



REHDA INSTITUTE CEO SERIES 2017

(Annual Regional Real Estate &
Property Development Conference)

Connexion@Nexus • 9 Nov 2017 • 8.00 am



REHDA
INSTITUTE

“How to develop world class real estate
assets, attract international investments,
position Malaysia globally”

For more information, please contact:
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REHDA Institute CEO Series 2017

(Annual Regional Real Estate & Property Development Conference)

9th Nov 2017 (Full day event, 8.00 am – 5.00 pm) @ Nexus Bangsar South

Estimated pax : 400 participants

Profile of attendees :Mid-level management (Assistant Managers, Managers, Senior Managers) to Senior Management (Vice Presidents, General Managers, CEOs, Directors, Managing Directors).

Industry :All stakeholders in the real estate, construction and property development supply chain -

- State and Federal Government, Local Authorities, CIDB and other related regulatory bodies and government linked agencies.
- Manufacturers of building/construction related products.
- Construction Companies, Contractors, Consultants, Engineers, Architects and other related service providers.
- Banking and Financial Services, Funds, REITs and Asset Managers.
- Property Developers and members of REHDA.

Brief objectives

- Forward Economic Outlook 2018: Foreign perspective of Malaysia's economy, investment and real estate outlook.
- How to attract quality FDI into the country? Utilizing Malaysia's unique selling proposition (international education hub, wellness and healthcare for medical tourism, attracting consumer investors, 'property tourism' and long stayers into the country tied to real estate, branding Malaysia internationally)
- Possible 'Blue Ocean' in new development ideas in these current challenging times – developing a wellness/aged care and education component as a catalyst. How to go overseas, what products are suitable for the overseas markets/buyers? Keeping up with technology: How can the real estate and property development supply chain leverage on Industry 4.0?

Time	Agenda	Proposed Topic
8.30 – 8.40	Keynote opening address	REHDA Institute Chairman Opening Address Dato' Jeffrey Ng Tiong Lip
8.40 – 8.50	President Speech	Speech from REHDA President
8.50 – 9.10	Forward Economic Outlook 2018	1. International perspective: Key factors impacting Malaysia's macro-economic outlook in 2018. Proposed: Credit Suisse Country Head, Malaysia.
9.10-9.30		2. 2018 Outlook on Malaysia's key sector performance (Banking, Construction, Real Estate). Proposed: Chief Economist, Alliance Bank, Malaysia.
9.30– 10.00		3. Panel Summary and Q&A <ul style="list-style-type: none"> • Dato' Jeffrey Ng (Moderator) • Topic 1 speaker • Topic 2 speaker
10.00 – 10.15	Morning Keynote Address: Invited EPU Minister (YB Datuk Seri Abdul Rahman Dahlan)	
10.15 – 10.40	Morning Tea Break (25 mins)	
10.40 – 11.00	Attracting the 'right' high quality FDIs into Malaysia through real estate and property development components.	4. Malaysian property developers building overseas: how to build an international property development brand? + (Promoting Malaysia as a real estate investment destination overseas to bring in quality FDI in this current market) Proposed: Tan Sri Liew Kee Sin, Ecoworld.
11.00 – 11.20		5. How to develop the right asset class to attract international investors (institutional & consumer)? Proposed: Employees Provident Fund (EPF) CEO
11.20 – 11.50		6. Panel: Developing Malaysia as an attractive international Real Estate Investment destination. (30 mins) <ul style="list-style-type: none"> • Datuk Seri Michael Yam (Moderator) • Topic 4 speaker • Topic 5 speaker • Tracey Fellows (CEO, REA Group, largest real estate portal in the world)

11.50 – 12.40	Industry 4.0: how can real estate and property development leverage on technology?	<p>7. Panel Discussion - Industry 4.0, Disrupt or be Disrupted: “How will this transform the construction, real estate and property development industry? What can stakeholders do to prepare and ride this wave?”</p> <p>Proposed:</p> <ul style="list-style-type: none"> • Sajith Sivanandan (Regional MD, Google) (Moderator) • Georg Chmiel (Chairman, Juwai.com) • Haresh Khoobchandani (CEO, iProperty) • Steve Melhuish (Co-Founder, PropertyGuru) 	
12.40 – 12.55	Lunch Keynote Address by MITI Minister		
1.00 – 2.30	Lunch Break (90 mins)		
	Slowdown? Property Development Ideas to survive in tough market conditions.	<p>Stream A: Education hub and related services</p> <p>Streams A and B will run concurrently in 2 different halls</p>	<p>Stream B: The real estate potential of wellness/health. Property & Medical Tourism.</p> <p>Streams A and B will run concurrently in 2 different halls</p>
2.30 – 3.30		<p>1. Building a world class education hub as a catalyst for an integrated township, the Iskandar experience.</p> <p>Proposed: Medini CEO</p> <p>2. Synergy of complementary integrated assets : The Award Winning Bandar Sunway Story.</p> <p>Proposed: Sarena Cheah, MD, Sunway Bhd Property Division</p> <p>3. Student accommodation: untapped asset class potential in Malaysia.</p> <p>Proposed: Savills, UK</p>	<p>1. Transforming opportunities in the SEA wellness and healthcare market into lucrative real estate assets.</p> <p>Proposed: Deloitte Singapore</p> <p>2. Positioning wellness and healthcare components right in integrated developments.</p> <p>Proposed: Chairman, Ramsay Sime Darby</p> <p>3. Real Estate Blue Ocean? The value add of ageing friendly care in real estate developments.</p> <p>Proposed: Director, Thomson Adsett, Australia.</p>
3.30 – 4.00	Afternoon tea break (30 mins)		
4.00 – 5.00		<p>4. Panel: key success factors in developing a successful education hub as a long term real estate catalyst for growth.</p> <p>Proposed:</p> <ul style="list-style-type: none"> • Tan Sri Teo Chiang Kok (moderator) • Medini CEO • Sarena Cheah • Savills, UK 	<p>4. Panel: key success factors in implementing wellness/healthcare/ageing friendly components as a long term real estate catalyst for growth.</p> <ul style="list-style-type: none"> • Dato’ Alan Tong (Moderator) • Deloitte Singapore • Chairman of Ramsay Sime Darby • Director, Thomson Adsett



Participant 1 : _____

Mobile : _____ Email : _____

Company : _____ Designation : _____

Participant 2 : _____

Mobile : _____ Email : _____

Company : _____ Designation : _____

Participant 3 : _____

Mobile : _____ Email : _____

Company : _____ Designation : _____

Participant 4 : _____

Mobile : _____ Email : _____

Company : _____ Designation : _____

Participant 5 : _____

Mobile : _____ Email : _____

Company : _____ Designation : _____

Participant 6 : _____

Mobile : _____ Email : _____

Company : _____ Designation : _____

Company Name : _____

Contact Person : _____ Email : _____

Phone : _____ Fax : _____

Registration Fee

Early Bird Fee

REHDA Member RM688.00
Membership No: _____

Non-Member RM988.00

Normal Fee

REHDA Member RM988.00
Membership No: _____

Non-Member RM1288.00

(the fee quoted includes 6% GST)

*For early bird price, please register and pay before **29th September 2017**

COMPANY APPROVAL

Name : _____

Designation : _____

Company Stamp: _____

Contact REHDA INSTITUTE
REGISTRATION

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E-mail:
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Bank drafts or cheque should be crossed and made payable to REHDA Institute. The cheque can be deposited to REHDA Institute's Public Bank account no and fax the bank-in slip to 03-7880 3823.

Bank: **Public Bank**
Name: **REHDA Institute**
Account No: **3134791907**

Please read the terms and conditions below that will be binding on all participants and participating companies (REF:01012017)

REHDA Institute reserves the right to replace/change speakers or some aspects of the itinerary in the best interest of the conference.

Confirmation of Registration
Participants/Participating company will need to send us back the registration form with their official company stamp as confirmation of their agreement with the organiser's terms and conditions.

No cancellation
Once we have received the registration form with the company's stamp and seal, the organisers will allocate food, seating arrangements etc. for the delegates. Hence you will still be charged whether or not your participants turn up on the day. No cancellation is allowed but a replacement can be arranged at no extra charge.

Payments
For registrants intending to take advantage of the discounted early bird price, please make full payment before the end of the early bird period. If payment are made AFTER the early bird period, the price invoiced will be changed to the full price. Kindly ensure that payments are made early to take advantage of the discounts.

All full payments must be made to the organisers before the actual event day. For those paying through bank transfers, please make sure you send us a copy of your bank in slip and details, else the payment may no be acknowledged by us.

The confirmation e-mail will be issued 7 days before the commencement of the event. In the vent you do not receive the confirmation letter, please contact us immediately.