

NEW SARAWAK TRIBUNE Business

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CHIEF MINISTER Pehin Sri Abdul Taib Mahmud (2R) looking at the development master plan of Borneo Samariang Resort City. Looking on are (from L) Sentoria Group Bhd joint managing director Dato' Gan Kim Leong, Cahya Mata Sarawak Bhd (CMSB) group managing director Dato' Richard Curtis, Minister of Resource Planning & Environment/Industrial Development /Public Utilities Datuk Amar Awang Tengah Ali Hasan, Minister of Housing/Tourism Datuk Amar Abang Abdul Rahman Johari, and Puan Sri Ragad Kurdi Taib. PHOTO: JOHN CHAN

BSRC to transform Bandar Samariang over the next 10 years

KUCHING: Bandara Samariang is undergoing transformation over the next 10 years with the development of the Borneo Samariang Resort City (BSRC).

"Bandar Samariang will soon see more transformation taking place in the form of institutions of tertiary education, Chinese schools, industrial lots, malls and hypermarkets. However, over the next 10 years, with the BSRC, there will be more job opportunities, more houses, more business opportunities for the local people there. With the signing of the BSRC Project launching today with Sentoria Group, we will also sign a research agreement with University Malaysia Sarawak (Unimas) to develop rejuvenation and revitalisation assessment of the Kuching Wetlands National Park. This signing is also our commitment towards both eco and sustainable development in Sarawak," said Group Managing Director of Cahya Mata Sarawak Berhad (CMSB) Dato' Richard Curtis at the launching and signing ceremony held at the Borneo Convention Centre Kuching (BCCCK) yesterday.

Joint Managing Director of Sentoria Group Berhad Dato' Gan Kim Leong, in his turn, said, "Sentoria is committed not only to fast track the development of BSRC but also to set its standard even higher for it to play a major role in providing international standard theme park, tourist accommodation and MICE facilities

in Sarawak to increase tourism and to provide much needed new family focussed leisure activities for the people of Kuching and Sarawak."

"BSRC will not directly compete with other existing facilities in Sarawak but rather to complement them by encouraging tourist from outside Sarawak to stay longer. Building on our experience in Bukit Gambang Resort City (BGRC) in Pahang which we developed, we expect BSRC to attract more foreign tourists to Sarawak while at the same time giving more job and business opportunities to the people here not to mention the spin-off effects such as providing opportunities for the supply of services, vendor for local products, souvenirs and local restaurants," he added.

Construction of BGRC began in 2007 and the first theme park and hotel opened in 2009. In 2012, the second hotel opened up together with a MICE facility and in 2013, the Safari Park was opened, offering several firsts in Malaysia in terms of the wild animals for visitors to see. This Resort has since received several Awards for its achievements and Sentoria is expected to build on their experience to ensure BSRC will achieve the same standards, if not higher. Up until September 2013, BGRC has received 2.5 million visitors plus another 500,000 hotel guests who did not enter the Safari Park.

CM launches RM1.27b BSRC

BY KEVIN TAN

KUCHING: Sentoria Group Berhad (Sentoria), responsible for Kuantan's (Pahang) highly successful Bukit Gambang Resort City, is closer to the materialisation of its third resort city with the official Project Launch of Borneo Samariang Resort City (BSRC) by Chief Minister Pehin Sri Haji Abdul Taib Mahmud at the Borneo Convention Centre Kuching (BCCCK) yesterday.

Sentoria announced the purchase of 500 acres of development land from a subsidiary of Cahya Mata Sarawak Berhad (CMSB) back in August this year. The components of the resort city have been identified and revealed to the public during the said project launch. BSRC will now consist of a Water

Theme Park, Safari Park, Resort Accommodations, MICE facilities, Brand Village, facilities for Extreme Outdoor Activities as well as commercial and residential development.

BSRC will complement Sarawak's other natural attractions such as the Bako National Park, Santubong & Damai beach area, Mulu Caves as well as contributing towards increasing Sarawak's Tourism revenue. The resort city is expected to be another reason for tourists to extend their stay in Sarawak.

Sentoria and CMSB, through their wholly owned subsidiaries, Sentoria Borneo Samariang Sdn Bhd and Project Samariang Sdn Bhd, also signed a Memorandum of Understanding with University of Malaysia Sarawak (Unimas) at

the same venue yesterday. The MoU is to appoint Unimas to conduct a study of the following:

(a) To determine the sustainability of tourism products associated with Kuching Wetlands National Park (KWNP) and its immediate surroundings. This study focuses on wildlife, (dolphins, fireflies, proboscis monkeys, birds and crocodiles), river cruises and the adjoining fishing villages.

(b) To determine current patterns of visitor arrival, perception and satisfaction

(c) To estimate the current and future value of tourism at KWNP.

(d) To study the maintenance and/or KWNP rehabilitation needs to support the anticipated visitor growth and the needs generally of KWNP.

BSRC is strategically located between Kuching City centre (20km) and the famous Santubong area (15km). Sarawak Cultural Village (SCV), where the Rainforest World Music Festival is being held annually, and the BCCCK is only about 10km from BSRC. This would enable BSRC to play a strong supporting role for events held at these places.

The leisure & hospitality segment of BSRC is targeted for completion within an eight-year time frame, with the total development value estimated to be RM0.73 billion.

The mixed property development component is estimated to have a Gross Development Value (GDV) of RM1.27 billion spanning over a 10-year period.