



The children of Rumah Charis at the tallest Christmas tree replica at KLCC

Indirect Economic Impact

KLCCP Stapled Group has been involved in nation building, realising the vision of making Kuala Lumpur a world class city. The development within KLCC Precinct has marked a milestone in the growth of Kuala Lumpur and is the benchmark for the urban spatial planning and development in Malaysia. Designed to be a city-within-a-city, the KLCC Development sits on a 100-acre precinct and is an integrated mixed development with residential, hotel, convention, retail and leisure components. Our properties within the KLCC Precinct have bridged people together and built a stronger sense of community where people can work, live, shop, play, meet, visit and eat.

Malaysia's Iconic Experience in Kuala Lumpur

Malaysia's Iconic Experience in Kuala Lumpur (MIEKL) is KLCCP's 'Iconic Malaysia' project in collaboration with its business partners to promote the Kuala Lumpur City Centre precinct as a must-visit destination. This is to create awareness and promote the attractions in KLCC Precinct as well as provide convenient access to information on the places of interest to further boost the tourism industry. Various communication modes such as website, touch-screen kiosks, product pamphlets and digital screen advertisement have been established to ensure easy access of information to both local and international visitors.

During the year, efforts were made towards promoting the attractions through reprinting of information leaflets with new and updated information and publicising current happenings and promotions through the website and touch screen kiosks.

KLCC Park

The KLCCP Stapled Group continued to promote public awareness on environmental protection and the importance of environmental conservation and this is reflected through its exemplary efforts in the upkeep and maintenance of the 50-acre KLCC Park. The KLCC Park signifies the Group's contribution towards social and community wellbeing by providing a green, convenient, tranquil and conducive destination in the midst of a bustling and dynamic city centre.

KLCCP Stapled Group also collaborates with local authorities and the KLCC community to observe effective compliance for provision of local facilities. The common cost sharing management policy between landowners of commercial properties known as the Common Estate Committee for the upkeep and maintenance of the park continues to promote positive impact on the commercial environment for local and foreign tourists and shoppers.

As Syakirin Mosque

The As Syakirin Mosque, also known as "The Jewel in the Park", is one of the Group's contributions to the Muslim community living and working around and within the KLCC Precinct. The mosque was opened in 1998 with a capacity of 6,000 people. It underwent an extension in 2009 and currently accommodates a congregation of 12,000 people. The mosque is being maintained by KLCCP Stapled Group as part of our continuous CSR initiatives involving the community around us.

CORPORATE RESPONSIBILITY AND SUSTAINABILITY REPORT



Suria KLCC's presentation of mock cheque to NASOM

and the River of Life project under the Government's Economic Transformation Programme and the Kompleks Dayabumi Master Plan. The maintenance services for the walkway is part of the Group's CSR contribution to further spur vibrancy and breathe new life to the heritage trail.

Pedestrian Walkway

As part of the Group's effort to ease accessibility within and surrounding its development, pedestrian linkages were built to provide "building to building" connectivity where pedestrian can walk in comfort under a covered walkway from one point to another. The pedestrian walkway connecting Kompleks Dayabumi to the Pasar Seni Light Rail Transit (LRT) station not only provides pedestrians the convenient access to surrounding areas but also complements the comprehensive pedestrian connectivity