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Double joy for developer

Company gains international recognition for its passion for people and property

DEVELOPER Trinity Group Sdn Bhd recently celebrated a double win at the prestigious Europe Business Assembly (EBA) Awards 2012.

Trinity Group and fellow Malaysian Loh Guan Lye Specialist Centre received international recognition from the EBA this year after The Forest Research Institute Malaysia secured a win last year.

Trinity Group was awarded 'Best Enterprise' under the property development category for their business model; demonstrating a clear and sustained capacity for creativity and innovation in the development and delivery of quality property projects.

While founder and managing director Datuk Neoh Soo Keat bagged the "Best Manager of the Year" for his leadership abilities, the inspirational stewardship of his company, and his vision to push beyond set boundaries.

Elected by the EBA, companies are assessed yearly, based on surveys in the media in collaboration with Oxford Brooks University in the UK.

Companies and individuals who demonstrate the most outstanding achievement in commercial activity for that year, receive the award.

The EBA is an independent corporation, facilitating facilitates economic transformation via exchange of up-to-date experience and practices.

It encourages the establishment of economic, educational, cultural and scientific ties and supports the international business elite.

Past EBA awards have been presented to renowned companies, prominent businessmen, prime ministers and presidents.

Since 2000, more than 6,000 top managers from 56 countries have participated.

Trinity Group has helped to put Malaysia on the map by receiving international accreditation for their reliability, consistency, achievement and professionalism in property development.

Neoh was awarded for his efforts in initiating innovation in traditional work practices which has led to the transformation of the company's brand; propelling its performance and raising its ranks globally.

"Such recognition motivates us to continue striv-

ing for excellence through the highest standards, and assuring customer satisfaction. Our customers are the central to what we do; delivering the best possible product in a timely and cost-effective manner without compromising on quality. We also recognise the need be more resourceful and creative, especially in the competitive property industry," said Neoh.

Trinity Group built its reputation on delivering successful projects such as the Heron Residency, 19 Residency, The Zest and Latitude@USJ19.

The Z Residence, which seeks to exemplify the perfect combination of lifestyle, luxury and design, is the developer's latest and most ambitious venture to date.

"Much of our success is attributed to our team. Our team plays a key role in pushing the company beyond boundaries, in pursuing a common goal, and for believing in me to lead them through any obstacle and emerge a success.

"We will continue to operate on Trinity Group's founding principles; to deliver with purpose, to dare to be different, to have a collaborative team, to recognise and respect the contributions of the individual and to strive for excellence," added Neoh.

Trinity Group is also living out their corporate philosophy of building communities and enriching lives.

This is evident in their RM7mil investment to build an access ramp along the Bukit Jalil Highway in Bandar Kinrara to ease traffic congestion not only for The Zest residents but the wider community.

"More than our string of property development projects, we want to gauge our success on how much we have impacted the wider community. It is the little details that set us apart. Gaining recognition from the international community proves that a little effort goes a long way," said Neoh.

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Proud moment: Neoh (right) receiving his award for the "Best Manager of the Year" category.