

E&O unveils first clubhouse and commercial precinct in City of Elmina

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(From left) E&O project director Michael Tan, managing director Kok Tuck Cheong, executive chairman Datuk Seri Tee Eng Ho, Kerjaya Prospek executive chairman Datin Seri Toh Siew Chuon, and E&O executive director Datuk Tee Eng Seng

The clubhouse and Laman Embun represent the first components of a broader expansion plan, with the Seri Embun residential phase scheduled for launch in 2026.

SHAH ALAM (Nov 27): Eastern & Oriental Bhd (E&O) has expanded its presence in the Klang Valley with the launch of its first clubhouse and a new commercial precinct within the [City of Elmina](#) in [Shah Alam](#), [Selangor](#).

Complementing the clubhouse is Laman Embun, E&O's first commercial offering in Elmina. The 15.1-acre freehold development comprises 110 units of two- and three-storey shop-offices ranging from 3,256 to 10,883 sq ft, with prices starting from RM2.46 million.

Positioned less than 500m from the future Seri Embun township and 600m from Elmina Lakeside Mall, the precinct offers connectivity via the Guthrie Corridor Expressway (GCE) and proximity to schools including SJK (C) Regent Elmina, and Chong Hwa Independent High School. The development aims to achieve GreenRE Silver certification.

Located within the Seri Embun precinct, the E&O Elmina Clubhouse has been designed as the township's central lifestyle hub, offering facilities such as a gymnasium, swimming and wading pools, a multipurpose hall, playground, landscaped gardens, function spaces, a yoga lawn, herbs garden, pavilion, surau, and Jacuzzi.

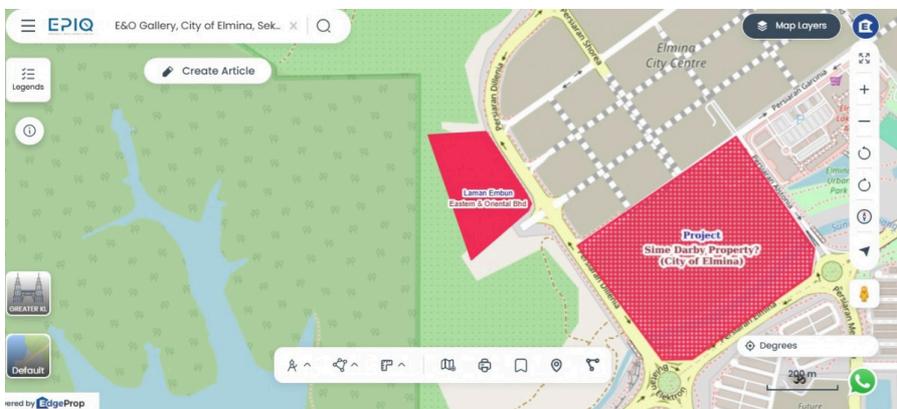


Kok noted that the commercial offering was introduced to support the evolving needs of the surrounding population and to lay the groundwork for a self-sustaining township ecosystem.

The gated-and-guarded precinct emphasises walkability, greenery, and secure communal living, reflecting E&O's focus on wellness-oriented environments. The clubhouse will initially function as the sales gallery for upcoming launches before being handed over to the Seri Embun residents' management.

E&O managing director Kok Tuck Cheong said the launch aligns with the growing demand for developments that combine lifestyle, wellness and long-term value. He highlighted Elmina's steady appreciation over the past five years, supported by its master planning and emphasis on sustainability.

He added that the clubhouse and Laman Embun represent the first components of a broader expansion plan, with the Seri Embun residential phase scheduled for launch in 2026.



Location of the commercial precinct Laman Embun (in solid red) (Source: EPIQ)

During a media briefing on Thursday, Kok noted that the commercial offering was introduced to support the evolving needs of the surrounding population and to lay the groundwork for a self-sustaining township ecosystem. He also confirmed that more parcels within the 65-acre footprint acquired by E&O in Elmina have been designated for future residential and commercial phases. He said that the expected gross development value of its current and upcoming Elmina phases is close to RM1 billion.

Responding to queries on project uptake, Kok said the commercial precinct had attracted strong interest in its initial weeks of preview. He added that E&O is committed to upholding sustainability benchmarks, with future phases aiming for higher environmental performance standards where applicable.

E&O said that the expansion into Elmina complements its wider development portfolio, which focuses on design-led, high-value developments, including ongoing projects such as [Conlay](#) in KL city centre; The Peak in [Damansara Heights, Selangor](#); [Seri Tanjung Pinang](#) and [Andaman](#) in [Penang](#); [Avira](#) in [Iskandar Malaysia, Johor](#); and its properties in central London, UK.

The group remains optimistic about the Klang Valley market and is actively exploring additional landbank opportunities.

As E&O prepares for its next launch in early 2026, the group said its goal is to continue shaping integrated, sustainable townships that balance residential, commercial, and community needs.

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