

NEWSLETTER

Q2 2024



NEWS FLASH: THAILAND SALES & MARKETING

HTDA is working with a residential developer based in Bangkok, Thailand to provide advice on sales marketing and networking strategies for future sales campaign to be launched to attract future buyers in the Greater China Region Area.

NEWS FLASH: INDONESIA PROJECT KARAWANG

HTDA recently completed the first stage of the project feasibility study for a mixed-use project in Karawang, Indonesia. The project will be developed in several phases that includes combination of real estate products in both residential and ruko commercial typologies.

NEWS FLASH: INDONESIA NEW JAKARTA OFFICE

HTDA will take possession of a brand-new office space on 1st of July, 2024. The office is inside the Menara Palma, a Grade B office building located on Jalan Rasuna Said in South Jakarta. HTDA is set to utilize this idyllic office location to better serve its future clients.



ENHANCED CAPACITY IN 3D RENDERING

HTDA has improved its professional in-house 3D model rendering capacity with its new technical software upgrade with the *Lumion Software* to better showcase its increasing list of master planning and design project works. HTDA is equipped with the ability to create realistic and immersive renderings beyond traditional offering of SketchUp model and its more elementary set of 3D modeling outputs.

International Waterfront City

Qianhai is an up-and-coming mixed-use business district located in western Shenzhen, China, where it was envisioned way back in 2009 as part of a development area aim to create a district that will foster cooperation and future integration of Hong Kong and the Greater Bay Region. The emerging skyline of the Qianhai district, which totals of 28.2 square kilometers in size, is a clear sign of a matured and tangible development that had taken decades to deliver. A Senior Director of HTDA was part of the professional consultancy team that worked to provide urban design recommendations to the city authority in laying out the official policies to guide physical development of Qianhai.



REDEFINING ASEAN CENTRALITY

ASEAN Future Forum 2024



Vietnam Successfully Hosted the AFFA 2024 in Hanoi

This year's ASEAN Future Forum took place between April 23 & 24, 2024 in Hanoi, Vietnam. The AFFA 2024's theme was an important initiative proposed Vietnam Prime Minister Pham Minh Chinh at the 43rd ASEAN Summit last September. It aimed at creating a common platform for ASEAN member states as well as partner countries and ASEAN people to contribute to promoting and shaping the bloc's development path. This regional event attracted nearly 500 delegates representing governments, diplomatic corps and business communities.

“Toward Fast and Sustainable Growth of a People-Centered ASEAN Community”

Hanoi, Vietnam

REGIONAL WATCH: MICROSOFT ANNOUNCED AI SKILLING OPPORTUNITIES FOR 2.5 MILLION PEOPLE IN THE ASEAN REGION BY 2025 [MICROSOFT SOURCE \(COPYRIGHT ARTICLE\): APRIL 30, 2024](https://news.microsoft.com/apac/2024/04/30/microsoft-announces-ai-skilling-opportunities-for-2-5-million-people-in-asean-region-by-2025)

Microsoft announced a commitment to equip 2.5 million people in member states of ASEAN with AI skills by 2025. The skilling initiatives will be implemented in partnership with governments, nonprofit and corporate organizations, and communities across Indonesia, Malaysia, the Philippines, Thailand and Vietnam. The skilling commitment will focus on four areas: building an inclusive, AI-ready workforce; bridging the cybersecurity talent gap; enhancing developers' AI skills; and empowering nonprofit organizations to maximize their social impact.

Weblink: <https://news.microsoft.com/apac/2024/04/30/microsoft-announces-ai-skilling-opportunities-for-2-5-million-people-in-asean-region-by-2025>

COUNTRY WATCH: MALAYSIA IS EMERGING AS A DATA CENTER POWERHOUSE AMID BOOMING DEMAND FROM AI [CNBC \(COPYRIGHT ARTICLE\): BY DYLAN BUTTS, JUNE 16, 2024](https://www.cnbc.com/2024/06/17/malaysia-emerges-as-asian-data-center-powerhouse-amid-boom-demand.html)

Malaysia is becoming the data center powerhouse of Southeast Asia and the Continent more broadly as demand surges for cloud computing and artificial intelligence. Over the past few years, the country has attracted billions of dollars in data center investments, including from tech giants like Google, Nvidia and Microsoft. Much of the investments have been in the small city of Johor Bahru, located on the border with Singapore. Johor Bahru was named as the fastest growing market within Southeast Asia in DC Byte's 2024 Global Data Center Index.

Weblink: <https://www.cnbc.com/2024/06/17/malaysia-emerges-as-asian-data-center-powerhouse-amid-boom-demand.html>