

"I joined KSK Group, known as Kurnia Asia Bhd then, in 2010 as Director and Risk Adviser at Kurnia Insurances (Malaysia) Bhd. When Kurnia Asia Bhd was rebranded KSK Group, I was appointed Group CEO in October 2012. I spearheaded the disposal of the Group's Malaysian insurance business and the privatisation exercise of the Group, while looking into the transformation of the insurance operations in Thailand and Indonesia. When KSK Group expanded into property development in 2013, I then assumed the role of Managing Director of KSK Land in August 2013 and was responsible for growing the property development portfolio.

As a young CEO, there is a lot more to prove to everyone that I work with. It's the first impressions that make it a challenge in a way how people regard me when they consider my age. So, I tell myself every day that I have to be hands-on in the operations of all our businesses and be prepared for every meeting that I attend or chair. In time, people start to hold my work in high esteem as I prove myself and they respect me in turn.

Seeing the companies that we build grow and adapt to external changes and deliver results, while celebrating the wins, big or small, together with the KSK team and our business partners keeps me moving forward. Also, when we stumble upon day to day difficulties, the team comes together to turn these issues into triumphs which is very heartening.

I've also found a great role model in my father, Tan Sri Dato' Paduka Kua Sian Kooi. In my opinion, he is a leader, a visionary, a dreamer and a mentor. The values that he imparted shape the person I am today and perhaps the most important life lessons he taught me was to always be humble at the workplace and that respect has to be earned mutually. He also gives me the courage to embrace this ambition of ours by not being afraid to seize the opportunities that come our way and to work hard for it.

Today, we are doing it with 8 Conlay - our debut mixed commercial development at KSK Land, with Kempinski as our hotel luxury service partner and YOO as our design brand partner. They believe in our brand as we believe in theirs. With the introduction of this maiden project of ours, we strive to take luxury urban living to a new level by providing exceptional value in terms of design, architecture and personalised services, thus allowing our residents to express themselves via their choice of residence - it is all about creating "Your Place, Your Story". That's why we've engaged with this team of A-list partners who share our vision for 8 Conlay, and whom we are confident will help us deliver tangible value for our buyers and investors. I am confident that this development will bring KSK Land that much closer to being a top-tier developer in the next five years, offering quality and unique products with good customer service."

JOANNE KUA
CEO of KSK Group and Managing
Director of KSK Land

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It is my job as CEO to understand my people well in order to form a dynamic team of people at work. At KSK, we believe that we can never do everything ourselves. We need to work together as a team and, when we have a strong team, we can basically do anything.
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