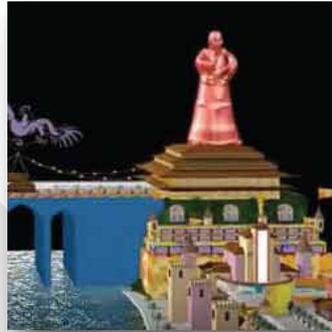
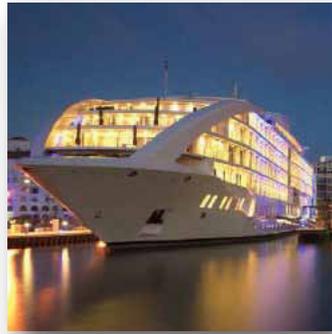


# DESTINATION

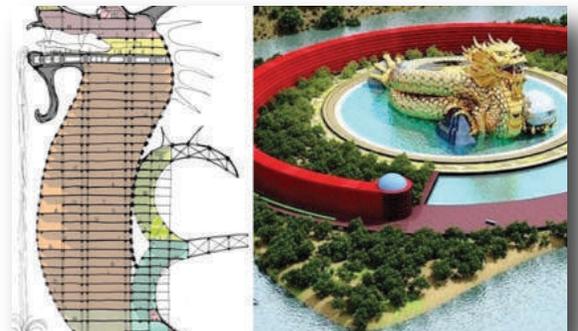
# Creation

## 目的地创建



New Rivers Asia  
Sendirian Berhad

hunters



New Rivers Asia Sdn Bhd has been active in Asia for 30 years, finding equity investors, purchasers, joint venture partners for commercial properties and development sites in Bangkok, Singapore, and Malaysia.

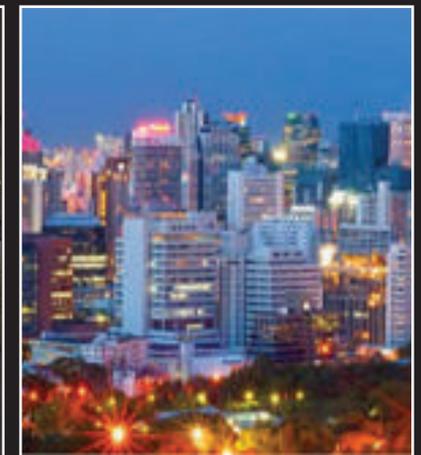
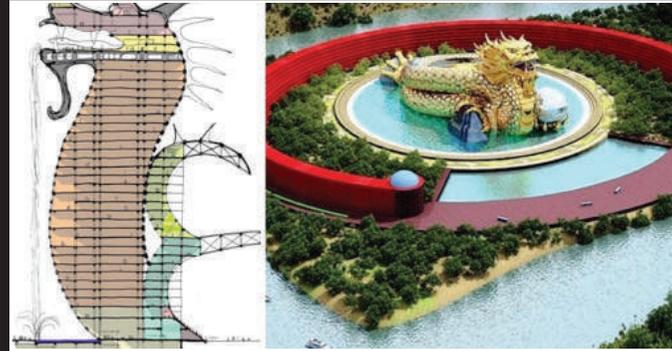
In recent years, as a part of seeking equity and debt financing, New Rivers Asia's activity encompasses Destination Planning for Urban Retail and F & B projects, and also for Resorts and Retirement Development.

Destination Planning, for the benefit of Development Owners, today, recognizes a competitive marketplace for new commercial, hospitality, and residential developments.

New Rivers Asia Sdn Bhd believes that the competitive market for Developments today, suggests that Developers should seek Destination Themes for their projects, downtown and resort.

新河亚洲有限公司在亚洲活跃了30年，在曼谷，新加坡和马来西亚寻找股权投资者，采购商，商业地产和发展网站的合作伙伴。近年来，作为寻求股权和债务融资的一部分，New Rivers Asia 的业务包括城市零售和餐饮项目的目的地规划，以及度假村和退休发展。

目的地规划，为发展业主的利益，今天，承认新的商业，酒店和住宅发展的竞争市场。新河亚洲有限公司认为，今天的发展的竞争市场，建议开发商应该为他们的项目，市中心和度假村寻求目标主题。



We advise and plan with the associates firms , the types of Destinations that will create Lifestyle for future Apartment Owners and Hotel Guests.

This marketplace requires focus on details of Destination Appreciation of the Public, local and tourist, to enhance evaluations for sale and equity participation potentials, for hotels, residential, and retail components of a development. That focus enhances the negotiations for Management and Tenancy contracts. It is an effort to produce goals which will successfully meet Development Owner objectives.

我们建议和计划与同事公司，类型的目的地，将为未来的公寓业主和酒店客人创造生活方式。

这个市场需要关注公众，本地和旅游者的目的地欣赏的细节，以加强对于发展的酒店，住宅和零售组件的销售和股权参与潜力的评估。这个重点加强了管理和租赁合同的谈判。这是一个努力，以产生目标，将成功地满足发展业主的目标。



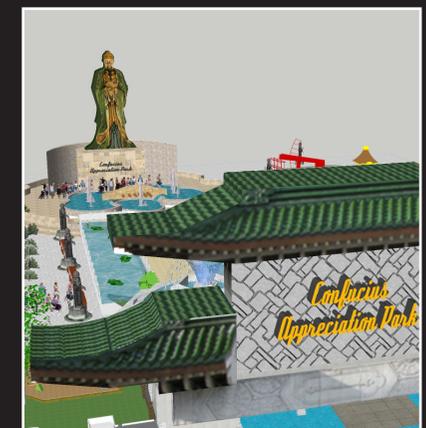
Our work in 2016 turned to the competitive situation of developments in Asia, today, and the need for a new development to stand out, to compete, with an approach that entices buyers and Retail Tenants to consider the new locations.

New Rivers Asia S B brings special concepts to the market for new developments to focus on **Destination Creation of Living Environment**. This begins in the Retail component for which the Manifesto for Retail Components can be found on our website.

The creation of plans like Gold City, Movie City, Sports City, Motor City, and the Confucian Appreciation Park are put forward toward achieving the goal of successful new Retail Components, and themes bring their influence to successful, high-demand sales of apartment and condo-hotel units, as well as the enthusiasm for Tenants in the Retail Component and themed F & B Outlets.

我们在2016年的工作转向了亚洲发展的竞争情况，今天，以及需要一个新的发展，以脱颖而出，竞争，引导买家和零售租户考虑新的位置的方法。

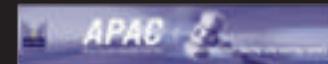
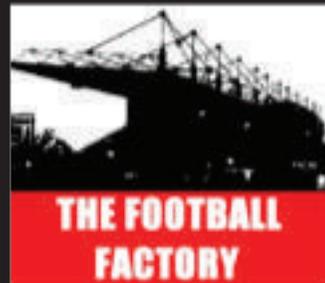
新河亚洲S B带来了新的发展的市场专门的概念，专注于创造生活环境的目的地。 这从零售组件开始，在我们的网站上可以找到零售组件宣言。 创建黄金城，电影城，运动城，汽车城和儒家欣赏公园等计划，旨在实现成功的新零售组件的目标，主题将其影响成功，高需求的销售公寓 和公寓酒店单元，以及零售部门和主题F & B Outlets的租户的热情。



Hunters network of international investors and tenants would be introduced to the project to ensure the development provides the ideal rental spaces matching the current market trends.

State of art themes and innovations in retail technology will be integrated into the project to maximize the attraction for key tenants along with shoppers both from local and international markets.

国际投资者和租户的猎人网络将被引入该项目，以确保开发提供符合当前市场趋势的理想租赁空间。  
零售技术的艺术主题和创新将被纳入该项目，以最大限度地吸引主要租户以及来自本地和国际市场的购物者。



Hunters Director of Retail Design Alastair Morgan was the coordinating architect for the Marina Sands Retail Mall which provides a high quality environment to attract both local and international shoppers.

零售设计总监Alastair Morgan是滨海金沙零售商场的协调建筑师，提供高质量的环境，吸引当地和国际消费者。



Hunters Director of Retail Design Alastair Morgan was in charge of architectural works for the prestigious Pavilion Shopping Mall Kuala Lumpur and he also developed the new retail masterplan for Pavilion 2 at Bukit Jalil.

零售设计总监Alastair Morgan负责吉隆坡著名的Pavilion购物中心建筑工程，并为Bukit Jalil的Pavilion 2开发了新的零售总体规划。





# **New Rivers Asia**

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