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TARIKH: 06 DISEMBER 2022 (SELASA)

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Senai Airport City sells industrial land for RM23.3m



Monday, December 5th, 2022 at [Business](#) | [News](#)

SENAI Airport City Sdn Bhd has agreed to sell a parcel of industrial land at Senai Airport City to Fiffy Sdn Bhd for RM23.3 million.

Senai Airports, an indirect wholly-owned subsidiary of MMC Corp Bhd, completed the sales and purchase agreement (SPA) to dispose of the land measuring approximately 9.72 acres (3.93ha) to Fiffy on Nov 20, 2022.

Fifty, one of Malaysia's leading homegrown household brands in baby products in the Malaysian market, had selected Senai Airport City as the preferred site for its new headquarters, together with its expansion of manufacturing and warehouse facilities in Johor.

According to Fifty CEO Lee Siew Mui, it currently has three distribution centres distributing to more than 700 outlets and 17 boutiques nationwide.

She added that the post-pandemic has intensified the e-commerce consumer market domestically and also regionally.

"We see the need for a strategic location for Fifty's warehouse distribution network as a long-term business strategy and we are confident that Senai Airport City is the right choice for us.

"Senai Airport City is a well-planned integrated industrial development with strategic logistical connectivity to three major Interchange of North-South Expressway, Senai-Desaru Expressway and Second-Link Expressway, two sea ports in Johor and three international airports, which will certainly enhance Fifty's operation flexibility in international market reach," she said in a statement today.



Wong (second from left) and Lee (third from left). Fifty currently has 3 distribution centres distributing to more than 700 outlets and 17 boutiques nationwide

Commenting further, Lee said the new facility will be built by gradually incorporating Industry 4.0 applications such as cyber-physical systems, artificial intelligence, cognitive computing and smart sensors to ensure efficient management supply chain process within the environmental, social and governance framework to ensure a high-quality work place environment.

She also noted that the new facility development will be in line with Senai Airport City's value proposition in targeting clean and hi-tech manufacturing industries which has attracted reputable foreign direct investments and domestic direct investments mainly from logistics and warehousing, electrical and electronics, green technology and electric vehicle industrial segments.

In 2021, Senai Airport City recorded land sales of approximately 140 acres to renowned end users such as Tiong Nam Logistics Sdn Bhd and Wiyynn Technology Service Malaysia Sdn Bhd.

The companies have selected Senai Airport City's Free Zone to set up their regional hub to serve the Asia Pacific Region, aiming to commence operation in 2023.

Meanwhile, Senai Airport City head of sales and marketing Claudia Wong is optimistic of the financial year 2023 sales take-up rate given that the company is in final negotiations for approximately 149 acres with a few multinational companies in Senai Airport City.

"Senai Airport City's value proposition of "Plug-and-Play" development model with complete industrial plots, infrastructure and utilities provides assurance to investors and accelerates investors' development timeline.

"Equally important is Senai Airport City's competitive advantage of its strategic location within the eco-system of mature industries in the Senai-Kulai district, making Senai Airport City the preferred choice for many multinational companies," she added. — **TMR / pic TMR File**