kawan and the flagship development in Section 13, Petaling Jaya.

But Beh stressed that this app is still on the drawing board and it will be a long way before the app is finalised.

The second generation of Paramount Utopolis

On the other hand, there is another Paramount Utopolis development

in Batu Kawan, Penang.

This new greenfield development of Penang has more than twice the built-up space at 28.5 acres, compared to the 11.7 acres of Paramount Utopolis development in Glenmarie, Shah Alam.

The Paramount Utopolis, Batu Kawan marks Paramount Property's entry into the Penang property development market.

The development projects will be in close proximity to an up and coming Design Village Premium Outlet, the proposed branch of Columbia Asia Hospital and a soon-to-be-built Ikea outlet.

Beh said, "Similar to the development in Glenmarie, we want to create a complete eco-system in our development projects to fulfil a life-and-learn, work-and-play lifestyle with great direct connectivity to Penang International Airport and the industrial park respectively.

"Besides this, a new hi-tech industrial park spearheaded by the Penang Development Corporation is also being built near to Paramount Utopolis, Batu Kawan, making the new mixed development area the perfect destination for living and working." MSME