



Sti
STYLE
TRENDS
IDEAS

#VOL.1

**Orchestrating
A Symphony
of Success**



SHENG TAI
INTERNATIONAL
盛泰国际

“Like every
great orchestra,
everyone plays
their part
to perfection”

- Dato' Leong Sir Ley


Everyone knows
that for an orchestra
to sound good, each musician
must play their part
and play it well. Similarly,
at Sheng Tai International,
every section of the company
plays its part to produce
a beautiful symphony
and complement one another.





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A Tune Heard Round The World

Over the years, Sheng Tai International has expanded at a rapid pace with 6 offices in Malaysia, Japan, China, and Hong Kong SAR. The company has also ventured into the Middle East, Singapore, Indonesia, Taiwan, the UK, and much more. With its years of experience, STI has managed to perform some rather impressive symphonies with its 500 employees.

01 COMPOSING THE *Symphony*

From humble beginnings in 2012, Sheng Tai International (STI) has grown into one of Malaysia's most innovative and sustainable companies. Founder and chairman Dato' Leong Sir Ley established the company amid a global financial crisis. During the Coronavirus pandemic in 2020, Dato' Leong persevered to overcome the pandemic and grow her symphony by introducing STI's 4 main initiatives which are Fashion, Wellness, Artificial Intelligence, and Art & Culture.

With its headquarters located in the bustling city of Petaling Jaya, Selangor, an overseas office was set up in Hong Kong in 2012. STI further extended its global reach by setting up offices in Shanghai (2019), Beijing (2020), Tokyo (2020), and Osaka (2023).

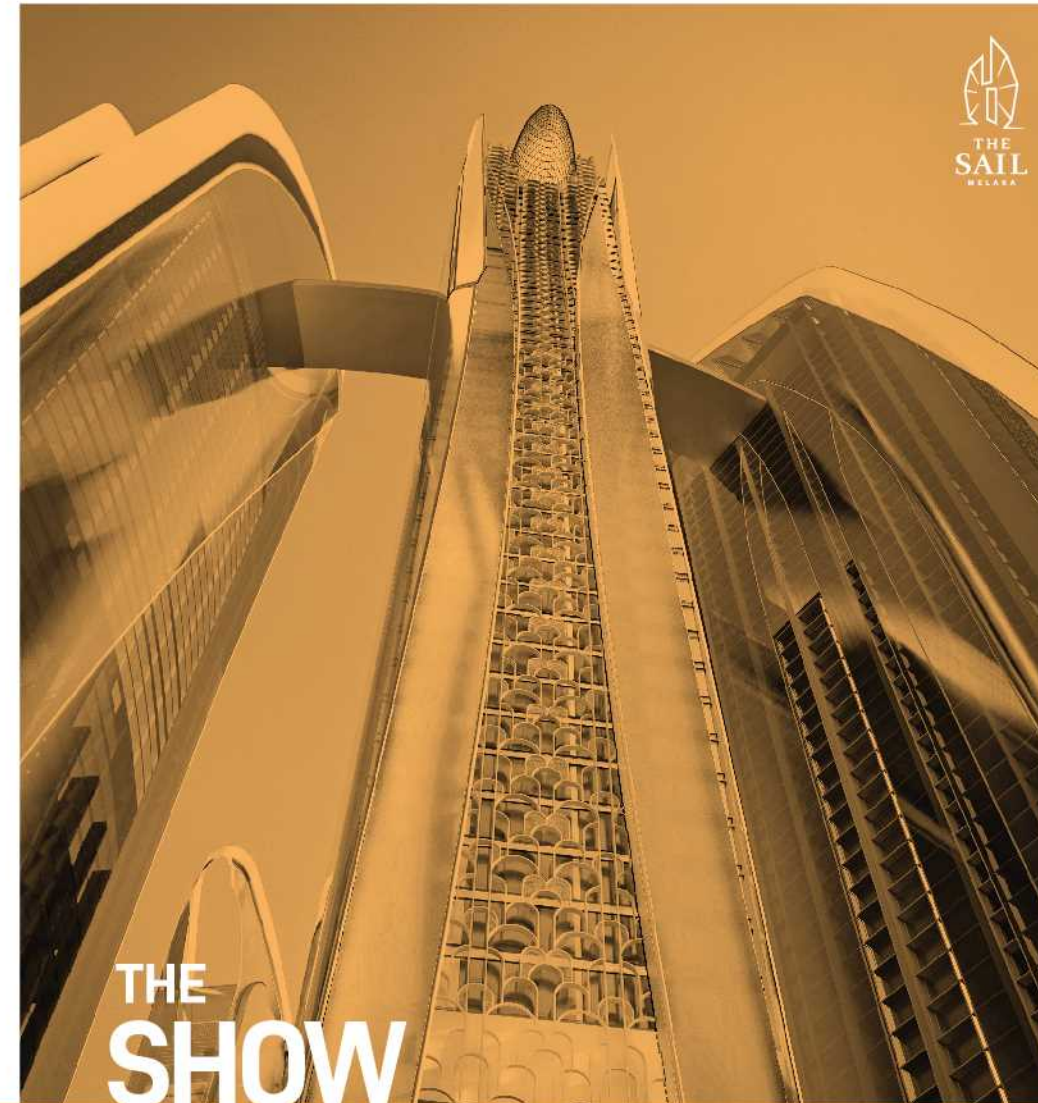
What started out as a property consultancy company soon transposed into a business that rewrote the failing projects of others and composed them into grand pieces. Sheng Tai International further defined its core businesses and developed different sections as well as its various different subsidiaries.

SHARING OUR MUSIC

Over the years, Sheng Tai International has expanded at a rapid pace with 6 offices in Malaysia, Japan, China, and Hong Kong SAR. The company has also ventured into the Middle East, Singapore, Indonesia, Taiwan, the UK, and much more. With its years of experience, STI has managed to perform some rather impressive symphonies with its 500 employees.



In 2016, STI took over the abandoned MITC development in Melaka from its previous developer and transposed it into an economic contributor with hotels, serviced residences, and retail. AMES Hotel and Hotel MetraSquare were also set up there in 2019. With AMES Hotel being a 5-star hotel, it has seen many locals and foreigners and hosted plenty government events.



THE SHOW GOES ON

Five years on and STI hasn't shown any signs of slowing down. With major developments such as the 6.1-acre Regalia Beachfront Residence in Tanjung Kling, Melaka, or the 38 storey NOVO luxury apartment in Kuala Lumpur, and even the multifaceted crown jewel of STI, The Sail which will consist of 9 unique towers at an estimated GDV of RM6.5 billion. STI has also been making deals with some of the world's top companies and market leaders all while enchanting them to set up business at The Sail in Melaka.

And so, within just over a decade, STI has grown at a rapid pace in hospitality, wellness, artificial intelligence and even fashion divisions. And based on what we've seen with STI's business deals and upcoming projects, Dato' Leong and her orchestra don't plan on slowing the tempo of their symphony.





SAILING TO THE BEAT OF THEIR OWN DRUM

Designed to resemble a fleet of early sailing ships, The Sail is an architectural marvel that is set to redefine the skyline of the historic city of Melaka. —

02

THE CRESCENDO OF DEVELOPMENTS

The Sail, an iconic project in Melaka like never before. Composed over 27.5-acres of land with 9 uniquely themed towers ascending into the sky. This 6.5-billion-ringgit development by Sheng Tai International will be the company's masterpiece in a long list of developments.

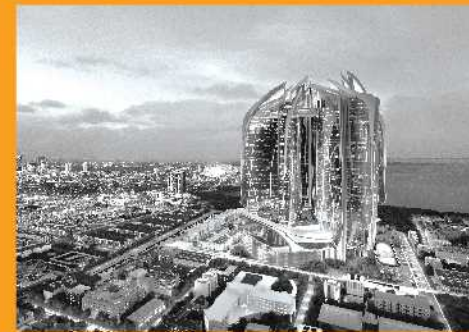
Designed to resemble a fleet of early sailing ships, The Sail is an architectural marvel that is set to redefine the skyline of the historic city of Melaka. With the city once being a stopping point for travellers and merchants travelling from east to west, this created a thriving and vibrant metropolis. Looking to replicate that in its development, Sheng Tai International has planned for The Sail to be a bustling hub with residences, hotels, niched retail outlets in its 1mil sqft shopping mall, offices, exhibition galleries, a ski & snow park, art & culture centre, and retail outlets.

This development isn't just big in terms of size but also in terms of the facilities and amenities it will hold. The Sail won't just be home to Melaka's largest shopping mall but it will also have a 460m swimming pool, a sky bridge linking the 9 towers, a sky garden, a 360° elliptical-shaped moon theatre, and sky-high restaurants and observatory decks.



THE COMPOSER AND ITS MUSE

The project which is the composition of Dato' Leong Sir Ley, the chairman and founder of Sheng Tai International (STI), will take advantage of the ambitious Belt and Road Initiative (OBOR) by the Chinese government which looks to improve economic and cultural connectivity among Asian, European, and African nations. The Sail itself looks to bring new businesses and key global players to Melaka and re-write it as a global city.



A CHOIR OF A THOUSAND VOICES

One of the biggest companies that will be making its way to The Sail is the Karl Lagerfeld group which struck a deal with STI in early 2023, Karl Lagerfeld group will occupy The Sail's fashion tower. This tower will be designed by the Karl Lagerfeld designers and will house the 360° elliptical-shaped moon theatre, Karl Lagerfeld's luxury hotel and residences as well as STI's own Straits Designer Gallery.

Besides that, Hong Kong actress Michele Reis has purchased a tower at The Sail. The M Tower will house many luxury amenities and facilities as well as luxury residences and penthouses all while carrying an Indochine design theme through it.

Another tower at this iconic development will be dedicated to Sheng Tai International's other business. The wellness tower will be under the companies' wellness subsidiary, Sheng Life. The tower will be a source of development for preventative medicine, anti-aging and stem cell treatment with over 60 Japanese doctors and stem cell specialists who will transfer their expertise to local medical experts.

Other towers like the AI tower will be the solo act for the advancement of AI technology with the help of various AI companies from around the world. There will also be an Art & Culture Tower which is poised to be the cultural centre of Malaysia. The tower will showcase the history of Melaka as well as art & culture from around the world in its galleries.



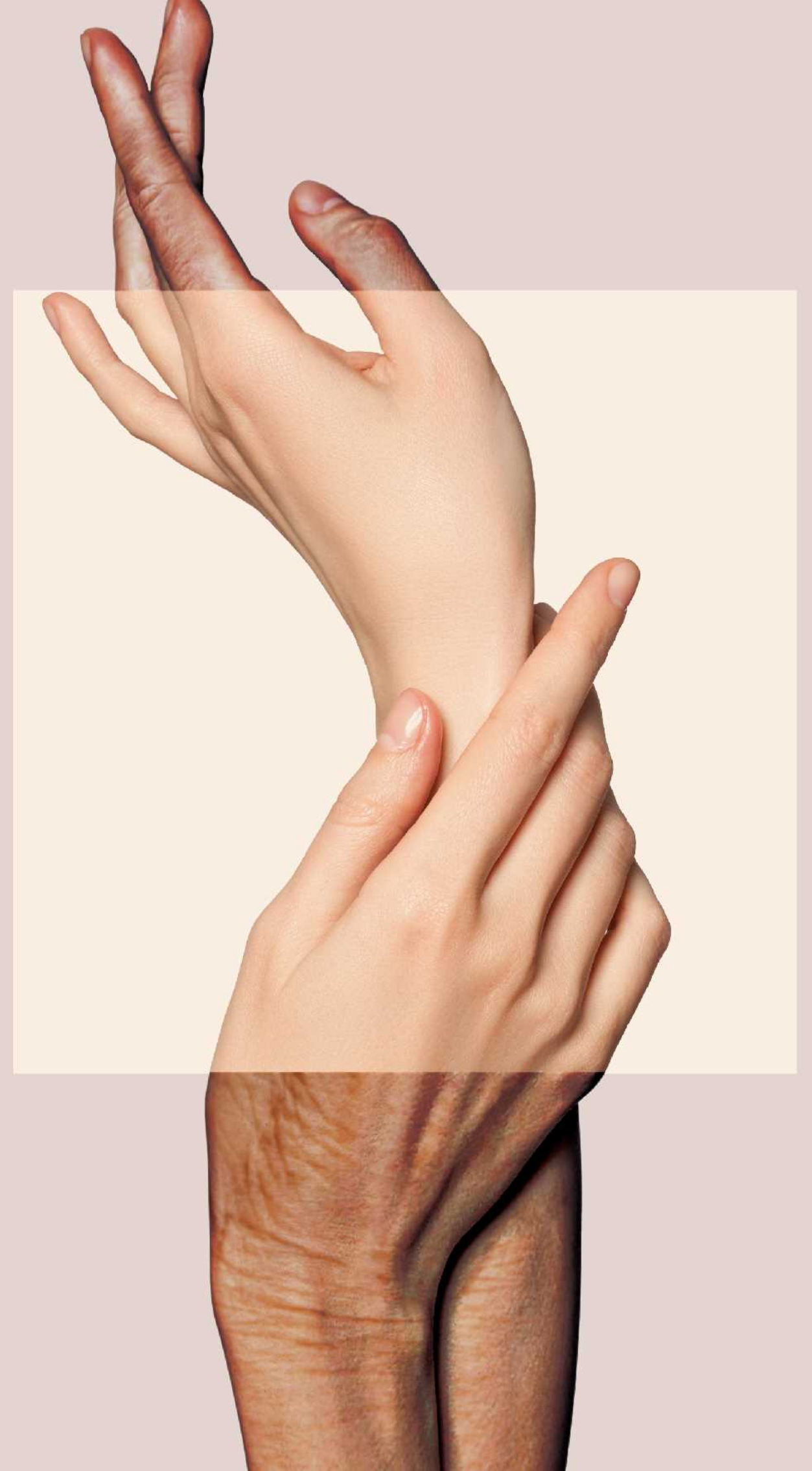
THE SOLOIST

At its base will be the largest shopping mall in Melaka that boasts 1 million sqft of retail space. This mall will also possess impressive features such as an indoor canal with a modern interpretation of Melaka, a 100,000 sqft Ski Centre & Snow Park with a 21m ski slope, and a waterfall that flows from the top of the shopping mall.



SINGING THE SONG OF LIFE

Through our partnerships with global players in the wellness sector,
we're advancing alternative and preventative medicine,
and anti-aging for a better tomorrow.





03

MUSIC FOR THE PEOPLE

Sheng Life is also caring for the aged citizens of Malaysia as the country's population will be considered aging by 2030. As such, Sheng Life is looking into setting up Independent Senior Living.

Once completed, Sheng Life will move into the wellness tower at The Sail and will be able to work on other areas of healthcare such as R&D in stem cell and cardiac treatments, aesthetic, Traditional Chinese Medicine, Ayurveda Treatments, and much more.



OVERTURE

In 2020, amid the outbreak of the Covid-19 pandemic, Dato' Leong saw the importance of people's health as more and more people became health conscious. Dato' Leong decided to write its way into this and established Sheng Life International, the wellness division of STI.

Sheng Life begun to focus on preventative medicine and anti-aging. They have also composed deals with international medical companies from Japan that focuses on Stem Cell developments and promotes the concept of alternative medicine.



DESIGNING A MASTERPIECE

"Our vision is to make Melaka
an international fashion city."

Dato' Leong Sir Ley



The Straits Designers' Gallery (SDG), a fashion platform that aims to showcase local designers' fashion works while collaborating with international fashion brands to label Melaka as the next international fashion capital in the east. Fully owned by Sheng Tai International, SDG has composed a number of events such as the Straits Gala Malaysia which began in 2021.

It later composed the annual Straits Gala in January 2023 that took place at The Sail Superdome. With over 1000 overseas investors and guests in attendance, the gala presented designs from the SDG and University Technology Mara's designers. It also served as an evaluation platform for F Academy trained models.

As fashion is something that Dato' Leong is highly passionate about, STI looked to writing a masterpiece with a big name in the fashion industry. And in February 2023, STI and Karl Lagerfeld group penned a deal to have Karl Lagerfeld group set up their first luxury hotel in The Sail. The two groups will also work closely with architects to design The Sail's fashion tower.

STI has also set up the F Academy which will serve to nurture the talents in modelling. The Academy has already conducted auditions since April 2023 which saw it receive an overwhelming response. There will also be modelling courses introduced at F Academy, Petaling Jaya in the near future.

OUR ACADEMY

04



From Top
1. The second Straits Designer Gallery (SDG) will open at The Sail, Melaka when fully completed.
2. The Met Gala Malaysia 2021 was attended by international investors from over 15 countries.



From Left
The inaugural Straits Gala 2023 was successfully held at The Sail Superdome, Melaka.

WE'RE DEDICATED TO ADVANCING
OUR WORLD BY FORMING ALLIANCES
WITH TOP GLOBAL PLAYERS.

IT
TAKES

WORLD

TO
TANGO





THE FIRST ACT

Sheng Tai International has been working tirelessly over the past few years to achieve their goal of elevating Melaka to an international city by collaborating with the world's best businesses. Besides their deals with the Karl Lagerfeld group, STI has also written symphonies with other businesses.



One of these symphonies is with International Workplace Group plc (IWG). The RM8 million agreement includes brands such as Regus and Spaces which will see 3 working spaces open in STI's commercial properties in Melaka.



ENCORE

The most recent deal sees Dato' Leong become the single largest shareholder, Managing Director, and CEO of Yong Tai Bhd (YTB). The new acquisition sees Dato' Leong now own over 165 acres of prime development land in her already impressive portfolio, which will house her revolutionary wellness and fashion cities in the 'City of Hope'. The move not only grows Dato' Leong's property assets but also strengthens her existing company while contributing to her existing growth and sustainability.

MAKING A HIT IN EVERY GENRE

Today's Pop Music

Property tourism, wellness, fashion, artificial intelligence, and art & culture aren't the only ventures that Sheng Tai International has undertaken. The company has also found itself in the world of e-commerce and agriculture.



06

Reunion Tour

With border's opening up after the Coronavirus lockdown, STI's property tourism has seen an immense growth with around 500 guests from Japan, Taiwan, Hong Kong and China visiting Malaysia every month. These guests are treated to a 4-day, 3-night tour of Malaysia where they are introduced to the culture and cuisine before being shown Sheng Tai's developments and investment opportunities. Assistance is also given in applying for the Malaysia My Second Home program.



Beauty Of Classical

The upcoming STI SuperApp is poised to be a convenient shopping platform. Shopping has never been easier with its system tailoring its products to your personality. And with the help of a revolutionary AI chatbot, you'll be able to shop for anything you desire.

The King Of Rock

STI had also ventured into the world of agriculture through an agreement with the local government. They manage a 1,000-acre orchard in Gua Musang, Kelantan which produces different varieties of durians such as Musang King, D101, D88, and others. All of these are then sold at ST Durian located in SS19, Petaling Jaya, Selangor.

A Ballad From Every Nation

As a part of Sheng Tai's goal to make Melaka into an international cultural hub, STI has set up cultural galleries at MetraSquare which showcases the history of Melaka as well as neighbouring countries. This gallery will later transpose over to The Sail where it will also see the arrival of antiques from China and other countries that have historic ties with Melaka.



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