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Hashim and his team are fully committed to leading the KLCC precinct to greater heights as the place to live, work, shop, dine and play.

## Man in charge of a soaring legacy

DATUK Hashim Wahir, KLCC Property Holdings Berhad's (KLCCP) chief executive officer, who has been honoured as the Property CEO of the Year at Fiacbi Malaysia Property Awards 2019, not only wears many hats but has been actively involved in the developments at the Kuala Lumpur City Centre (KLCC) for more than a decade.

He has been with Petronas, the national petroleum company, for 25 years, enjoying an illustrious career in the upstream and exploration operations as well as corporate planning and as chairman of the Group's operations in Sudan.

Datuk Hashim's wealth of experience has served him well and he is committed in leading his team in KLCCP towards greater heights.

He does not see his current mission as very different from what he was doing before he was appointed KLCCP CEO in 2007.

He said, "We embrace the national petroleum group's DNA or shared values that promote cohesiveness, loyalty, integrity and professionalism, introduced since the time of Petronas and Putrajaya Corporation former president, the late Tun Azizan Zainul Abidin.

"In all areas, we adopt Petronas' health, safety environment and management systems as well as cultural beliefs.

"These cultural beliefs inspire our people to have accountability and be responsible for the tasks entrusted upon them, own the results and not blame others when things go wrong.

"One must nurture trust and work as a team to drive results-oriented performances through focused execution."

On Fiacbi's recognition of him as the Property CEO of the Year, the humble Datuk Hashim stressed that the credit belongs not to one man or the CEO alone.

Paying tribute to Petronas visionary leaders for transforming a 100-acre turt club into the iconic KLCC, he thanked leaders such as Tun Dr



KLCCP CEO Datuk Hashim Wahir has been honoured as the Property CEO of the Year.

Mahathir Mohamed, Tun Azizan Zainul Abidin and Tan Sri Hassan Marican, who were involved in the development of the KLCC masterplan, which saw the relocation of the Petronas headquarters from Dayaburi.

"I was fortunate to be part of this whole initiative and in ensuring that the shareholders benefit from it as well."

He empowers his team to formulate the right strategies in monetising and maintaining KLCCP's assets and at the same time focusing on providing solutions for customers in line with the current trends.

Datuk Hashim's job is to ensure that KLCC continues to be the place for everyone from all walks of life, be it a place to work, live, shop, dine, and play.

Under his leadership, Menara 3 Petronas was built as KLCC has grown to become a prestigious and much sought-after office address in Kuala Lumpur, not only for the national petroleum company but also for multinational corporations.

Datuk Hashim led his team in undertaking a review of the KLCC



Suria KLCC remains Malaysia's landmark mall, delivering its tagline 'Always Something New'.

masterplan in 2012 to enhance potential to ensure the legacy is continued in the next phase. It was revised to include new plot ratios and to date, KLCC Group has developed over 40 million sq ft of GIA.

"We have started the development of another office tower next to the Kuala Lumpur Convention Centre, which include an extension for the convention centre that will enable it to accommodate bigger events that will help boost the Meetings, Incentives, Conferencing, Exhibitions (MICE) industry.

"The office tower is scheduled to be completed by May next year."

Focusing on facility management, Datuk Hashim shared, "We have a dedicated team in KLCC Urusharta Sdn Bhd that manages our buildings to ensure they are maintained cost-effectively in pristine condition and remain attractive for long-term tenancies.

"We collaborate with our tenant Petronas on transforming their workplace for tomorrow's needs, catering to personalised demand with more open spaces to encourage collaborative interaction."

On Suria KLCC, of which Datuk Hashim is the chairman, he said,

"We ensure that the mall delivers its promise 'Always Something New' which explains the new concept stores providing a refreshed retail mix and shopping experience.

Stamping its mark as Malaysia's landmark mall, Suria KLCC has seen continued increase in its customer footfall exceeding 48 million annually and its moving annual turnover is in surplus of RM2.6bil.

Under Datuk Hashim's leadership, Mandarin Oriental Kuala Lumpur (MOKL) saw its master plan refurbishment strategically completed in time to compete in the challenging market landscape.

MOKL's newly renovated guest rooms have since been driving a healthy pace gain with guest satisfaction soaring to 92%, testimony of the resolutely new hotel experience which transcends accommodation.

Datuk Hashim added, "While Suria KLCC and Mandarin Oriental Kuala Lumpur are a popular shopping destination and five-star hotel, we also have other attractions in the precinct such as our iconic Petronas Twin Towers, Petrossains, Petronas Philharmonic Hall,

Petronas Art Gallery, Aquaria KLCC and the KLCC Park.

"To promote these attractions, we formed the Malaysia's Iconic Experience in Kuala Lumpur or MIEKL. To date, this has delivered value beyond numbers and plays a very important role in spurring development.

Datuk Hashim continued, "We have also embarked on digitalisation efforts in the KLCC precinct where CCTVs with analytics features have been installed to enhance security.

"Our basement car park is now fully digitalised, integrating security features such as licence plate recognition and cashless transaction to provide efficiency and comfort.

"We are also looking into providing better connectivity within the precinct in terms of wifi in the near future. At Suria KLCC and the car park, we have also started digital advertising through LED screens and panels to provide an immersive digital experience.

"As we move towards digitalisation, we hope to see KLCC precinct transform into a smart, connected and sustainable city."

(Source: The Star, Advertorial, 3 November 2019, Sunday)