

Talking Points

YB PUAN HAJAH ZURAIDA KAMARUDDIN

**REHDA INSTITUTE'S HOUSING CONFERENCE
9 OCTOBER 2019, WISMA REHDA PETALING JAYA**

Salutations:

- 1. Dato' Jeffrey Ng Tiong Lip, Chairman of REHDA Institute.**
- 2. Dato' Khor Chap Jen, Timbalan Presiden, REHDA Malaysia**
- 3. REHDA Institute Board Members**
- 4. Members of REHDA Malaysia National Council**
- 5. Members of the media, ladies and gentlemen.**

A. First and foremost, I would like to convey my deepest appreciation to REHDA Institute for having me here at this event – a significant and immense initiative that looks to create positive outcomes for all in the industry.

B. The ministry acknowledges Rehda Institute's long-term commitment in providing information and education to

developers thru continuous activities and training programs by the institute.

Ladies and Gentlemen,

C. In this era of change, we cannot be satisfied with just a roof over one's head but should instead strive to deliver quality housing for all, and ensure that housing is accessible and affordable to the target groups.

D. Developers today need to build quality community for their house buyers and providing the eco- system required for such quality living.

E. Both the private and public sector must work closely together to accomplish the mission of housing the nation efficiently.

F. The ministry is taking a two prong approach, by empowering house buyers on the demand side and reducing costs of development on the supply side.

G. Some of these challenges have been in existence for decades and it is timely to address them seriously by adopting new ways as a counter measure.

H. Towards this purpose, I would like to reiterate that our doors are always open for discussion. Let us know how we can assist the industry to enhance efficiency.

Ladies and Gentleman,

I. As an industry we cannot remain static. We must move with the needs of the market, we must respond

positively to the demand of our customers. Malaysia, being a young country with a median age below 30 years old (28.3) has huge potential for the housing market.

J. Youth empowerment in housing is something that we cannot just ignore. The housing needs of the youth may be different as according to their own lifestyles. The government is committed in ensuring adequate

affordable housing supply for the younger generation and financial empowerment to assist them in their homeownership pursuit.

K. Likewise the industry must also respond to their needs by offering the right product types, pricing, facilities, and accessibility that suit the younger generation's lifestyles.

L. Moving forward, we will work towards consolidating data and information and at the same time address data gaps that may exist so that the policy makers, the authorities and the stakeholders can all count on an efficient centralised data / property information system that is effective, accurate, useful and timely.

M. For this purpose, we will need the industry's input and insights into what information the industry needs to enhance its relevance and usefulness.

N. It is important that we recognise housing as not merely a social sector but also an economic sector that contributes significantly to the well being of the nation through employment, domestic demand creation and productivity.

O. The government will continue to provide strong support towards this important economic sector and we expect the industry to reciprocate by working closely together with us and play your part in order to satisfy the needs of the nation and make quality and affordable home ownership a reality.

I would like congratulate REHDA Institute for organising this conference and I hope participants and speakers alike will come up with a lot of new ideas and out of the box proposals to help us drive the industry through transformational changes for collective benefits of all stakeholders and the nation.

Let us build together a more sustainable community and sustainable generation for the benefit of all Malaysia.

- **On that note ladies and gentlemen, I hereby officiate the Rehda Institute Housing Conference. Thank You.**