

M A Y 2 0 2 3

# NEWSLETTER

**COURTYARD BY MARRIOTT MELAKA**  
IS NOW OPEN

**THE DAWN @ IMPRESSION CITY**  
ARRIVES IN HONG KONG

**CHINESE DELEGATION VISITS**  
FOR MOU SIGNING CEREMON



**YONG TAI**  
永大集团



# Courtyard by Marriott Melaka Brings Contemporary Comfort To Melaka



**Courtyard by Marriott Melaka (CYMM)**, the latest addition to the renowned **4-star international hotel** brand, has made its mark in Malaysia, landing in the historic city of Melaka. This is the 3rd landing place for the hotel brand in Malaysia, signaling a growing demand for quality accommodation in the country & Melaka.

**Yong Tai Berhad (YTB)**, a Malaysian property developer that owns the hotel, is expected to benefit greatly from the strengthening relationship between Malaysia and China. As more and more business tourists visit the country, the demand for quality hotel accommodations continues to rise. YTB aims to provide a quality stays to boost the tourism of the country. The company is confident that the opening of CYMM will contribute significantly to the company's financial growth and strengthen our position in the hospitality industry

The opening of CYMM provides visitors with a luxurious and modern accommodation option, enhancing the

city's appeal as a tourist destination. Located in the heart of the city, it's an ideal choice for both leisure and business travelers. The hotel features 287 spacious guest rooms and suites, all of which are designed to provide modern comfort and convenience to guests. The hotel's facilities include a 24-Hour Fitness Center, infinity swimming pool facing the heritage city and many more, making it a one-stop destination for travelers.

Get ready to experience a world-class hospitality in the heart of Melaka with YTB and CYMM.

Visit [www.courtyardmelaka.com](http://www.courtyardmelaka.com) for more info.

#### More articles & news:

1. Sinchew <https://shorturl.at/xzFX3>
2. E-Nanyang <https://shorturl.at/jlyzN>
3. China Press <https://shorturl.at/HNRS8>
4. NST <https://shorturl.at/mtDEY>
5. Focus Malaysia <https://shorturl.at/hwAER>
6. Business Today <https://shorturl.at/cuHJ1>



# The Dawn @ Impression City Arrives In Hong Kong

**Yong Tai Berhad (YTB)** has reached another milestone in the branding of **The Dawn @ Impression City**. The company has established a **new sales tunnel in Hong Kong**, and has partnered with the Continue Group to lead the sales and marketing efforts in this region.

The announcement of this new collaboration was made at the Eaton Hotel in Hong Kong. This luxurious residential project is set to become one of the most desirable addresses in Melaka, offering residents a new way of living lifestyle. With this new collaboration in Hong Kong, YTB is bringing The Dawn @ Impression City to a new audience. This is an exciting opportunity for Hong Kong-based investors to experience the best of Melaka, with its rich history, vibrant culture, and stunning natural beauty.

**Partnering with the Continue Group** is a significant move for YTB, as this collaboration brings together two companies with complementary strengths. The Continue Group is a leading sales and marketing agency in Hong Kong, with a proven track record of delivering exceptional results for their clients. With their extensive knowledge of the local market, the Continue Group is ideally placed to help YTB showcase The Dawn @ Impression City to potential investors in Hong Kong.



The launching of The Dawn @ Impression City in Hong Kong is an exciting new chapter for YTB and the Continue Group. With their combined expertise and experience, these companies are well-positioned to make Impression City and Melaka known as one of the best residential places in Asia. This collaboration is a testament to Yong Tai Berhad's commitment to delivering exceptional residential properties that meet the needs and expectations of their clients.

For more info about The Dawn, please do not hesitate to contact our sales representatives:

**CK Wong @ 6012-478 6010**

**Elvin Ho @ 6012-660 8477**



# Yong Tai Berhad & Encore Melaka Celebrates Ramadhan Together 2023

Yong Tai Berhad recently held its **annual Buka Puasa Dinner 2023**, which was attended by employees for a celebration of the holy month of Ramadan and aimed to foster unity and mutual respect between different cultures and religions.

The event provided an excellent opportunity for all employees to learn about the significance of Ramadan and experience the traditional breaking of fast with Muslim colleagues and friends. The dinner was a testament to the company's commitment to promoting diversity and inclusivity in the workplace and fostering mutual respect between different cultures and religions.

During the night, talented colleagues sang songs for entertainment, adding to the festive atmosphere of the event. The entertainment was a reflection of the diverse talents and skills of Yong Tai Berhad's employees, highlighting the company's commitment to fostering a vibrant and inclusive workplace culture.

The highlight of the night was the Best Dressed competition, with the theme of Raya. The competition was a fun way to celebrate the festive season and showcase the traditional attire of different cultures. The winners of the competition were congratulated and awarded prizes, adding to the celebratory mood of the evening.

A big shoutout to YTB Rec Club and the company senior management for hosting an incredible buka puasa dinner for all of us at Yong Tai & Encore Melaka! It was a memorable event that brought together people from different backgrounds to celebrate the holy month of Ramadan and promote mutual respect and understanding.





## Cultural Diplomacy Takes Center Stage as Chinese Delegation Visits for MOU Signing Ceremony

We were extremely thrilled to host both the **GuangXi and ShanXi Cultural groups**, from China to Encore Melaka @ Impression City, last April. The purpose of their visit was to meet with ENCORE MELAKA in pursuing a **collaboration, with the upcoming 50th anniversary of the Malaysia-China Diplomatic Relations**, a major event, happening next year.

We are pleased to announce that both parties were delighted with the outcome of the meeting and the Encore Melaka's stage, which resulted in **YTB signing an MOU with the cultural group from Guang Xi**. This agreement involves sending China's cultural performance to Malaysia and vice versa, promoting cultural exchange between our two countries.



*Mou Signing between Yong Tai Berhad, represented by Datuk Zoe Tan, COO of Yong Tai Berhad & Guang Xi Cultural Industry Group Co., Ltd, Represented by Mr NingYirong, General Manager of GuangXi Performances Co., Ltd*

Apart from the discussions, Guang Xi Cultural group was amazed by Melaka's heritage and decided to have an impromptu flash mob in the middle of the Jonker Walk night market. The crowd was captivated by their performance, and the atmosphere was electrifying. It was an unforgettable experience for everyone involved.

In addition to cultural exchange, both parties also **reached a mutual agreement on the marketing of performing arts, technology, and management skills sharing**. We believe that such collaborations will not only promote cultural exchange but also pave the way for new business opportunities and innovation.

We are excited about the possibilities that lie ahead and are committed to continuing our efforts to promote cultural exchange and enhance bilateral relations between Malaysia and China.

**Stay tuned for more announcements!**



# Spectacular Space of Encore Melaka for Your Next Event

**Encore Melaka is a versatile venue** that offers more than just theatrical performances. In addition to hosting conferences and discussions, it also serves as a dining and private function space. Whether you're looking for a place to host a business meeting, a social event, or a memorable dinner, Encore Melaka has something to offer. Simply let the team know what you need, and they'll be happy to show you all the possibilities available to you.

**Call Us At : +606 270 7691 / 7718**



## MORE THAN JUST A SPACE

Measurement		2518 sqft
Theatre		200 pax
Classroom		100 pax
Banquet		100 pax

**With Harmonious Zen-airy Environment**

IT'S PERFECT FOR HOSTING INTERVIEWS,  
DIALOGUES SESSIONS, OR PRIVATE GATHERING



## BEAUTIFUL SEAVIEW

Measurement		5166 sqft
Theatre		300 pax
Classroom		200 pax
Banquet		200 pax



# Happy Labor Day

Happy Labor Day to all the hardworking laborers out there! Your efforts and contributions have built the world we live in today. In celebration of this holiday, let's take a break and have some Bingo fun with your family!



**1**

Designate a caller who selects call-out numbers and announces them to the players.

**2**

Hand out one paper per player and draw a box as below, fill in the numbers from 1-24.

**3**

Have each player mark off the "free space" on each paper in any of the small square.

**4**

Place all of the call-out numbers in a container and mix them up. The caller should select a number without looking.

**5**

Have players mark the square when they hear a number that appears on their card.

**6**

Players shout **"BINGO!"** when they get 5 full lines (vertical, horizontal or diagonal) or a full card.