

Greater KL Makes Relocation Easy

When considering cities in Asia, Greater KL is an easy choice for expats. Offering an enjoyable lifestyle with clear business advantages, the Malaysian capital delivers... for expats *and* their employers.

We recently had a conversation with Paul Crowcroft, an expat working in Greater KL in the technical IT field, and got his opinion on the lifestyle and business advantages of being located in the Malaysian capital.

The Expat: Please tell us a bit about yourself and your employer.

PC: My name is Paul Elton Crowcroft, and I am a citizen of the United States, but of Australian descent. I am currently the Senior Manager responsible for the IT technical operations of Huntsman. I manage a large international team in various locations, mostly Kuala Lumpur and The Woodlands, Texas, USA. Through Huntsman, I was afforded the opportunity to establish and direct a new Shared Service Centre for our Global IT department in Greater Kuala Lumpur.

How long have you lived in Greater KL and what do you and your family think about the quality of life here?

My wife and I moved to Bandar Sunway three years ago. My adult son stayed back in the US to work, but we often travel to each other to spend time together. The quality of life here is very good and we greatly appreciate the conveniences in Greater KL, where most things we need are clustered into malls.

Where in Greater KL do you live and work?

Huntsman Global Business Services is located at The Pinnacle, Bandar Sunway. Its MSC status and proximity to several universities have positioned Huntsman well for services and recruitment. Bandar Sunway was selected as it offered us great access, not only for work but to everything we needed to get quickly established. Conveniently, we live fairly nearby, too!

What are the key factors for a company making a decision to locate in Greater KL, especially when it comes to placing their expat employees?

For us, we looked at several major hubs in Southeast Asia before deciding on Kuala Lumpur. Thanks to governmental agency support, we are able to target recruitment of the right IT skill sets to support our global company. We started with a small core group of associates in 2014, and we

were able to quickly ramp up to deliver on new IT service needs. Our Pinnacle office also hosts 100+ employees of our other Shared Services functions such as Accounting and Finance, and houses our commercial business presence for our regional sales team. All of these roles and skills, including multi-language capabilities, were easily available to us here. Moreover, Greater KL provides stable infrastructure and various surrounding amenities, too. These key points weighed heavily on our decision to establish our Shared Services here.

What advantages do you see Greater KL offering over other cities in the region?

I have visited several major cities in the region and I'd have to say that KL offers the infrastructure and pool of talents needed for us to operate. From an IT industry perspective, a big advantage and benefit is being able to source talents with various levels of IT skills. The talents that we have hired in KL are highly motivated and energized. Moreover, with KL being a melting pot of cultures and ethnicities, everyone is very tolerant and respectful of each other; similar to the core values that our company promotes. I am very proud of the team that we have built here!

What was your first impression about the lifestyle in Greater KL?

Malaysia's culture, coupled with some Western influences, brings a wonderful and unique environment to Greater KL. I was immediately impressed with the wide diversity of activities here; from shopping at the local markets to eating street food to seeing a movie at the IMAX theatre or even hitting the lanes for bowling! KL's prime location has already given us several opportunities for extended weekend trips to other countries. And we enjoy hosting friends and family here, too.

Coming from the US, we honestly did not know what to expect, as we had never visited Malaysia prior to moving. It has been an amazing growth experience for my wife and me on many levels. The lifestyle here is comfortable, and from the onset, it felt like everything we might need was available. My wife has made several local friends quite easily. And I am even



planning on making the time for a proper round of golf!

Can you share with us some of your favourite places in Malaysia?

My brother from Melbourne and my son from Austin, Texas just recently joined us for a very enjoyable trip to Cameron Highlands. My wife and I have also taken a day trip to Melaka. We lived in Belgium prior to Malaysia, so seeing the Dutch influence again was a nice treat. Locally, I enjoy eating banana leaf rice at Sri Nirwana Maju in Subang Jaya which I frequent almost every weekend – I simply can't get enough of it! We often venture down to Petaling Street and Central Market, and we also love a good walk around Bukit Bintang. ■



Tasked by the Malaysian government to attract and facilitate large global multinationals to set up their regional business, innovation, and talent hubs in Greater Kuala Lumpur and strategically grow their business in Asia, InvestKL works with other government ministries, entities, and agencies to formulate attractive fiscal packages and help corporations identify business opportunities while strengthening their competitiveness regionally and globally.