

# KL Wellness City aims to boost Bukit Jalil's local economy and sports tourism.

By **Sharen Kaur** - December 2, 2022 @ 11:23am



(L-R) Nelson Liew, the founder of Vanilla Mille Crepe Kitchen; Datuk Sri Dr. Vincent Tiew, the executive director of branding, sales and marketing of KL Wellness City; Abd Aziz Abd Rahman, the deputy director of Sports Development Unit under the Youth and Sports Ministry; Datuk Dr. Colin Lee, managing director of KL Wellness City; and Josiah Ng, three-time Malaysian Olympian, at the launch of the KL Wellness City Fitness Fiesta 2022.

KL Wellness City Sdn Bhd, the visionary developer of Southeast Asia's first 360-degree integrated KL wellness City hub in Bukit Jalil has launched Fitness Fiesta 2022 to promote growth for sports tourism and the local economy.

The two-day Fitness Fiesta will take place this weekend at KL Wellness City Gallery in Bukit Jalil.

It offers a variety of therapeutic wellness activities and workshops tailored to empower consumers to pursue a greater quality of life.

Yoga and fitness challenges, together with a variety of culinary delights, have been carefully chosen to encourage a deeper understanding of well-being and a fitness journey.

According to Datuk Dr. Colin Lee, executive director of KL Wellness City, the Fitness Fiesta supports the goal of KL Wellness City to promote a lifestyle that is completely linked with healthcare.

"It is encouraging to know that Malaysians are now placing greater emphasis on health and wellness since the pandemic. We also observed that there has been a spike in demand for such fitness events, and we hope the upcoming Fitness Fiesta will motivate like-minded groups and organisations to continue hosting such activities for a healthier Malaysia," he said.

As a township developer, Lee said his top objective is to strengthen the neighbourhood and boost tourism, making Bukit Jalil a model for healthy living.

He said that Fitness Fiesta acts as a platform for the neighborhood's businesses and residents to congregate and learn about new opportunities in addition to being a fitness and health event.

KL Wellness City features a retirement resort, a healthcare hub, a wellness-focused serviced apartment community, medical suites, innovation labs, clinical R&D facilities, healthcare company office towers, an international tertiary hospital, and a fitness-based central park.

Each component of this township is carefully conceptualised to excel both independently and collectively as a part of the community's integrated ecosystem encompassing medical care, healthcare, wellness, and fitness.

Meanwhile, KL Wellness City also announced its sponsorship of the KLWC Ironman Triathlon team to participate in GWM IRONMAN Western Australia.

Vanilla Mille Crepe Kitchen Sdn Bhd is also a sponsor of the KLWC Ironman Triathlon team. The sponsorship exhibits Vanilla Mille Crepe Kitchen's commitment and conviction for health and wellness living.

Nelson Liew, chief executive officer of Vanilla Mille Crepe Kitchen said the spirit of Triathlon embodies the company's drive to expand its business operations nationwide.