

Bangkok condo project showcased in HK

THE NATION

BTS GROUP Holdings and Sansiri plan to introduce their fifth joint-venture condominium project, The Base Garden-Rama 9, via an exhibition at the Excelsior Hong Kong this weekend.

"We are delighted to introduce yet another potential series brand to Hong Kong customers who are looking for investment residences with strong rental yields in return. And we expect that The Base Garden-Rama 9 will receive great feedback from foreigners as we do in Thailand," Uthai Uthaisangsuk, Sansiri's senior executive vice president for business development and high-rise project development, said yesterday.

Singapore and China will also feature exhibitions during the presales period.

Garden-Rama 9 is the latest series of The Base brand, which the developers say continues to gain an overwhelming response from customers with its unique combination of features that fits with modern lifestyles and affordable pricing.

Developed as a "Garden of Creation" – a nature sanctuary with an expansive garden in a desirable location within the Bangkok city core – the project features 36 storeys and 640 residential units.

Kingston Lai, chief executive of the Asia Bankers Club, said the past joint developments of BTS and Sansiri had been particularly well received by Hong Kong investors, so the company believed The Base Garden-Rama 9 would be another success.

Considerable overseas capital has been rush-

ing into Southeast Asia recently and Thailand is seen as one of the hottest locations because of the implementation of several high-speed-railway construction projects, he said.

The new railways will offer seamless connectivity for Bangkok and other cities such as Chiang Mai and Hua Hin, as well as cities in other countries such as Malaysia's Kuala Lumpur and Penang, Singapore and China's Kunming.

The railways are expected to be completed as soon as 2021 and Bangkok will become the backbone of Asia's transport system, Lai said. Trade between Thailand and other countries will be more frequent, driving the development of the local economy and all industries, thus boosting the property market.

Terence Chan, director of Golden Emperor Properties, said The Base Garden-Rama 9 prided itself on having the great convenience of the future MRT Orange Line.

This situation is similar to the properties near Hong Kong's MTR West Island Line a few years ago – high quality but underperforming.

The Base Garden-Rama 9 will receive tremendous interest from local and foreign business professionals working in the new central business district, making it perfect for both short- and long-term investment, he said.

The Base Garden-Rama 9 will be available for sale in Hong Kong before its formal launch in Thailand. The freehold condo project has a starting price of 680,000 Hong Kong dollars (Bt3 million).

