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Italian designs for Bandar Enstek

KUALA LUMPUR: TH Properties Sdn Bhd aims to bring Italian designs to future phases of its Bandar Enstek development in Nilai, Negri Sembilan.

"We would like to produce a local brand which is recognised globally," CEO Zaharuddin Saidon said after the company signed a memorandum of understanding (MoU) with Villa Muhandis Internationale Sdn Bhd yesterday.

Villa Muhandis is involved in industrial design in collaboration with international institutions worldwide.

Zaharuddin said an integral component of the MoU would be the setting up of a Design Business Centre (DEBUCE) by Villa Muhandis and Malaysian Italian Design Institute (MIDI) at Bandar Enstek.

DEBUCE would be a platform to help develop and commercialise Malaysian designs for local and international markets, he said.

"DEBUCE will also be the platform for innovative collaboration with other housing research centres, especially with universities. Initial discussions have started with Housing Research Centre of Universiti Putra Malaysia



Zaharuddin Saidon

and Universiti Tun Hussein Onn Malaysia.

"One of the main areas of research is in an industrialised building system which will help in enhancing quality and safety at construction sites as well as reducing construction costs," he said.

Currently home to a population of about 5000, Bandar Enstek is a RM9.2bil integrated township on 5,116 acres.

According to Villa Muhandis president Giovanni Pergaminelli, Malaysia does not lack talent but there is a need to learn how the European countries are able to

harness their talent in art and design for commercialisation.

On the outlook of the property market, Zaharuddin said it would be hit by the increase in petrol prices, which would affect building material prices.

"The cost of building houses will go up; therefore the selling price will also go up.

"What is important is to adjust and address the issue and one of the things we want to do is identify alternative building materials that will reduce costs," he said.