



The **STORY**

With more than 60 years of experience in property development in Singapore, it is no surprise that the Tong Eng Group (Tong Eng) is one of the country's well-established and respected private property developers. Over the years, the Group has developed a unique portfolio of innovative properties that have consistently exceeded buyer expectations and set the benchmark for quality, creativity and attention to detail.





Tong Eng Brothers was originally founded in the 1940s when brothers Teo Thye Chor and Thye Hong moved to Singapore from Fujian, China. After the Second World War, the brothers traded in electrolytic tinplates used in can and bottle cap production before broadening their scope to include the manufacture and trading of non-ferrous metal.

In the post-Second World War rebuilding of the 1950s, the brothers anticipated a surge in demand for accommodation and subsequently diversified into property development. Teo Thye Chor saw the potential of the undeveloped precinct in the Paya Lebar

district, and Tong Eng acquired and developed land in the district, into an industrial estate as well as numerous shophouses. Tong Eng's founders then went on to accumulate more greenfield land in the city's suburbs such as Changi, Upper Serangoon Road, Yio Chu Kang and Pasir Panjang, amassing more than 100 acres of freehold land.

Since that time, the Group has acquired and developed even more real estate in Singapore across a diverse range of segments, including conventional landed housing, shophouses, condominiums, apartments, office towers and retail, while simultaneously up-



Poets Villas



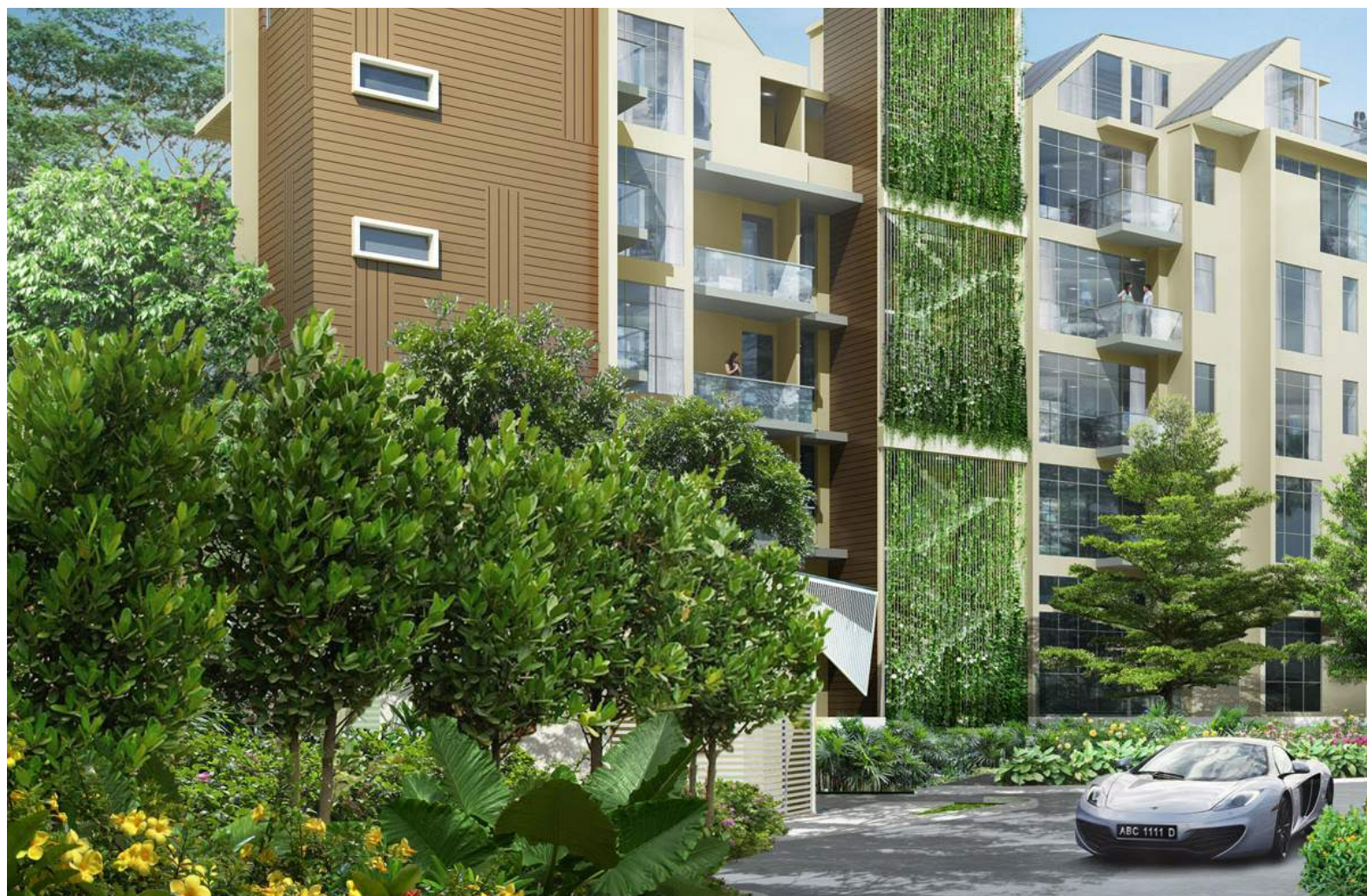
holding the legacy of land banking that Tong Eng's founders had initiated.

In recent years, Tong Eng has picked up several developments in Singapore's prime luxury and landed housing residential sector, as well as their first overseas venture: a site slated for residential and commercial redevelopment in the Melbourne Central Business District (CBD).

According to Teo Tong Lim, the Group's Managing Director, the group strives to link form and functionality within each of their developments to deliver projects of enduring value. He says they are able to bring that

value to home buyers by reinventing new design concepts and embracing state-of-the-art construction technologies while constantly challenging perceptions of space.

With a core management team that brings 60 years' experience in the real estate industry to the table in competencies such as planning, design, construction, project management, asset management, sales and marketing, Tong Eng is well-equipped to continue developing real estate that meets the demand of 21st Century property buyers.



A TRIO OF TREMENDOUS DEVELOPMENTS

The former Eminent Plaza, owned by a related company of the Group, is currently being redeveloped into ARC 380: an elegant, cutting edge commercial development that has set the standard for innovation. The 16-storey building, which has an area of approximately 150,000 square feet for office, retail and F&B Spaces, is situated just five to seven minutes away from the CBD, the Marina Bay Financial Centre and the Novena medical hub. In addition, it is a mere three-

minute walk to the upcoming Bendemeer MRT station.

The Singapore Government's Vision for Kallang Riverside, a short distance away from ARC 380, is a 64-hectare lifestyle precinct offering 4,000 new homes, 3,000 hotel rooms and around 400,000 square meters of office, retail and entertainment facilities that will greatly enhance the location and its already hip and vibrant appeal on the CBD fringe.

ARC 380 boasts many impressive features in every office suite, such as expansive five-meter floor-to-floor heights, private toi-

Tropika East



lets and the provision of individual air conditioning systems for after office hour operations.

The development also includes a double glazed, low emission light green glass curtain wall façade for the reduction of thermal and sound transmission. This is complemented by cantilevered green landscaped sky terraces on every office floor. Besides creating an impactful visual identity for ARC 380, the vertical greenery and permeable green vistas allow for greater intimacy between the working and communal spaces within the building, forming a welcome respite for occupants to indulge in the scenic views of the surrounding urban landscape.

Additionally, there is an abundance of amenities at the rooftop level such as an indoor gym, outdoor lap pool and more. These features in particular represent Tong Eng's commitment to encouraging a healthy work-life balance for ARC 380's occupants.

"When completed, ARC 380 will be a prominent landmark and stand out as a gateway to the city and the CBD," Teo Tong Lim mentions.

On the residential front, the Group is developing Belgravia Villas: a stylish, contemporary residential development in the Ang Mo Kio precinct, inspired by Central Lon-

don's Belgravia district.

The first phase of the development comprises 118 strata landed housing units, 100 of which are terrace houses while the remaining 18 are semi-detached houses, making it one of the biggest strata housing developments in the market today. Each unit contains five levels of living spaces with five bedrooms and a private glass lift, and are equipped with premium appliances from De Dietrich and Smeg as well as sanitary fixtures and fittings from Villeroy & Boch and Grohe.

Belgravia Villas is being developed on approximately four hectares of land, which further reinforces the development's quiet, exclusive and private atmosphere. The expansive property will include a massive green park as well as condominium-like facilities such as two swimming pools, a children's water play area, a cantilevered gym, barbecue areas, green hydrotherapy areas and at least two basement car parking spaces for all units. Teo Tong Lim anticipates that Belgravia Villas will appeal to homeowners and investors as "Strata landed housing combines the best of both worlds, where you have the attributes of landed housing within a gated community, yet enjoy the amenities that are not available to conventional landed housing developments," he says. "We feel that strata



Goodwood Grand

landed housing on a big land parcel, with many facilities, will set a distinction from conventional landed housing.”

Another interesting residential development undertaken by an associate company of the Group together with two local prominent business partners is Goodwood Grand. The development is nestled in a private enclave along Balmoral Road and overlooks Goodwood Hill, a residential estate admired for its old world charm. Goodwood Grand is in close proximity to Orchard Road and a premium selection of country clubs, hotels and the Singapore Botanical Gardens, offering the ideal mix of lush greenery and lifestyle.

Goodwood Grand consists of 65 exquisite residences in an impressive 12-storey tower as well as eight lavish strata bungalows. Each bungalow features five levels of living spaces, a private pool, two basement car park lots and a private home lift. All units are equipped with premium appliances from Miele and De Dietrich, bathroom fittings from Villeroy & Boch and Grohe, quality joinery and imported finishes.

As a testimony of good design and spatial planning, all three projects – ARC 380, Belgravia Villas and Goodwood Grand – earned Tong Eng industry recognition at the

2015-2016 Asia Pacific Property Awards. ARC 380, which took home the coveted ‘Best Commercial High-Rise Development, Singapore’ award, also qualified under the Asia Pacific category for the international Property Awards to be held later this year.

THE FUTURE - LOOKING LOCALLY AND OVERSEAS

Tong Eng has more exciting projects in the pipeline, including redevelopment plans for a Project by an associate company of the Group – Serangoon Plaza along Serangoon Road, amongst others. The Group is planning an integrated 20-level retail, office and medical suite development at this prime city fringe location.

Furthermore, they are embarking upon their first overseas residential and commercial venture in the Melbourne CBD – walking distance from Melbourne Central, RMIT University and the famed Queen Victoria Market.

Moving forward, the Group will pursue further development and investment opportunities overseas, particularly in mature markets such as Sydney, Melbourne and London. Teo Tong Lim adds, “We’re looking at both core and core plus assets that provide



compelling yields within stable global cities.” At the same time, the Group is keeping its eye focused on Singapore and continues to explore opportunities on the residential and commercial fronts.

“Singapore is a livable global city that attracts talents and businesses from all over the world, and with continuity and stability in

the government, we are sanguine about the long term prospects of Singapore’s real estate market,” says Teo Tong Lim. “Having developed real estate in Singapore for the last sixty years, Singapore will always remain as Tong Eng’s base and we are keen to continue to expand with the growth of Singapore.”

Poets Villas



