



REHDA
INSTITUTE'S
20TH
ANNIVERSARY

**EMPOWERING MINDS,
NURTURING TALENT**

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20TH
ANNIVERSARY

EMPOWERING MINDS, NURTURING TALENT



*Inspiring a new generation of leaders,
we **unlock human capital** and
**shape the intellectual capital of
the future**, driving progress through
knowledge and passion.*



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Message from the **Minister of Housing and Local Government**

It gives me great pleasure to extend my heartfelt congratulations to REHDA Institute on the momentous occasion of their 20th Anniversary. Over the past two decades, REHDA Institute has emerged as a vital force in enhancing Malaysia's housing delivery ecosystem, crafting a legacy that resonates with clarity, collaboration, and commitment to excellence.

REHDA Institute has significantly contributed towards the nation's repertoire of information on the housing sector through the publication of influential research reports. Among its remarkable works, is the Housing Forward Cost of Doing Business (2022), a comprehensive study that offers crucial insights into the economic dynamics affecting housing delivery, empowering stakeholders to make informed decisions that boost efficiency and sustainability in our housing landscape.

The Affordable Housing II Report (2024), developed in partnership with Bank Pembangunan Malaysia Berhad (BPMB), further reflects the Institute's dedication to addressing one of our most pressing national challenges—affordable housing. Its findings has paved the way for innovative solutions, enabling policymakers and developers alike to build viable housing options for all Malaysians.

Additionally, the publication of the 3rd Edition of the Strata Management Handbook (2024) showcases the Institute's unwavering commitment to raising the bar for governance and management in our growing strata-titled developments, serving as an essential guide for industry practitioners, fortifying standards and practices to enrich the high-rise lifestyle.

What truly sets apart the Institute is its ability to collate and distil industry data that is often elusive to external parties.



By forging partnerships with credible industry stakeholders, including BPMB and leading universities, REHDA Institute has fostered an ecosystem of knowledge-sharing that provides clarity and perspective rare in our field. This collaborative spirit not only strengthens our industry but also inspires confidence in the initiatives that are launched.

Furthermore, the Institute's commitment to training and education plays a pivotal role in elevating our industry standards. Through organising influential conferences, such as the CEO Series and the Regional Housing Conference, along with specialised workshops and topical study tours, REHDA Institute creates invaluable opportunities for industry stakeholders to learn from one another, facilitate dialogues and innovation, and empowering us all to contribute positively to the future of housing in Malaysia.

As we celebrate this milestone, let us draw inspiration from the achievements and work collaboratively toward a brighter future for the housing sector. Together, we can build a Malaysia where every citizen has access to quality, affordable homes—a vision that is well within our reach when we strive together.

Congratulations once again to the REHDA Institute on its 20th anniversary! Your dedication, passion, and tireless efforts inspire us all to keep moving forward. Here's to many more years of success and impactful contributions to Malaysia's housing landscape!

YB Tuan Nga Kor Ming
Minister of Housing and Local Government

Message from the **President, REHDA Malaysia**

My heartfelt congratulations to REHDA Institute on reaching its 20th anniversary. Since its establishment in 2004, the Institute has become an indispensable part of the real estate and housing industry in Malaysia. As the name suggests, REHDA Institute serves as the intellectual backbone of our industry, shaping both the human capital and the thought leadership needed to meet the evolving challenges of our sector.

Today, REHDA Institute stands as a beacon of knowledge and expertise, dedicated to empowering professionals and organisations within the housing sector. With a commitment to education and growth, it has fostered an environment where innovation thrives, and knowledge inspires.

REHDA Institute has played a pivotal role in fostering industry-wide discussions through its highly regarded platforms, including the signature CEO Series, Regional Housing Conference and Green Build Conference with GreenRE. ”

These events, alongside their specialised workshops, have consistently brought together thought leaders, government officials, and stakeholders to share insights, debate pressing issues, and propose forward-thinking solutions.



What truly sets REHDA Institute apart is its dedication to producing well-researched papers that address the current challenges of our industry. These reports offer practical perspectives and solutions for all stakeholders, including government authorities with a deeper understanding of the intricacies involved in the housing delivery ecosystem. Through these efforts, the Institute has created a bridge between policy and practice, ensuring the industry's challenges are understood at every level.

As we celebrate this significant milestone, it is important to recognise how REHDA Institute complements the overarching efforts of REHDA Malaysia.

While REHDA Malaysia focuses on addressing the day-to-day issues that impact our industry, REHDA Institute with an independently governed Board focusing on training & events, research and education, offers us the opportunity to look further ahead. By drawing on global best practices, its regional knowledge network within ASEAN and beyond, and comparing them to our own, the Institute equips us to improve our housing sector, ensuring we remain competitive on the world stage.

As we move forward, let us continue to harness the power of knowledge and collaboration. REHDA Institute is not just a platform for education, it is a catalyst for transformation within the housing industry. Together, we can overcome challenges and seize opportunities that lie ahead.

Congratulations once again to the REHDA Institute on this momentous occasion. May the next 20 years be filled with even greater achievements, growth, and impactful contributions to our beloved industry.

Datuk Ir. Ho Hon Sang
REHDA President

Message from the **Chairman, REHDA Institute**

It is with immense pride that we celebrate the 20th Anniversary of REHDA Institute through our commemorative coffee table book, "Empowering Minds, Nurturing Talent". The book chronicles our journey and stands as a testament to our unwavering commitment to advancing our nation, through industry specific training, research and education.

Since our inception, REHDA Institute has maintained a clear objective: to develop the people and talent who drive the real estate industry in Malaysia. ”

Over the past two decades, REHDA Institute has transformed into a respectable think tank that is instrumental in influencing the future of Malaysia's real estate landscape, while contributing to our nation's aspiration to become a high-income economy.

With education at the heart of our mission, we prioritise innovative learning opportunities. One of our flagship initiatives, the Master of Real Estate Development (MRED) is Malaysia's first postgraduate qualification specifically tailored for the property development sector, taught by industry leaders alongside academics and it is already shaping the next generation of real estate leaders.

We are proud of our numerous research publications that address critical industry issues, from the launch of the Strata Management Handbook (2018) to our recent publication on Affordable Housing II (2024). We have demonstrated our steadfast commitment to advocating for accessible housing solutions for the rakyat.

REHDA Institute aligns training with the industry's evolving needs, and our success in fostering win-win collaborations between

government agencies, top institutions, and private sector stakeholders addressing critical issues for our property industry.

The Institute has unique industry partnerships for training and research with established institutions (including Monash University, University Malaya, Sunway University, Universiti Tunku Abdul Rahman – UTAR, Bank Pembangunan Malaysia Berhad – BPMB). This is in the form of research collaborations, joint certification programmes and workshops organised by REHDA Institute. In the past 2 decades, we have trained more than 30,000 housing and real estate professionals (including those from the real estate supply chain i.e. contractors, architects, engineers, planners, consultants, and government authorities).

The Institute continues to play a vital role in our nation's intellectual capital and human capital development. Other than conferences and workshops, REHDA Institute organises domestic and international study tours.

The international tours have been gaining traction, and the engagements with other top fraternal organisations overseas (including Our Hong Kong Foundation, Urban Renewal Authority Hong Kong, Housing Development Board Singapore, Building and Construction Authority Singapore, Jakarta Property Institute, Real Estate Indonesia and many others), highlights our credibility and reputation as a think tank. Such international engagements, foster positive exchange of knowledge and working relationship and global networking with like-minded think tank and organisations.

I extend my gratitude to the dedicated individuals who have consistently and continuously contributed to REHDA Institute over the years. Together, we have positioned REHDA Institute as a respectable and credible intellectual think tank, that serves as a cornerstone for the growth and development of our industry's greatest asset – its people. Thank you for being part of this incredible journey.

The next 20 years, we aspire for REHDA Institute to be a recognised and respected think tank, not just in Malaysia but also in the regional arena.



Dato' Jeffrey Ng

Chairman, REHDA Institute (2015 - Present)

Message from the **Past-Chairman, REHDA Institute**

As the inaugural Chairman of REHDA Institute, I am proud to celebrate its 20th anniversary, a landmark achievement that reflects not only the institute's journey but its evolution into Malaysia's leading authority in real estate research and education. From humble beginnings, REHDA Institute has become a vital resource—one of the few dedicated housing research institutions globally—delivering invaluable insights and cultivating the nation's future talent.

When we first envisioned the REHDA Institute, it was clear that our mission was to focus on training & events, research, and education, specifically tailored to Malaysian law and the evolving housing market. The need for accessible, well-researched information on current pricing, market conditions, and pressing issues has never been more critical. We have since evolved into a recognised institute, adapting our structure to better reflect our mission and to engage effectively with stakeholders across the entire real estate ecosystem.

The establishment of REHDA Institute was a visionary move, evolving from the earlier HDA Foundation to address the pressing needs of our industry in a rapidly changing landscape. Our mission has always been to empower the professionals within this field, equipping them with the knowledge and skills necessary to navigate and shape the future of real estate in Malaysia.

Over the years, REHDA Institute has played a pivotal role in nation-building by driving the development of human capital that underpins our industry. The real estate sector is crucial to Malaysia's journey

towards becoming a high-value economy, and the Institute has been at the forefront of this transformation.

The ever-evolving real estate landscape brings complexities and challenges such as oversupply, pricing strategies, government policy dynamics, and the need for accurate data. In response, we have built a robust research team committed to staying ahead of the curve.

We stand out on a global scale as a dedicated housing research institute. While other countries may have organisations with research components, none have a comprehensive institution solely devoted to housing. The insights and information we furnish empower not only our members but also government entities that rely on accurate data for informed decision-making.

Our 20-year journey is a testament to how far we have come, but it is also a reminder of the work that lies ahead. I extend my sincere gratitude to all members, partners, and stakeholders who have played a role in REHDA Institute's success. Together, we will continue to shape the future of the real estate sector in Malaysia, ensuring that it remains a vital pillar of our economy.

Here's to the next 20 years of excellence, innovation, and leadership in real estate research and education.



Tan Sri Eddy Chen

Past Chairman, REHDA Institute (2004 - 2015)

Human Capital and Talent Management Development

- REHDA Institute is a not-for-profit foundation which acts as the training, research and education arm of REHDA Malaysia.
- The Institute functions as a service provider in human resource and talent development for the real estate sector.
- The Master's in Real Estate Development (MRED) initiated by the Institute working in collaboration with UTAR, deliver education excellence by integrating both academic knowledge and practical industry insights (through guest lectures by experienced industry captains).
- Property Developers operate in a highly regulated business environment, hence these initiatives equip industry players with enhanced knowledge, management skillsets, and governance, promoting better understanding and trust with all stakeholders.

Building Intellectual Capital

- The Institute also analyses current and pressing real estate industry issues that affect the rakyat and the nation. Through research and examining global best practices that fit into Malaysia's context, REHDA Institute engages with all stakeholders including Government related entities to propose new solutions and improvements.

ABOUT REHDA INSTITUTE

Government Endorsement

- REHDA Institute, recognised and endorsed by the government, was officially launched in July 2004 by then-Prime Minister Tun Abdullah Ahmad Badawi, with former Prime Minister Tun Dr. Mahathir Mohamad as a distinguished witness.
- Other top Government officials that attended the launch include former Ministers (Tan Sri Nor Yakcop, Tan Sri Ong Ka Ting, Tan Sri Peter Chin Fah Kui, Dato' Sri Mustapa Mohamed, Dato' Seri Utama Haji Mohamad) and many other VIP guests.



REHDA Institute's Objectives

Our objectives and activities are executed through the 3 pillars below, which functions as a platform to serve industry stakeholders:

TRAINING & EVENTS

- Conferences, Workshops & Seminars, Study Tours and others.

RESEARCH

- Research Publications, Position Papers, Surveys and others.

EDUCATION

- Master's Degree, Certification Programmes and others.

Leadership: Respected, Inclusive

- REHDA Institute is led by a Board of Trustees who are respected industry leaders. The Institute also appoints senior industry experts (comprising those from civil service and private sector) as research advisory task force members to ensure that the perspective and position taken by the Institute is inclusive and relevant.
- The Institute maintains a current and broad network in the real estate ecosystem, for sharing knowledge and expertise. The network includes Federal, State, Local Authorities, Government Linked Organisations, think tanks and universities, in Malaysia and also throughout the region.

Two Decades of Industry Leadership

For 20 years, REHDA Institute has been at the forefront of building intellectual and human capital in Malaysia's real estate and construction sectors, fostering talent and driving a high-value economy.

Collaborating with Key Industry Players

REHDA Institute actively engages stakeholders across the ecosystem, including:

- Federal, State & Local Authorities
- Government Agencies: CIDB, CREAM, Bank Pembangunan
- Leading Banks: Maybank, CIMB, Alliance Bank, UOB, MBSB
- Government Linked Companies (GLCs)

Expanding Intellectual Horizons Through Global Collaboration

The Institute collaborates with renowned international research institutions to advance Malaysia's real estate knowledge base:

- Jakarta Property Institute (JPI)
- Our Hong Kong Foundation (OHKF)
- Hong Kong Housing Society (HKHS)
- Australia Housing and Urban Research Institute (AHURI)
- Housing Industry Association, Australia (HIA)
- Real Estate Developers Association Singapore (REDAS)
- Real Estate Developers Association (REDA) of Hong Kong
- Korean Urban Housing and Urban Guarantee Corporation (HUG)
- Ho Chi Minh Real Estate Association (HoREA)

20 YEARS OF TRANSFORMATIVE IMPACT IN REAL ESTATE DEVELOPMENT



Transformative Impact on National Development

- Strengthened industry professionals' capabilities
- Enhanced the real estate ecosystem
- Support national development goals
- Increase economic complexity

Building a High-Value Economy for the Future

With continued engagement, collaboration, and development of intellectual capital, REHDA Institute remains dedicated to elevating Malaysia's real estate industry into the future.



Key Strategic Partners Over the Years

Research Support Partners

- SP Setia
- Sime Darby Property
- Sunway Property
- MKH Berhad
- IJM Land
- Matrix Concepts
- Gamuda Land
- PPB Properties
- PR1MA Corporation Malaysia
- Paramount Property
- IOI Properties
- UEM Sunrise

Research Partners

- Construction Industry Development Board (CIDB)
- Bank Pembangunan Malaysia Berhad (BPMB)
- Universiti Malaya
- Sunway University
- Monash University

Education Partners

- Universiti Tunku Abdul Rahman (UTAR)

Digital Technology Partners

- PropertyGuru

Digital Resource Centre Partners

- Feruni
- PropertyGuru (NYSE Listed PGRU)
- Inovar Floor
- Signature Kitchen

Sustainability Partners

- Progressture Solar
- GreenRE



30,000
Total Participants



224
Seminars & Conferences



10
Domestic & International
Study Tours



28
Masterclasses



8
Research Publications



Number of MRED
Students Intakes
40
Students

 Who Do We Serve?



Government &
Local Authorities



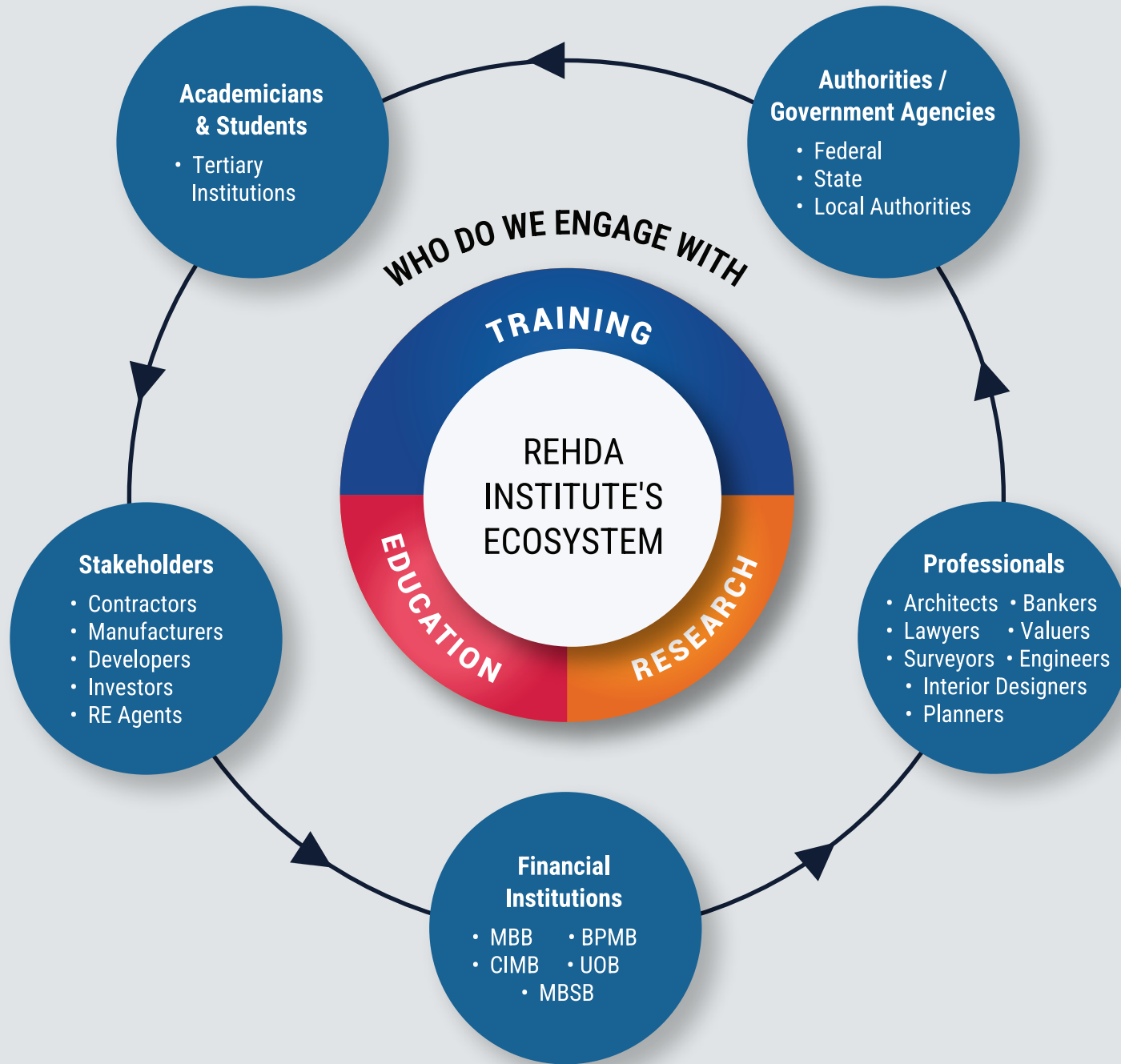
Industry
Stakeholders



Education
Stakeholders
& Partners



REHDA
Members





Service to the Industry

Impact to the Nation

REHDA Institute is an independent think tank dedicated to advancing the industry by developing its most valuable asset - its people. Through cutting-edge research, comprehensive training, and targeted education, we ensure that industry stakeholders, especially professionals and practitioners, across the sector are equipped with the knowledge and expertise needed to elevate the entire real estate ecosystem.

Dato' Jeffrey Ng
Chairman, REHDA Institute

Developing Malaysia's **Intellectual & Human Capital**

Focusing on the construction, real estate and housing sectors

REHDA Institute enhances human capital capabilities in the construction, real estate, and housing sectors by offering a variety of specialised training programmes, including workshops, masterclasses, seminars, and conferences. These initiatives focus on industry best practices, regulatory updates, and sustainability, reinforcing the robustness of the real estate sector. Notable programmes include the CEO Series, Regional Housing Conferences, Digital Marketing Transformation Initiative (DMTI), Industrial Real Estate Masterclasses, and Strata Conferences, all of which reflect the Institute's commitment to fostering growth and excellence in these critical industries.

Seminar: Awareness on Governance, Integrity & Anti-Corruption



Corruption Risk Management, Section 17A, MACC Act Seminar in September 2020. **From left to right:** Mr. Teh Chau Chin (MACC), Tan Sri Haji Abu Kassim Mohamed (National Centre for Governance, Integrity & Anti-Corruption, Prime Minister's Office), Datuk Haji Muztaza (RI), Datin Radhika Nandrajog (MACC) and Datuk Ir. Tiah Oon Ling (REHDA).

Gathering of Influential Business & Industry Stakeholders through Conferences



CEO Series 2023 Conference in December 2023. **From left to right:** Ms. Malathi Thevendran (RI), Datuk Tan Hon Lim (REHDA), Tan Sri Eddy Chen (RI), Tan Sri Teo Chiang Kok (RI), YB Liew Chin Tong (MITI), Dato' Jeffrey Ng (RI), Datuk Ng Seing Liong (RI), Mr. David Chong (RI).



Panel Discussion Session during CEO Series 2023 Conference in December 2023 at Le Meridien Hotel, Petaling Jaya.



Group photo of CEO Series 2023 Conference in December 2023 at Le Meridien Hotel, Petaling Jaya.

SERVICE TO THE INDUSTRY, IMPACT TO THE NATION

Regional Housing Conference in May 2024 at Avante Hotel, Petaling Jaya. **From left to right:** Mr. Yin Biing Wen (BPMB), Mr. Allan Teh (REHDA), Dato' Edward Chong Sin Kiat (REHDA), Datuk Haji Muztaza (RI), Ms. Wong Siew Lee (Gamuda Land), Datuk Ho Hon Sang (REHDA), Datuk Ng Seing Liong (RI), Datuk NK Tong (REHDA), YB Nga Kor Ming (Minister of Housing & Local Government), Dato' Jeffrey Ng (RI), Tan Sri Teo Chiang Kok (RI), Tan Sri Eddy Chen (RI), Datuk Seri FD Iskandar (RI), Dato' Seri Azmir Merican (REHDA) and Mr. Mohamed Nazri Omar (BPMB).



Group photo with YB Nik Nazmi, Minister of Natural Resources & Environmental Sustainability (NRES) during the International Green Build Conference in July 2024 at One World Hotel, Petaling Jaya.

Gathering Insights & Perspectives from the Industry Stakeholders



Group photo with YB Nik Nazmi, Minister of Natural Resources & Environmental Sustainability (NRES) during the Green Build Conference in August 2023 at One World Hotel, Petaling Jaya.

SERVICE TO THE INDUSTRY, IMPACT TO THE NATION



Housing Forward Roundtable Discussion in January 2023 at Wisma REHDA.



Affordable Housing II Workshop in January 2024 at Wisma REHDA.



Group photo with YB Nicole Tan (Negeri Sembilan Exco) during the Roundtable Discussion on Senior Living (Aged Care) in February 2024 at Wisma REHDA.

MRED: Developing Next Generation of Leaders



Master of Real Estate Development (MRED) Best Graduate Award Ceremony during the CEO Series 2023 Conference in December 2023 at Le Meridien Hotel, Petaling Jaya. **From Left to right:** Dr Liew Ping Xin (UTAR), Datuk Ho Hon Sang (REHDA), Mr. Liew Pei Zhi, Mr. Chew Li Wei, Mr. Wong Wee Chez, Dato' Jeffrey Ng (RI), Datuk Seri (Dr) Michael KC Yam, Mr. Tan Ching Meng (REHDA).

REHDA Institute has forged dynamic industry partnerships and collaborations with leading organisations, including the Construction Industry Development Board (CIDB), Bank Pembangunan Malaysia Berhad (BPMB), University Malaya, University Tunku Abdul Rahman (UTAR), Sunway University, Monash University, Sime Darby Property, SP Setia, Gamuda Land, and more. These strategic alliances have been instrumental in driving innovation and knowledge exchange across the real estate and construction sectors, further reinforcing the Institute's commitment to elevating industry standards and fostering sustainable growth.

Through these initiatives, including research-driven projects and publications, REHDA Institute's collaborations focus on analysing market trends, advancing sustainable development practices, and exploring innovative housing solutions. These efforts provide invaluable insights to all stakeholders in the real estate industry, while also aligning with and supporting Malaysia's national development goals. By driving forward-thinking strategies, the Institute continues to play a key role in shaping the future of the real estate landscape.

One of the Institute's key achievements is the launch of Malaysia's only Master's Programme in Real Estate Development, established through a strategic partnership between UTAR and REHDA Institute. Taught by both academicians and experienced industry captains, this programme serves as a vital platform to equip the next generation of leaders with the knowledge and skills necessary to drive innovation and progress in the real estate and housing development sectors.

Contributing to Malaysia's **Intellectual Capital** and **Innovation**

Gathering of Influential Business & Industry Stakeholders through Conferences



Systemic Asset Management Conference in partnership with EAROPH and APIGAM on 4 - 5 May 2006. **From left to right:** Dato' Ahmad Fuad Ismail (KPKT), YB Dato' Seri Ong Ka Ting (Minister of Housing and Local Government), Tan Sri Eddy Chen (RI), Mr. K C Leong (APIGAM).



Annual Green Solutions for Property Development in partnership with EAROPH on 4 October 2011. Group photo with Y.B. Datuk Seri Chor Chee Heung, Minister of Housing and Local Government at the launching of Green Solutions for Property Development 2011 Conference.

How we do it:

- Industry research publications
- Platforms to facilitate exchange of ideas with other regional think tanks
- Forums to discuss best global industry practices

REHDA Institute maintains regular engagements with industry authorities, including Federal, State, and Local Governments, as well as various statutory bodies. These collaborations focus on the development and publication of research papers and reports addressing current issues within the industry.



Real Estate CEO Forum 2013 in September at Wisma REHDA. **From left to right:** Datuk NK Tong (REHDA), Tan Sri Teo Chiang Kok (RI), Tan Sri Eddy Chen (RI), YB Datuk Seri Haji Ahmad Bin Haji Maslan (Deputy Minister of Finance), Datuk Seri FD Iskandar (REHDA), Dato' Jeffrey Ng (RI), Dato' Ir Soam Heng Choon (REHDA).



CEO Series 2016 in July 2016, walkthrough at Wisma REHDA. **From left to right:** Datuk Seri (Dr) Michael KC Yam (RI), Tan Sri Teo Chiang Kok (RI), Mr. Tan Ching Meng (REHDA), YB Datuk Johari Abdul Ghani (Finance Minister II), Dato' Jeffrey Ng (RI).



Real Estate CEO Forum 2013 token of appreciation. **From left to right:** Tan Sri Eddy Chen (RI), YB Datuk Seri Haji Ahmad Bin Haji Maslan (Deputy Minister of Finance).



Official Launching of Strata Management Handbook during Strata Management Workshop & Dialogue in March 2018 at Wisma REHDA. **From left to right:** Mr. Ng Lip Khong (REHDA), Ar. Ezumi Harzani Ismail (PAM), Dato' Jayaselan K. Navaratnam (KPKT), Dato' Jeffrey Ng (RI), Datuk Seri FD Iskandar (REHDA), Mr. Ngian Siew Siong (REHDA), Tan Sri Eddy Chen (RI).

SERVICE TO THE INDUSTRY, IMPACT TO THE NATION



Group photo of Affordable Housing Report Media Briefing in April 2018 at Wisma REHDA. REHDA and REHDA Institute representatives and senior management with senior representatives from Monash University.



Token of Appreciation with YB Senator Dato' Raja Kamarul Bahrin Shah, Deputy Minister of Housing & Local Government (KPKT), during the Green Build Conference in June 2019 at One World Hotel, Petaling Jaya.



Affordable Housing Conference in October 2018 at Wisma REHDA. **From left to right:** Dato' Jayaselan A/L K.Navaratnam (KPKT), Datuk Ng Seing Liong (RI), YB Puan Hajah Zuraida Kamaruddin (Minister of Housing and Local Government), Dato' Jeffrey Ng (RI), Dato' Khor Chap Jen (REHDA) and Dato' Zaini Yusoff (REHDA).



Green Build Conference in June 2019 at One World Hotel, Petaling Jaya. **From left to right:** Mr. Tan Ching Meng (REHDA), Ms. Carrie Fong (REHDA), Mr. Azhar Shaharudin (REHDA), Mr. Ng Lip Khong (REHDA), Datuk Zaini Yusoff (REHDA), Datuk Haji Muztaza (RI), YB Senator Dato' Raja Kamarul Bahrin Shah (Deputy Minister of Housing & Local Government), Datuk Ng Seing Liong (RI), Mr. Zulkifyl Garib (REHDA), Mr. Allan Teh (REHDA), Ms. Teo Chui Ping (REHDA), Ms. Jenny Wang Lee Peng (REHDA), Dato' Rick Cheng Wooi Seong (REHDA) and Tn Hj Sr Mohamad Hishamudin (REHDA).



Media Interview with YB Lim Guan Eng, Minister of Finance, during CEO Series 2018 in September 2018 at Sunway Putra Hotel, Kuala Lumpur.



Group photo with YB Lim Guan Eng, Minister of Finance, during the CEO Series 2018 in September 2018 at Sunway Putra Hotel, Kuala Lumpur.

Official Launch of Rehda Institute Housing Forward Report 2022 during Regional Housing Conference 2022 in March 2022 at Sunway Resort Hotel & Spa, Petaling Jaya.



Media Interview during the Housing Forward research report launch at the Regional Housing Conference 2022.

Keynote Address by YB Nga Kor Ming (KPKT Minister) during Regional Housing Conference in May 2024 at Avante Hotel, Petaling Jaya.



Group photo with Datuk Abdul Rahman Dahlan (Minister of Urban Wellbeing, Housing and Local Government) during the Strata Management Seminar 2016 in January 2016 (jointly organised by RI with BMAM and PPK) at Wisma REHDA.

Gathering Insights & Perspectives from the Industry Stakeholders



REHDA Institute's Training Session: Briefing on National Physical Plan (NPP) in September 2005.



Seminar on Property Asset Management in November 2005.



EAROPH Malaysia & REHDA Institute Roundtable Discussion on Housing Affordability in August 2012 at Wisma REHDA. **From left to right:** Ar. John Koh Seng Siew (PAM), Datuk Ng Seing Liong (RI), Tan Sri Eddy Chen (RI), YB Dato' Seri Chor Chee Heung (KPKT Minister), Datuk Seri (Dr.) Michael Yam (RI), Ar. Hj Sarizal Yusman Hj Yusoff (PAM).

Our strategic collaboration with industry partners and academic institutions ensures that our research findings and publications serve as key reference materials and benchmarks for the construction, real estate, and housing development sectors. Notable contributions such as the Strata Management Handbook, Affordable Housing I and II, and Housing Forward Understanding Costs and Sustainable Prices play a crucial role in advancing industry standards and practices.



Affordable Housing research meeting, 14 November 2023, with Datuk Wira M Noor Azman Bin Taib (Secretary General, KPKT), Tuan Haji Suhaimi Bin Ali (Deputy Secretary General, KPKT) & Dato' Jayaselan A/L K.Navaratnam (Director General, JPN).



Strata Expo Meeting on 22 August 2024 with YB Datuk Hajah Aiman Athirah Binti Sabu (Deputy Minister KPKT) with senior representative from REHDA Institute and The Fifth Academy.



Group photo with International Monetary Fund (IMF) with Representatives from REHDA and REHDA Institute on 12 September 2024 at Wisma REHDA

Study Tours

The Institute also organises domestic and international study trips that focus on key strategic themes, facilitating the exchange of ideas with local stakeholders and a network of international think tanks. This initiative fosters a culture of knowledge exchange, research, and innovation, which contributes to the ongoing improvement and resilience of the property development sector.

International Study Tours

Bangkok Study Tour (2022)



Group photo of Asia Real Estate Leaders (AREL) Bangkok Study Tour in December 2022.



Asia Real Estate Summit (ARES) organised by PropertyGuru Group. **From left to right:** Mr. Tan Ching Meng (REHDA), Mr Ryan IP (Our Hong Kong Foundation), Dr. Lee Nai Jia (PropertyGuru), Tan Sri Eddy Chen (RI), Datuk Haji Muztaza (RI).

Asia Real Estate Leaders (AREL) Bangkok Networking Dinner in December 2022 at Garden Gallery, Shangri-La Bangkok Hotel. **From left to right:** Mr. David Chong (RI), Mr. Sheldon Fernandez (PropertyGuru), Ms. Shyn Yee Ho-Strangas (PropertyGuru), Datuk Haji Muztaza (RI), Tan Sri Teo Chiang Kok (RI), H.E. Datuk Jojie Samuel M C Samuel (Ambassador of Malaysia to Thailand), Mr. Hari V. Krishnan (PropertyGuru), Tan Sri Eddy Chen (RI), Mr. Tan Ching Meng (REHDA) and Mr. Joe Hock Thor (PropertyGuru).



Group photo with H.E. Datuk Jojie Samuel M C Samuel, Ambassador of Malaysia to Thailand, with representatives from REHDA Institute during the Asia Real Estate Leaders (AREL) Bangkok Networking Dinner in December 2022 at Shangri-La Bangkok Hotel.



Group photo of Asia Real Estate Leaders (AREL) Bangkok Study Tour in December 2022 at ICONSIAM Mall.

SERVICE TO THE INDUSTRY, IMPACT TO THE NATION

Jakarta and Nusantara Indonesia Study Tour (2023)

Entailed guided visits to Jakarta's social housing and industrial developments, along with meetings with Real Estate Indonesia and the Jakarta Property Institute.



Asia Real Estate Leaders (AREL) Jakarta (22 -24 August 2023) business delegation tour to BSD City by SinarMas Land led by Tan Sri Teo Chiang Kok, Tan Sri Eddy Chen & Datuk Haji Muztaza. The group was hosted by Pak Igenesz Kemalawarta, Director of SinarMas Land.



Asia Real Estate Leaders (AREL) Jakarta (22 -24 August 2023) business delegation tour to ASHTA District 8, a prestigious mixed development complex in Jakarta's Sudirman Central Business District (SCBD)



Asia Real Estate Leaders (AREL) Jakarta (22 -24 August 2023) business delegation tour to an affordable housing development by Jakarta Authorities at Nuansa Cilandakap, Jakarta.



Asia Real Estate Leaders (AREL) Jakarta (22 -24 August 2023) business delegation visit to Indonesia Stock Exchange, led by senior representative from Artha Graha

Asia Real Estate Leaders (AREL) Jakarta (22 -24 August 2024) high-level business networking lunch token of appreciation. **From left to right:** Mr. Harun Hajadi (Managing Director, Ciputra), Datuk Haji Muztaza (RI), Tan Sri Teo Chiang Kok (RI), Mr. Agung Wicaksono (Deputy for Funding and Investment, Ibu Kota Negara, IKN Nusantara), Tan Sri Eddy Chen (RI), Ms. Wendy Haryanto (Executive Director, Jakarta Property Institute), Mr. James Tan (REHDA), Mr. Lee Han Rick (REHDA Youth)



Group photo with H.E. Datuk Syed Md Hasrin Tengku Hussin, Ambassador of Malaysia to Indonesia, with representatives from REHDA and REHDA Institute during the Asia Real Estate Leaders (AREL) Jakarta high-level business networking lunch in August 2023 at Swissôtel Jakarta PIK Avenue.

Hong Kong and Shenzhen Study Tour (2024)

Meetings with organisations such as the Our Hong Kong Foundation, the Hong Kong Housing Society, and the Urban Redevelopment Authority.

These trips provide valuable opportunities for knowledge exchange and collaboration among industry professionals.

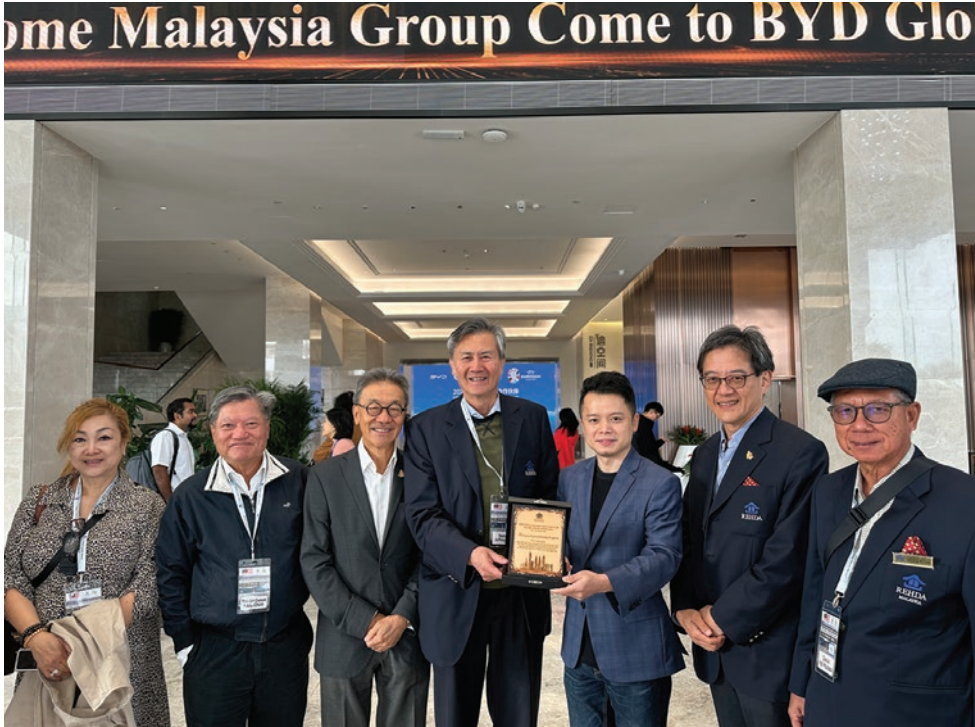


Group photo with YB Nga Kor Ming (KPKT Minister) and Ms. Carmen Ng Ka-man (Social and Elderly Wellness Director, Tanner Hill) during the Asia Real Estate Leaders (AREL) Hong Kong & Shenzhen Study Tour in March 2024 at Tanner Hill.



Group photo with YB Nga Kor Ming (KPKT Minister) and Mr. Kuok Khoon Hua (Chairman & CEO of Kerry Properties) during the Asia Real Estate Leaders (AREL) Hong Kong & Shenzhen Study Tour in March 2024 at Kerry Properties Limited Hong Kong.

Guided tour to Huawei Ox Horn Campus, led by Dato' Jeffrey Ng (RI), Tan Sri Eddy Chen (RI), Datuk Ng Seing Liong (RI), Datuk Seri (Dr) Michael KC Yam (RI), Datuk Haji Muztaza (RI), Datuk NK Tong (REHDA) and other senior delegations, during Asia Real Estate Leaders (AREL) Hong Kong & Shenzhen (5 - 8 March 2024) Business Delegation Tour.



Asia Real Estate Leaders (AREL) Hong Kong & Shenzhen (5 - 8 March 2024) visit to BYD Global HQ.
From left to right: Puan Sri Jessica, Tan Sri Eddy Chen (RI), Datuk Seri (Dr) Michael KC Yam (RI), Dato' Jeffrey Ng (RI), Mr. Eagle Zhao (BYD), Datuk NK Tong (REHDA), Datuk Haji Muztaza (RI).

Domestic Study Tours

Industrial Study Tours (2022, 2024)

Visits to key industry parks with insights into operations and best practices in key regions (Klang Valley, Johor & Penang).



Group photo of the delegation with Johor Corporation's representatives during the Industrial Park Study Tour (Johor Edition) on 18 August 2022 at Sedenak Tech Park (STeP) also formerly known as KIDEX.

The delegation listening to a presentation by Mr. Azlan Azri Bin Zainal Abidin (Acting General Manager, Industrial & Logistic Development, Sime Darby Property) during the Industrial Park Study Tour (Greater Klang Valley Edition) on 11 August 2022 at Sime Darby Bandar Bukit Raja.





Group photo of the delegation with Central Spectrum's representatives during the Industrial Park Study Tour (Greater Klang Valley Edition) on 11 August 2022 at SBB Industrial Park.



Group photo of the delegation with Penang Development Corporation's (PDC) representatives during the Industrial Park Study Tour (Penang Edition) on 26 August 2022 at GBS@Mahsuri.

SERVICE TO THE INDUSTRY, IMPACT TO THE NATION



The delegation being briefed by a representative from DHL about their daily operations at DHL Express Service Point (Batu Kawan) during the Industrial Park Study Tour (Penang Edition) on 26 August 2022 at DHL Express Service Point (Batu Kawan)



The delegation being briefed by Mr. Saniman Md Apandi (COO of Township, UEM Sunrise Berhad) at their showroom (UEM Sunrise Showcase @ Puteri Harbour) about their SILC and Nusajaya Tech Park industrial developments during the Industrial Study Tour (Johor Edition) on 9 October 2024.



Group photo of the delegation with Mr. Saniman Md Apandi (COO of Township, UEM Sunrise Berhad) at their showroom (UEM Sunrise Showcase @ Puteri Harbour) during the Industrial Study Tour (Johor Edition) on 9 October 2024.



The delegation listening to a presentation by Dato' Loo Lee Lian, CEO of Invest Penang at the networking lunch session at The Light Hotel Seberang Jaya as part of the Industrial Study Tour (Penang Edition) on 19 September 2024.



Group photo of the delegation taken at Paramit Factory located at Penang Science Park during the Industrial Study Tour (Penang Edition) on 19 September 2024.



Group photo of the delegation taken with senior representatives of SIBS during the study tour visit at SIBS Plant 2 located at Penang Science Park as part of the Industrial Study Tour (Penang Edition) on 19 September 2024.

Developing Malaysia's competitiveness towards **high value knowledge economy** and **job creation**

How we do it:

- Elevate academic knowledge to align more closely with industry demand
- Foster digital innovation in the real estate sector
- Enable the Malaysian workforce to advance up the job value chain

REHDA Institute Digital Resource Centre



Official Opening Address of REHDA Institute Digital Resource Centre by YB Akmal Nasrullah, Deputy Minister of Housing & Local Government.



Official launch of REHDA Institute Digital Resource Centre by YB Akmal Nasrullah, Deputy Minister of Housing & Local Government, 27 June 2023, Wisma REHDA.



Group photo with the REHDA Institute Digital Resource Centre key partners - Signature Kitchen, PropertyGuru, Inovar Floor, Feruni & CLJ Law.

Collaborations with academic institutions, including Monash University, Universiti Tunku Abdul Rahman, Universiti Malaya, and Sunway University, have led to the development of educational programmes, research initiatives, and cultivating talent pool that prepare the next generation of leaders in the real estate sector.

The launch of REHDA Institute Digital Resource Centre.



REHDA Institute Digital Resource Centre tour with YB Akmal Nasrullah, Deputy Minister of Housing & Local Government

Focused Workshops and In-Depth Roundtable Engagements With Industry Stakeholders & Partners



Property Development: Heads of Sales Summit & Industry Brainstorming on 23 November 2022 at Sunway Putra Hotel.

Impact: More than 100 Heads of Sales and senior management from developers all over Malaysia provided their latest insights on issues and solutions to some of the industry issues. This allows for unique insights that may not have been documented before in previous years.

Outcome: Insights and issues as well as some of the wisdom on prospective solutions to issues were documented in a Summary Report for future industry reference. Such references serve as a yard stick to measure industry issues for all property development companies, particularly those that participated in the workshop.



Property Development: Heads of Sales Summit & Industry Brainstorming 2022 group activity.



Digital Marketing Transformation Initiative (DMTI) Masterclass 2022 on 24 - 25 May 2022 at Co-labs Coworking Shah Alam.

Impact: More than 80 digital marketing and marketing specialists from various developers all over Malaysia provided their latest insights on digital marketing issues and solutions to some of the industry issues. This allowed for a better understanding of digital marketing activities of property developers that have not been documented previously, in collaboration with experts from Monash University.

Outcome: Insights and issues as well as some of the wisdom on digital marketing latest practices and possible solutions to issues are documented in a Summary Report for future industry reference. Such references serves as a yard stick to measure digital marketing spending and digital marketing issues for all property development companies, particularly those that participated in the workshop.



Digital Marketing Transformation Initiative (DMTI) Masterclass 2022 group activity on 24 - 25 May 2022 at Co-labs Coworking Shah Alam.



Group photo of the delegation during Affordable Housing II Roundtable on 22 January 2024 at Wisma REHDA.



Sales & Marketing Masterclass, 7 August 2019 at Feruni Retail Store PJ with REHDA Institute partners - Sales Ninja & Feruni.

Impact: More than 60 Heads of Sales and senior management from developers across Malaysia provided their latest insights on industry issues and solutions. This gathering allowed for unique insights that may not have been documented in previous years.

Outcome: The insights, issues, and proposed solutions are documented in a Summary Report for future industry reference. This report serves as a yardstick to measure industry challenges for all property development companies, particularly those that participated in the workshop.

Members of the academic team and students from these universities will have the opportunity to engage with industry practitioners, ensuring that the knowledge imparted remains consistently relevant to industry demands. This collaboration aims to prepare graduates to be workforce-ready upon entering the job market. Noteworthy initiatives include the Property Development Masterclass, Heads of Marketing Workshops, and Strata Laws Conferences and Surveys.

Affordable Housing II Roundtable on 22 January 2024 at Wisma REHDA.

Impact: Over 100 stakeholders from the housing industry—including representatives from Authorities, NGOs, banks, and the private sector—gathered across Malaysia to provide feedback on affordable housing issues. This input contributed to the market intelligence and information-gathering process for the Affordable Housing II Report.

Outcome: Insights, issues, and prospective solutions from a diverse array of stakeholders were considered for the Affordable Housing II Report. This approach ensured that the voices and perspectives of all stakeholders were documented before finalising the report.





Digital Marketing Transformation Initiative (DMTI) Graduation Ceremony 2022.

Collaborations with Monash University and global companies such as PropertyGuru have led to the development of Malaysia's first Digital Marketing Transformation Initiative (DMTI) certification programme for the real estate sector. This initiative emphasises digital knowledge in the real estate and housing sectors, enhancing market transparency and empowering all stakeholders with improved understanding and access to property information and services.



Digital Marketing Transformation Initiative (DMTI) Graduation Ceremony 2023.



Group photo of the Digital Marketing Transformation Initiative (DMTI) participants and Graduation Ceremony 2023.



Property Development: Heads of Sales Summit & Industry Brainstorming for 2024 group discussion.

Group photo with the REHDA Institute team & Universiti Tunku Abdul Rahman (UTAR) team during Property Developers' Sales & Marketing Summit 2022.



Universiti Tunku Abdul Rahman (UTAR) team at Wisma REHDA for the promotion of the Master of Real Estate Development (MRED) programme.



Engaging with
Stakeholders

”

REHDA Institute is grounded in research as an independent body that delivers credible data and insights, enhancing its stature within the industry. Its proactive approach focuses on educating the next generation and professionalising the real estate sector.

Tan Sri Dato' Teo Chiang Kok
Trustee, REHDA Institute

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PILLAR 1

Training & Events

DOMESTIC & INTERNATIONAL STUDY TOUR & BUSINESS DELEGATIONS



7
International Study Tours



8
Domestic Study Tours

CONFERENCES



6
CEO Series



6 Regional Housing Conferences

MASTERCLASSES, SEMINARS & WORKSHOPS

2 Property Development



2 Land Development



3 Industrial Development



19 Strata Workshops



Addressing Pain Points as a Catalyst for Growth

One of the unique aspects of REHDA Institute's training approach is our commitment to identifying and addressing pain points that stakeholders commonly encounter. These challenges vary from regulatory hurdles faced by developers, affordability issues affecting house buyers, or the intricate details that consultants must navigate. Our team conducts thorough research and engages with industry professionals to pinpoint these challenges accurately. We bring in leading experts who can provide deep insights into the issues at hand, offering solutions and best practices that participants can implement immediately.



Well-attended Events: A Testament to Our Value-Added Approach

The remarkable attendance and enthusiastic feedback from our training events underline our success in fulfilling this mandate. By creating a platform where stakeholders can learn directly from industry leaders, ask pressing questions, and engage in meaningful discussions, we cultivate a community of informed professionals who are equipped to tackle their respective challenges.

From specialised workshops on regulatory compliance to seminars on emerging market trends and consumer preferences, every event is tailored to enrich the participants' knowledge base and stimulate proactive thinking. Attendees leave our sessions not only with enhanced skills but with newfound confidence to navigate the complexities of the real estate industry.



Focusing on Innovation and Emerging Opportunities

At the heart of REHDA Institute's training initiatives is a profound commitment to business opportunity. We understand that professionals attending our workshops and seminars seek more than just theoretical knowledge—they're looking for actionable insights and practical strategies that will empower them to thrive in a competitive market. By focusing on tangible business opportunities, we help our stakeholders identify and seize new avenues for growth. This deliberate focus not only keeps our training sessions relevant but also ensures they are infused with practical values that attendees can readily apply in their endeavours.

Empowering Stakeholders Through Targeted Training

A keen focus of REHDA Institute, and one of the main foundations of its establishment is to develop the human capital and equip them with the right knowledge, tools and capabilities to enhance the professionalism and efficiency of the real estate industry. Recognising that industry stakeholders—developers, house buyers, consultants, and the government—are navigating numerous challenges, REHDA Institute formulates its training and events pillar to deliver programmes that bring clarity and relevance.



A Forward-Looking Commitment

As we move forward, REHDA Institute remains committed to continuously adapting our training offerings to the changing landscape of the real estate market. We are dedicated to listening to our stakeholders, responding to their needs, and evolving our programmes accordingly. By staying attuned to the industry dynamics and fostering collaboration with experts, we will ensure that our training initiatives continue to provide valuable and relevant content.



ENGAGING WITH STAKEHOLDERS



CEO Series

The CEO Series is our flagship programme held annually, uniting visionary leaders and top decision-makers from across a spectrum of industries—government, banking, manufacturing, services, construction, and property development. This exclusive gathering serves as a catalyst for deep, strategic discussions on macroeconomic forces and the broader landscape of the real estate industry. With representatives from different sectors, the event fosters an environment ripe for insightful exchanges on the future and potential of real estate. This unique convergence of expertise allows leaders to share perspectives, identify common challenges, and collaborate on innovative solutions.



CEO Series #1

18 August 2016: Forward Economic Outlook & Global Winning Real Estate Strategies in an Uncertain Market.



CEO Series #2

9 November 2017: Annual Regional Real Estate & Property Development Conference.



CEO Series #3

24 September 2018: Annual Property Developers' Conference



CEO Series #4

19 November 2019: Surviving the Turbulence & World of Disruptions



CEO Series #5

20 January 2022: Annual Property Developers' Conference



CEO Series #6

7 December 2023: Economy & Business Forum

LEARNING IMPACT



Strategic Thinking

Networking & Relationship Building

Leadership & Decision Making

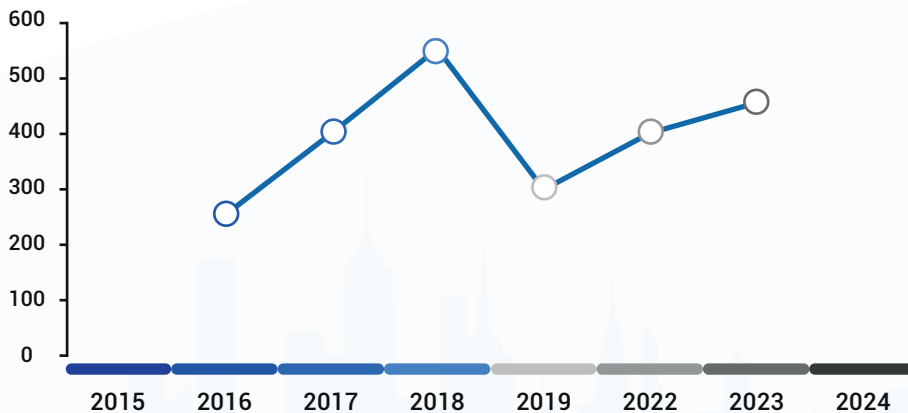
Innovation and Adaptability

Investment Acumen

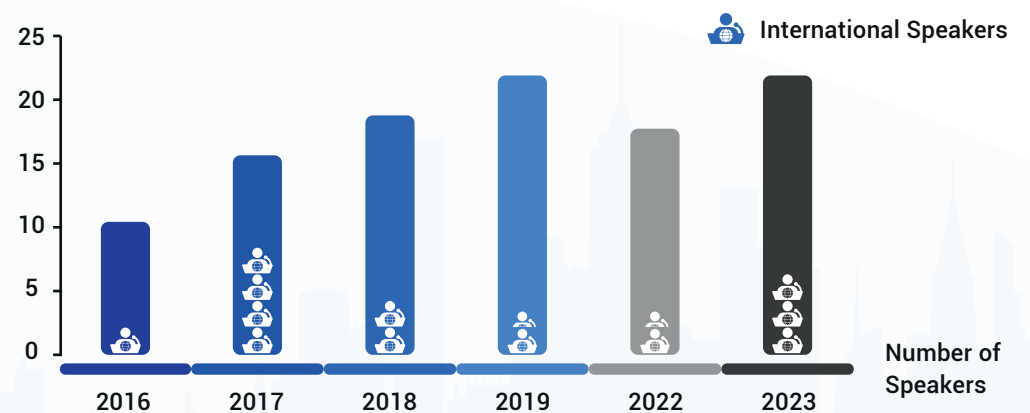
Market Analysis & Forecasting

Policy and Regulatory Awareness

CEO Series: Number of Delegates



CEO Series: Speakers



Regional Housing Conferences

The REHDA Institute's Regional Housing Conference is a premier event that addresses critical housing issues on a global scale. The conference brings together industry experts, policymakers, and thought leaders to explore best practices from around the world, focusing on innovative solutions to the pressing challenges in housing. Through insightful discussions and case studies, participants gain valuable knowledge on how successful housing initiatives have been implemented in various regions, offering a blueprint for adapting these strategies to local contexts. The conference serves as a catalyst for idea exchange and collaboration, empowering stakeholders to drive meaningful change in the housing sector.



Regional Housing Conference #1
9 October 2018: Housing In an Era of Change: A New Direction – Keynote Speech by YB Puan Hajah Zuraida Kamaruddin, Minister Of Housing and Local Government.



Regional Housing Conference #2
20 November 2019: Making Affordability the New Normal – Keynote address by YB Senator Raja Kamarul Bahrin Shah, Deputy Minister of Housing and Local Government.



Regional Housing Conference #3
26 - 27 November 2020: Beyond the Pandemic: Reshaping Real Estate.



Regional Housing Conference #4
24 March 2022: Full Media Launch Ceremony of "Housing Forward - Understanding Costs and Sustainable Prices" Research Report.



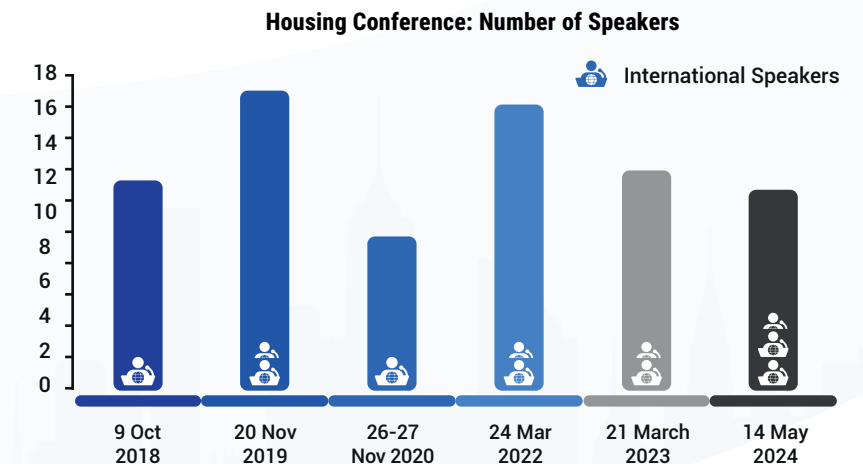
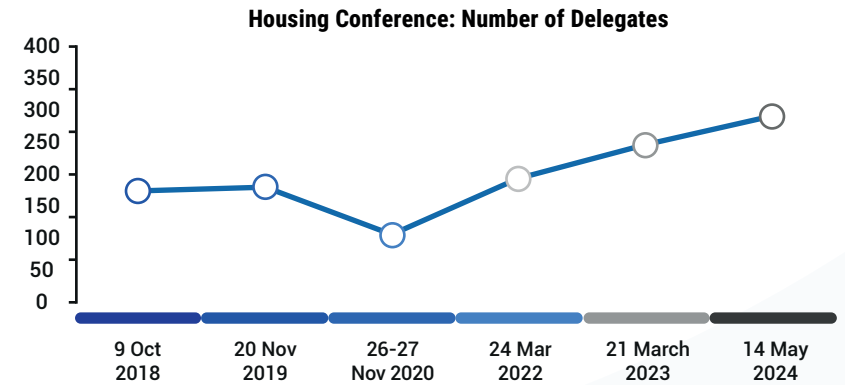
Regional Housing Conference #5
21 March 2023: Keynote Address by YB Tuan Haji Akmal Nasrullah Bin Mohd Nasir, Deputy Minister of Local Government Development (KPKT).



Regional Housing Conference #6
14 May 2024: "How does Housing Impact Sustainable Urban Development & City Planning?" – Keynote Address by YB Tuan Nga Kor Ming, Minister of Housing & Local Government - Official Launch of REHDA Institute Affordable Housing II – Closing the Gap: A Strategic Approach to Balancing Supply & Demand.

LEARNING IMPACT

-  Strategic Thinking
-  Regional Networking & Relationship Building
-  Innovation and Adaptability
-  Market Analysis & Forecasting
-  Policy and Regulatory Awareness
-  Critical Thinking
-  Regional Sustainable Development Practices



ENGAGING WITH STAKEHOLDERS



Green Build Conferences

The Green Build Conference is a collaborative effort between REHDA Institute and GreenRE. As a premier conference on sustainable real estate, GBC brings together industry leaders, global speakers, and renowned experts to explore strategies and innovations driving sustainability in the built environment. GBC was recently renamed International Green Build Conference (IGBC) to reflect its growing international reach and role in shaping the future of sustainable real estate. The conference aims to equip participants with cutting-edge insights and actionable approaches to incorporate ESG principles into their practices, aligning with global climate goals.



GBC 2019

27 June 2019: 27 June 2019: "Building a Sustainable Future" - Opening Address by YBM Senator Dato' Raja Kamarul Bahrin Shah Ibni Raja Ahmad Baharuddin Shah, Deputy Minister of Housing & Local Government (KPKT).



GBC 2022

14 July 2022: "Accelerating Sustainability in Malaysia's Real Estate Sector" - Opening Address by Dato' Ts. Dr. Gerald Sundaraj, Chief Executive Officer, Construction Research Institute of Malaysia (CREAM) - MOU Signing between (REHDA Institute & Sunway University Malaysia).

LEARNING IMPACT



Strategic Thinking

Networking & Relationship Building

Innovation and Adaptability

Leadership & Decision Making

Policy and Regulatory Awareness

Critical Thinking

Regional Sustainable Development Practices



GBC 2023

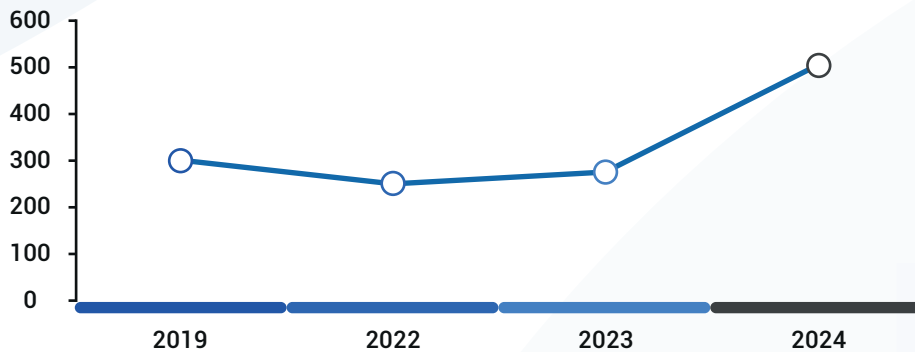
1 August 2023: "Realising Low Carbon Real Estate" - platform to strengthen business resilience and foster long-term sustainability toward the industry - Keynote address by YB Nik Nazmi bin Nik Ahmad, Minister of Natural Resources and Environmental Sustainability (NRES).



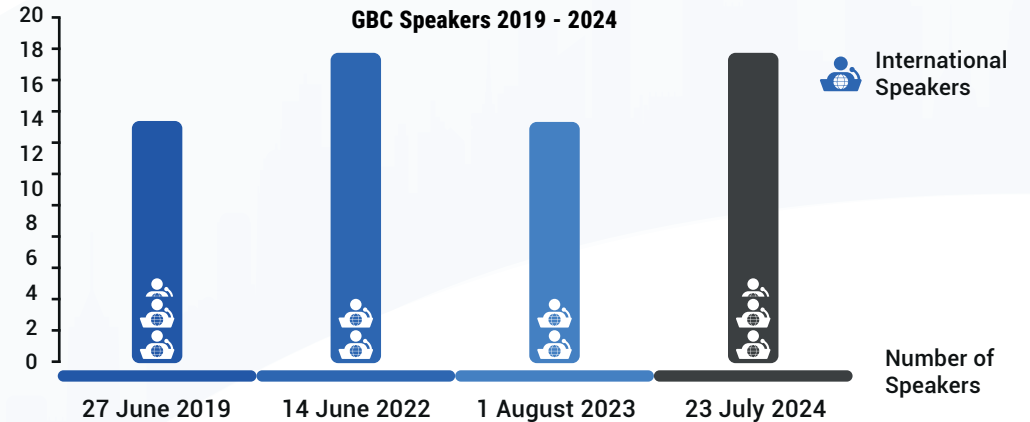
GBC 2024

3 July 2024: "Building for the Future" focuses on promoting sustainable building practices, eco-friendly construction, and innovations in green technology, especially within the Malaysian and regional contexts - Keynote address by YB Nik Nazmi bin Nik Ahmad, Minister of Natural Resources and Environmental Sustainability (NRES).

Number of Delegates



GBC Speakers 2019 - 2024





Digital Marketing Transformation Initiative (DMTI)

REHDA Institute, in partnership with Monash University (Global Top 50 University), has introduced a certification programme tailored specifically for digital marketing teams in the property development sector. This cutting-edge programme is designed to significantly enhance participants' digital marketing skills, with a sharp focus on optimising lead generation and accurately tracking digital spending. Through this programme, participants gain not only theoretical knowledge but also practical, actionable insights that are directly applicable to their roles. By addressing the unique demands of digital marketing within property development, this certification equips professionals with the tools and strategies needed to excel in a highly competitive market, ensuring their organisations achieve measurable success in their digital initiatives.

Benefits for Property Developers



Increased Competitiveness

Armed with new skills, property professionals can effectively differentiate their offerings in a crowded marketplace.



Improved Engagement

Enhanced marketing strategies can lead to improved customer engagement, fostering stronger relationships with potential buyers and investors.



Data-Driven Decisions

Knowledge of digital analytics will enable developers to make informed marketing decisions based on measurable results, optimising campaigns for better performance.



Revenue Growth

Ultimately, by improving lead generation and tracking capabilities, property developers can expect to see an increase in sales and overall revenue.

LEARNING IMPACT



Networking & Relationship Building



Leadership & Decision Making



Innovation and Adaptability



Market Analysis & Forecasting



Critical Thinking



Digital Technology



Customer Relationship Management



Digital Marketing Transformative Initiative #1

Real Estate Digital Summit 2022: 16 June 2022



Digital Marketing Transformative Initiative #2

5 Days Webinar: 10 – 18 May 2022

2 Days Physical Class: 24 May 2022 – 10 June 2022



Digital Marketing Transformative Initiative #3

8 August 2023: Digital Marketing Strategies Conference 2023 "Utilising Data & AI in Navigating The Real Estate Digital Marketing Landscape"



Property Heads of Marketing Summits

This exclusive summit unites the Heads of Marketing from the nation's foremost property development organisations. It provides a rare and invaluable platform for roundtable discussions among heads of marketing from developers all over Malaysia culminating in a comprehensive report on industry issues. The roundtable discusses pressing issues and challenges faced in the industry.

In this unique gathering, top-level marketing executives engage in candid exchanges, comparing strategies and revealing how their respective companies navigate the complexities of the market. The insights gained from these discussions are not only a critical resource for participants but also serve as a rich reservoir of information for REHDA Institute's research initiatives. This summit is a cornerstone event that shapes the future of marketing in the property industry, offering practical solutions and fostering collaboration among the industry's elite. The knowledge shared here is instrumental in driving innovation and success across the sector, making it an indispensable component of REHDA Institute's commitment to advancing the property industry through strategic leadership and cutting-edge research.

Programme Benefits

Actionable Insights

The programme provides practical, real-world insights into the challenges and opportunities in the property sector, empowering participants to implement effective marketing strategies.

Innovative Solutions

Engaging in roundtable discussions foster innovative thinking, enabling participants to discover new approaches to common marketing challenges.

Enhanced Competitive Edge

By learning from the successes and challenges of industry peers, participants can refine their marketing tactics.

Informed Decision-Making

The programme equips participants with the knowledge to make data-driven decisions, improving the efficiency and effectiveness of their marketing efforts.

Networking Opportunities

The summit facilitates building a strong professional network, opening doors for future collaborations and partnerships within the industry.



Property Heads of Marketing Summit #1

8 June 2022: Hitting Your Sales Target in the Challenging Market Conditions

23 & 24 November 2022: Property Development: Heads of Sales Summit & Industry Brainstorming for 2023 "Sales is the Lifeblood of A Company"



Property Heads of Marketing Summit #2

11 June 2024: Closed Door Industry Brainstorming for 2024

LEARNING IMPACT



Strategic Thinking



Networking & Relationship Building



Leadership & Decision Making



Innovation and Adaptability



Market Analysis & Forecasting



Policy and Regulatory Awareness



Critical Thinking



Customer Relationship Management

Strata Events

REHDA Institute's Strata Events are designed to empower developers with the knowledge and tools needed to effectively plan and execute strata developments. These events foster crucial engagement with government bodies, ensuring that developers are well-versed in and compliant with strata policies and regulations. As the real estate industry increasingly shifts towards high-rise living to address land scarcity, understanding and managing strata regulations become critical. These events provide developers with the essential insights and strategies needed to navigate the complexities of strata development, positioning them for success in a rapidly evolving market.

Programmes Conducted

Strata Events #1

16 August 2017: Strata Management Dialogue 2017 Certificate of Completion and Compliance (CCC) and matters relating to Extension of Time (EOT)



Strata Events #2

28th & 29th March 2018: Strata Management Workshop & Dialogue 2018

Strata Events #3

12 January 2019: Strata Management Clinic 2019



Strata Events #4

12 Sept 2019: Strata Planning & Management 2019 Planning & Manage For a Better Strata Living



Strata Events #5

19 Aug 2019: Strata & Defect Management @ Johor Feruni 2019



Strata Events #6

27th February 2020: Strata Development & Dispute Resolutions "Fostering Harmonious Communal Living In 2020"



Strata Events #7

14 July 2020: Strata RMCO 2020 "Managing Strata Issues During Recovery Movement Control Order"



Strata Events #8

27 August 2020: Strata Events 2020 "Process and Pre-Requisites Of Strata Planning & Strata Title Application"

Strata Events #9

12 January 2020: Strata Management Dialogue 2020 "Managing Strata Issues In The Era of New Normal"

Strata Events #10

12 January 2021: Strata Management Dialogue "Managing Strata Issues In The Era of New Normal"

Strata Events #11

30 June 2021: Strata Management Webinar "The Do's and Don'ts: Strata Management During The Preliminary Management Period"

Strata Events #12

24 August 2021: Strata Planning & Management "Pre-Requisites of Strata Planning & Management"

Strata Events #13

24 Jan 2022: Strata Management Webinar 2022



Strata Events #14

4 October 2022: Strata Management & Liquidated Ascertained Damages (LAD) Updates 2022



Strata Events #15

20 - 21 JUNE 2023: Strata Management Seminar 2023 "The Fundamentals of Property Management As A Sales Tool "In-Depth And Hands On Experience For Participants"



Strata Events #16

11 January 2024: Strata Management Conference 2024

LEARNING IMPACT



Networking & Relationship Building



Innovation and Adaptability



Leadership & Decision Making



Legal, Policy and Regulatory Awareness



Sustainable Development Practices



Risk Management



Industrial Development Masterclasses

This masterclass convenes industry leaders who have successfully managed world-class and green industrial parks, offering a deep dive into global best practices and cutting-edge management strategies. Over an intensive two-day workshop, participants will gain unparalleled insights into the intricacies of industrial park development and management. The programme not only imparts an organised knowledge base on the methods of managing industrial parks but also provides practical guidance on becoming an industrial park developer.

A key highlight of the masterclass is the inclusion of exclusive tours to premier industrial parks in Penang, Johor, and the Klang Valley. These visits offer participants rare access to top-notch facilities, enabling them to observe best practices in action and engage directly with experienced industrial park managers who will share their invaluable insights and real-world experiences. This hands-on exposure is designed to transform understanding into actionable knowledge, empowering participants to elevate their own projects to world-class standards.



Industrial Development Masterclass #1

26 - 27 July 2022: How to Develop Award Winning Industrial Real Estate In Malaysia?



Industrial Development Masterclass #2

20 - 21 Sept 2023: Opportunities & Current Market Insights



Industrial Development Masterclass #3

2 & 3 July 2024: How to Develop Award Winning Industrial Parks and Real Estate in Malaysia?

LEARNING IMPACT



Strategic Thinking



Networking & Relationship Building



Leadership & Decision Making



Innovation and Adaptability



Market Analysis & Forecasting



Actual site visits and briefing



Policy and Regulatory Awareness



Sustainable Development Practices



Risk Management

Study Tours

REHDA Institute's Study Tours are a vital initiative designed to facilitate knowledge sharing on both regional and global scales. These tours are instrumental in bringing future-forward ideas and innovations back to the local industry, enriching it with global perspectives. In recent years, REHDA Institute has organised numerous tours to key destinations such as Singapore, Jakarta, Bangkok, Hong Kong and Shenzhen. Each tour is purpose-driven: the Bangkok tour focused on observing advancements in the healthcare and tourism sectors, while the Hong Kong tour provided invaluable insights into urban renewal practices and strata law. We also had the privilege to visit the BYD facility and Huawei Oxhorn Campus, where we experienced cutting-edge technologies set to revolutionise the market and change the industry landscape – from EV vehicles to sustainability solutions and telecommunications technology. The tours we organise are not just educational journeys but strategic investments in the future of the industry, empowering participants with cutting-edge knowledge that drives progress and innovation.



Study Tour #1

6 – 8 Dec 2017: VIP Singapore Study Tour 2017



Study Tour #5

5 – 9 December 2022: Asia Real Estate Leaders (AREL) 2022 "Business Delegation & Regional Study Trip (Bangkok 2022)"



Study Tour #6

2 - 5 May 2023: Asia Real Estate Leaders (AREL) 2023 "Masterclass & Tour, Singapore"



Study Tour #7

22 – 24 August 2023: Asia Real Estate Leaders (AREL) 2023 "Jakarta & Nusantara (Briefing On New Indonesian Capital)"

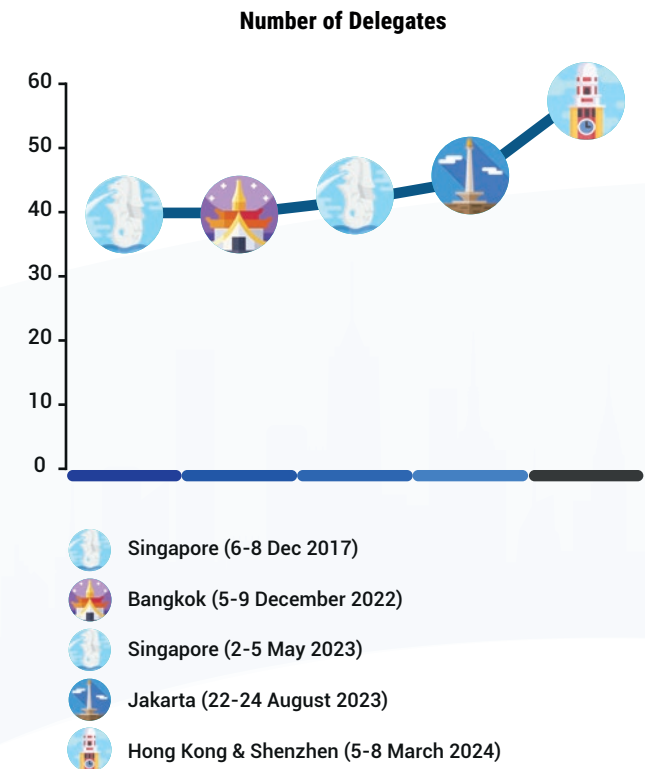


Study Tour #8

5 – 8 March 2024: Asia Real Estate Leaders (AREL) 2024 "Hong Kong & Shenzhen (China)"

LEARNING IMPACT

-  Strategic Thinking
-  Innovation and Adaptability
-  Leadership & Decision Making
-  Regional Networking & Relationship Building
-  Critical Thinking
-  Market Analysis & Forecasting
-  Sustainable Development Practices



PILLAR 2

Research

HANDBOOKS



Strata Management Handbook (2018)

RESEARCH PUBLICATIONS

Strata Management Handbook (2018, 2019, 2024)



Affordable Housing I – The Game Plan Transformation (2018)



IBS & QCLASSIC: Making it Work for the Industry (2021)



Cost of Doing Business and Impact on Construction Industry (2021)



Housing Forward – Understanding Costs & Sustainable Prices (2022)



Affordable Housing II – Closing the Gap: A Strategic Approach to Balancing Supply & Demand (2024)



NEWSLETTERS



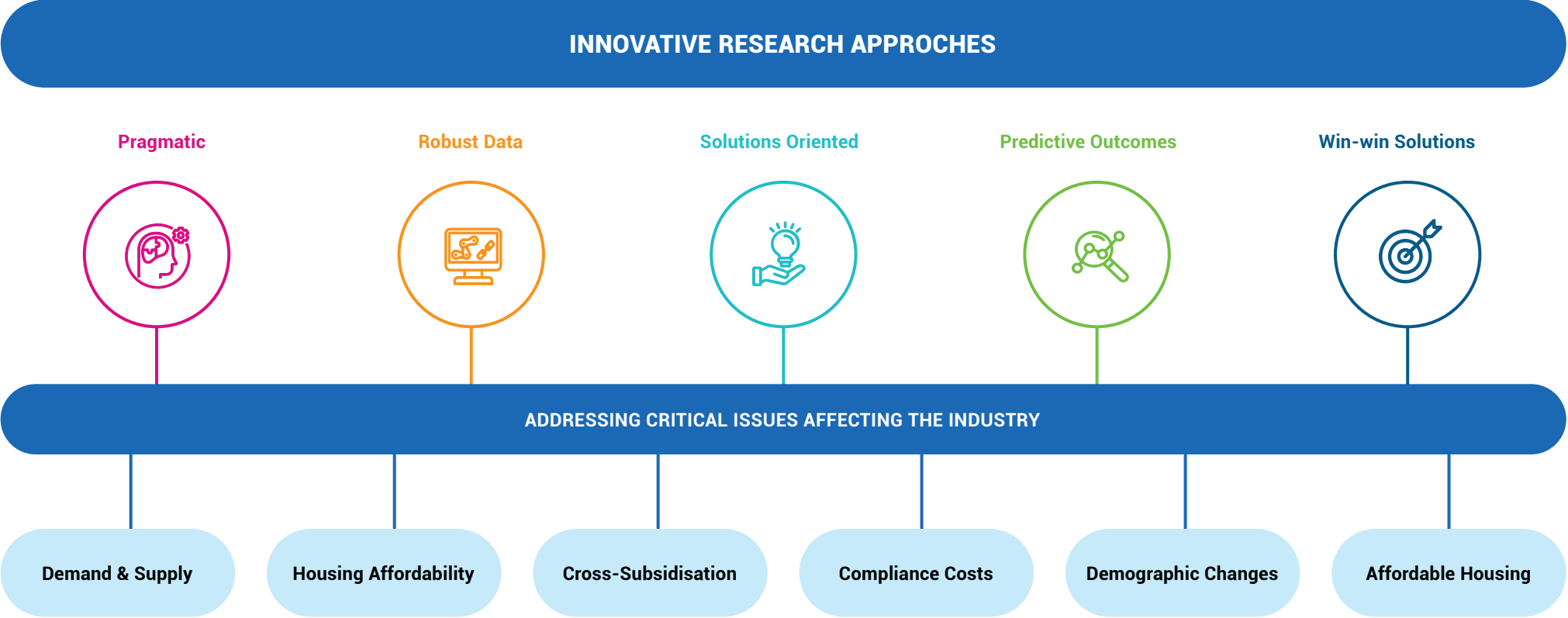
MOU'S & RESEARCH COLLABORATION PARTNERS



Advancing Industry Insights: The Institute's Commitment to Continuous Research

REHDA Institute, a leading think tank in the industry, excels in anticipating and addressing sector challenges through rigorous analysis and impartial research. Known for its high-quality publications, the Institute has built a reputation for delivering accurate and valuable insights. Its ongoing commitment to producing consistent research reports has established it as a credible source of information, fostering a culture of knowledge-sharing and continuous inquiry. This dedication ensures that stakeholders, including policymakers, stay informed about industry trends, economic impacts, and key issues such as affordability and compliance costs.

Innovative Research Approaches to Address Industry Issues



REHDA Institute's Publications

Understanding Strata Properties



Cuts through the complexity of strata management as outlined in the Strata Management Act 2013 (Act 757).

Vacant Possession Preparation



Steps and strategies for buyers to smoothly transition into their new strata communities.

Effective Communication



Best practices for communication between the Management Body and residents, fostering transparency and engagement.

Rights & Responsibilities



Outline the rights of strata unit owners and their responsibilities in property management.

Management Body & Governance



Overview of the Management Body's role, governance structure, and the Joint Management Committee (JMC).

Dispute Resolution



Guide on resolving disputes via the Commissioner of Building (COB) or Strata Management Tribunal.

A Milestone in Affordable Housing



Addresses Malaysia's pressing affordable housing issues.

9 Structural Problems Identified

9

- Among them:
- Rigid housing policies
 - Cross-subsidisation issues
 - Absence of reliable and up to date market data

6 Proposed Solutions

Among them:

- Establish a Special Purpose Central Agency (SPCA) to redefine public/private roles.
- Unlock land for TOD to benefit the B40/M40 groups.
- Public sector to focus on delivery of public/social housing agenda.



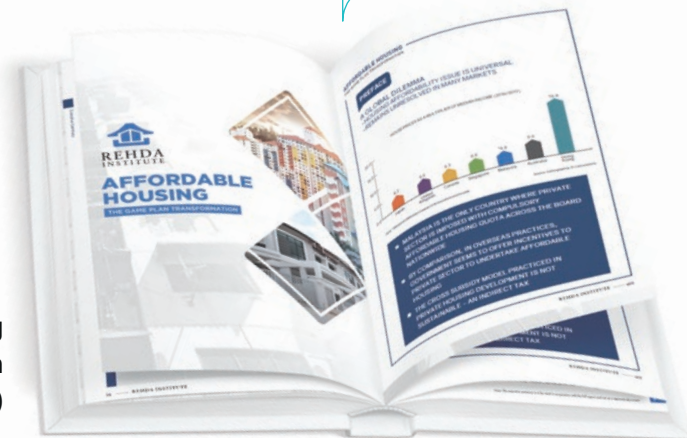
Enhancing Decision-Making

The need for better market data coordination is critical.



Strata Management Handbook

- 1st Edition (2018)
- 2nd Edition (2019)
- 3rd Edition (2024)



Affordable Housing - The Game Plan Transformation (2018)

The Untapped Potential of IBS

IBS adoption in Malaysia's private sector has been limited. This report identifies key challenges and offers solutions to accelerate its utilisation.



3 Strategies for a Better IBS Ecosystem

- A new policy to be established to incentivise IBS adoption
- Establishment of a proper coordinating agency
- Skills Development: TVET training



Lessons from Singapore

Learnings from Singapore's successful IBS adoption.



4 Key Barriers to IBS Adoption

- Inefficient IBS Ecosystem
- High Costs
- Insufficient Incentives
- Lack of Expertise

4

Understanding Compliance Costs in Housing Development

A publication funded by CIDB and produced by CREAM and REHDA Institute, this study reveals the key drivers of compliance costs in housing development, impacting price sustainability across the industry.



The Impact on Housing

- Higher land and holding costs
- Project delays
- An overall rise in the price of new homes



The Need for Streamlined Solutions

- Simplify regulations
- Speed up approval processes
- Rethink cross-subsidisation strategies.



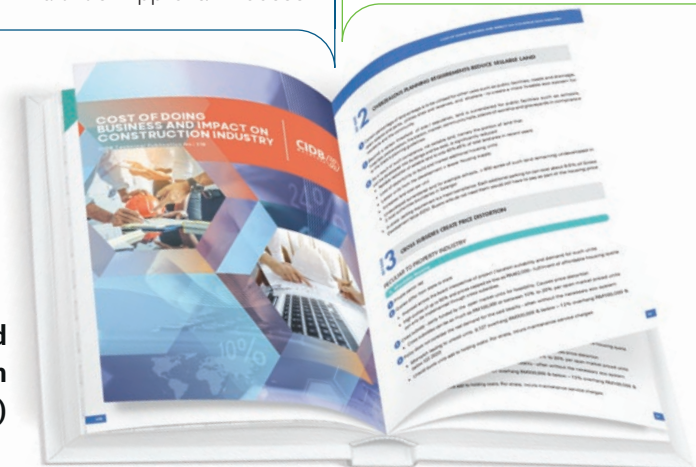
To foster a more efficient, affordable, and sustainable housing market.

4 Critical Issues Driving Compliance Costs

- Over-regulation
- Land Allocation Mandates
- Cross-subsidisation Complexities
- Multi-tier Approval Process



IBS & QCLASSIC: Making it Work for the Industry (2021)



Cost of Doing Business and Impact on Construction Industry (2021)

Understanding the Cost Challenges

A comprehensive view from the industry on critical factors driving up the cost of doing business and its impact on house prices in Malaysia.



Why It Matters

Rising operational costs increase the financial burden on developers, making it challenging to keep house prices affordable for future buyers.



Industry Solutions for Sustainable Housing Costs

- Streamline Regulatory Processes
- Optimise Land Use
- Cost benefit analyses for proposed new compliances



Top Factors Driving Up Business Costs

- Over-regulation
- Reduced sellable land
- Cross subsidies resulting from housing policies
- Delays and uncertainties of approvals



REHDA Institute's Second Report on Affordable Housing

- Highlights critical issues in Malaysia's housing market.
- Focus:
 - » Mismatch between housing supply and demand
 - » Explores new methods for assessing housing affordability



Key Challenges Impacting Housing Supply & Demand

- Government-Imposed Low-Cost Housing Requirements
- Lack of localised market data
- Disparity Between Supply and Demand.



Limitations of the Median Multiple Method

- Compares median house prices to household income, oversimplifies housing affordability.
- Ignores household characteristics and the complex realities of local markets.



Policy Recommendations for a Balanced Market

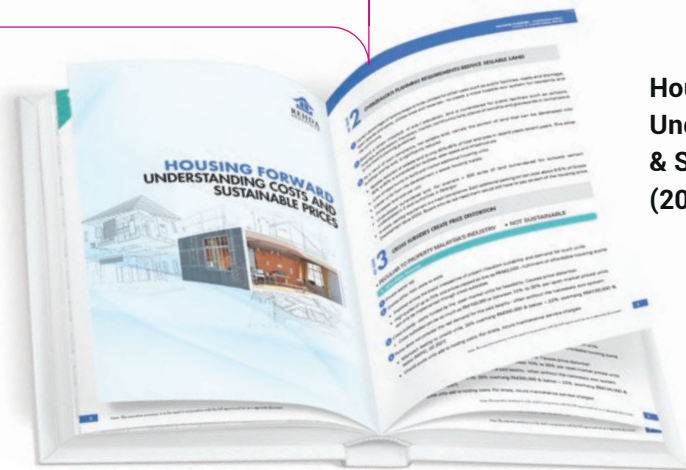
- Revision of affordability measures to better match housing supply with demand.
- Apply localised demographic and economic data to reflect the specific needs of different regions.
- Streamline government housing initiatives.



A More Nuanced Approach to Affordability

Findings

- Replace with methods like the residual income approach and housing cost burden measures.
- These methods consider actual incomes, living costs, and local conditions.



Housing Forward – Understanding Costs & Sustainable Prices (2022)



Affordable Housing II – Closing the Gap: A Strategic Approach to Balancing Supply & Demand (2024)

REHDA Institute Reports

Beyond our publications, REHDA Institute actively produces dedicated research reports, compiles and analyses pertinent data, and disseminates this knowledge to cultivate market awareness and elevate industry standards. This dedicated approach supports the long-term sustainability of the real estate sector, reinforcing its vital role in economic growth.

The Institute's Research pillar has established a consistent track record of delivering valuable contributions to the field, particularly with a focus on housing issues. Our portfolio boasts a variety of influential reports that serve as invaluable resources for industry stakeholders. Some notable examples include:

1

Digital Marketing Transformation Initiative Report (2022):

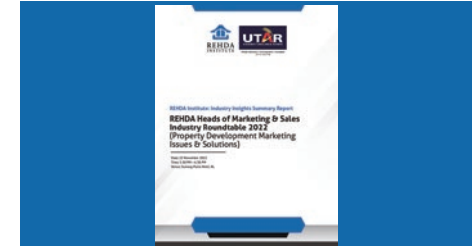
This market-focused report explores the evolving insights and trends associated with digital marketing within the real estate industry. By analysing current practices, the report provides essential guidance for practitioners navigating the digital landscape.



2

Marketing & Sales in the Property Industry (2022)

A deep dive into the marketing and sales techniques specific to the property sector, this publication offers actionable strategies for professionals looking to enhance their performance and engage effectively with potential buyers.



3

Property Industry Survey (PIS)

Conducted biannually, this initiative assesses industry performance and sentiment. This much-anticipated survey serves as a critical report benchmark, allowing stakeholders to grasp market dynamics and anticipate shifts in the landscape.



4

MAPEX Homebuyers Surveys

This ongoing initiative demonstrates REHDA Institute's commitment to comprehending the preferences and needs of homebuyers in Malaysia. By gathering real-time feedback, the surveys help developers align their offerings with market demand.



5

RI In Touch

A quarterly newsletter, RI In Touch keeps REHDA members and stakeholders informed about recent events, activities, and relevant articles within the realm of real estate, fostering a sense of community and knowledge-sharing.



Research Collaborations and MOU

REHDA Institute's research collaboration initiative is distinct in its approach, as it blends practical industry knowledge with the academic rigour of top institutions in Malaysia. This collaborative model ensures that research proposals and solutions are not only theoretically sound but also highly practical, addressing the real-world needs of the housing industry. By integrating insights from various stakeholders, REHDA Institute's research offers comprehensive solutions that benefit the entire housing ecosystem.

We have established research-focused partnerships through Memorandums of Understanding (MoUs) with the following institutions:

- i. Universiti Tunku Abdul Rahman (UTAR)
- ii. Monash University
- iii. Sunway University
- iv. University Malaya
- v. Bank Pembangunan Malaysia Berhad

These collaborations enable REHDA Institute to leverage diverse expertise, ensuring our research remains relevant, forward-looking, and impactful in shaping the future of Malaysia's real estate sector.



Group photo with senior representatives from Universiti Tunku Abdul Rahman (UTAR) & REHDA Institute during the MOU Signing on 19 October 2018 at Wisma REHDA.



MOU Signing with Monash University Malaysia, 20 January 2022 at Sunway Putra Hotel, Kuala Lumpur. **From Left to Right:** Datuk Seri (Dr) Michael KC Yam (RI), Tan Sri Teo Chiang Kok (RI), Dato' Jeffrey Ng (RI), Professor Andrew Walker (Monash University Malaysia) Mr. Ridzuan Repin (Monash University Malaysia), Datuk Haji Muztaza (RI).

INSTITUTION



Universiti Tunku Abdul Rahman (UTAR)

JANUARY 2022

Monash University

ACHIEVEMENT



Master of Real Estate Development (MRED)

Digital Marketing Transformation Initiative (DMTI) Certification

IMPACT



Launched Malaysia's first Master of Real Estate Development (MRED), attracting over 40 students with industry captains as guest lecturers.

Monash contributed expertise on digital laws and analytics, applying real-life data scenarios to enhance property developers' digital marketing capabilities.

OUTCOME



The first batch graduated in 2022. Dynamic cross-learning environment with continued collaboration in training, round tables, and industry masterclasses.

Multiple DMTI training batches have strengthened digital marketing strategies for property companies in Malaysia. More than 200 attendees have participated in this programme over the years.



MOU Signing with Sunway University, 14 July 2022 at Avante hotel, Petaling Jaya. **From Left to Right:** Tan Sri Teo Chiang Kok (RI), Datuk Ng Seing Liong (RI), Datuk Haji Muztaza (RI), Datuk NK Tong (REHDA), Datuk Seri FD Iskandar (REHDA), Dato' Jeffrey Ng (RI), Prof. Sibrandes Poppema (Sunway University), Prof. Mahendhiran Sanggaran Nair (Sunway University), Prof. Pervaiz K Ahmed (Sunway University), Prof. Santha Vaithilingam (Sunway University).



MOU Signing with Bank Pembangunan Malaysia (BPMB), 21 March 2023 at Le Meridien, Petaling Jaya. **From Left to Right:** Datuk Seri (Dr) Michael KC Yam (RI), Ms. Maslynnawati Ahmad (BPMB), Datuk Ng Seing Liong (RI), Mr. Yin Biing Wen (BPMB), Roni L. Abdul Wahab (BPMB), Datuk NK Tong (REHDA), Dato' Jeffrey Ng (RI), Datuk Haji Muztaza (RI), Tan Sri Eddy Chen (RI), Datuk Tan Hon Lim (REHDA), Mr. Desmond Yap (REHDA), Ms. Ra Adrina (REHDA).



MoU Signing with Universiti Malaya (UM), during CEO Series 2023 on 7 December 2023 at Le Meridien, Petaling Jaya. **From Left to Right:** Ms. Malathi Thevendran (RI), Mr. David Chong (RI), Datuk Ir Ho Hon Sang (REHDA), Datuk Seri Michael Yam (RI), Tan Sri Eddy Chen (RI), Datuk NK Tong (REHDA), Dato' Jeffrey Ng (RI), Prof. Sr Ts. Dr. Azlan Shah Bin Ali, (Dean, Faculty of Built Environment of Universiti Malaya), Professor Sr Dr. Faizul Azli Mohd Rahim (UM), Sr Dr Ainoziza binti Mohd Aini. (UM), Professor (Industry) Sr Mohd Khairudin Abd Halim (UM).

| | | |
|------------------|-------------------|----------------------|
| JULY 2022 | MARCH 2023 | DECEMBER 2024 |
|------------------|-------------------|----------------------|

| | | |
|--------------------------|---|--------------------------|
| Sunway University | Bank Pembangunan Malaysia Berhad | University Malaya |
|--------------------------|---|--------------------------|

| | | |
|---|---|--|
| Property Development Masterclass Collaboration | Affordable Housing II Report Collaboration | Research on Abandoned Housing in Malaysia |
|---|---|--|

| | | |
|---|---|---|
| Sunway contributed knowledge on sustainability and housing development. Faculty members also visited Singapore's HDB with REHDA Institute to gain valuable insights into housing development. | BPMB's economic research team contributed expertise to REHDA Institute's Affordable Housing II Report. Senior BPMB members also engaged in housing tours and round table discussions. | Key research initiative to analyse the causes of housing abandonment, with University Malaya contributing legal expertise and facilitating discussions with stakeholders. |
|---|---|---|

| | | |
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| REHDA council members actively participate in Sunway forums, fostering knowledge-sharing and sustainable housing practices. | Enhanced perspectives on affordable housing issues, creating a valuable synergy between BPMB's development insights and REHDA's research. | Findings, anticipated for December 2024 or Q1 2025, will bridge academic insights with industry practice, supporting evidence-based policymaking to address this critical issue. |
|---|---|--|

PILLAR 3

Education

MASTER OF REAL ESTATE DEVELOPMENT (MRED)



CERTIFICATION PROGRAMMES



MONASH
University

SUNWAY
UNIVERSITY



RESEARCH COLLABORATIONS



Empowering Industry Professionals Through Education

A key responsibility entrusted upon REHDA Institute when it was formed is to spearhead the advancement of education in the Real Estate industry. As the Malaysian landscape matured, the industry became more complex, regulated and globalised, requiring high-level knowledge and skills to navigate the intricacies.

While local institutions offered Real Estate studies, none combine both theoretical frameworks and practical applications, an approach that will foster seamless integration of the skills and knowledge acquired by the graduate into real-world scenarios.

The Master of Real Estate Development (MRED) Programme: Developing Industry Expertise

The journey to acquire an institution to partner REHDA Institute in this venture was challenging as many did not see a volume potential to justify returns. However, through REHDA Institute's perseverance, a strategic partnership with Universiti Tunku Abdul Rahman (UTAR) was forged to introduce the specialised Master's Degree programme: the Master of Real Estate Development (MRED). This innovative programme has been crafted to directly meet the needs of the industry, particularly targeting mid-level management personnel eager to deepen their knowledge and expand their professional exposure. The promise of uniqueness and its key selling point was that students were privy to gain first-hand insights from industry professionals to ensure a comprehensive learning experience.

Programme Overview

The MRED programme is uniquely designed by industry experts for industry stakeholders, particularly targeting middle management in the real estate sector. It blends 70% theoretical study with 30% practical learning, emphasising applied knowledge and skills that graduates can seamlessly integrate into real-world scenarios. The programme welcomed its first cohort in January 2020, offering both full-time and part-time study options. Full-time students can complete the programme in a minimum of one year, while part-time students have a study period of 2 to 6 years. The first batch of graduates proudly completed the programme in March 2022.



Master of Real Estate Development (MRED) Best Graduate Award Ceremony during the CEO Series 2023 Conference on 7 December 2023 at Le Meridien Hotel, Petaling Jaya. **From left to right:** Dr Liew Ping Xin (UTAR), Datuk Ho Hon Sang (REHDA), Mr. Liew Pei Zhi, Mr. Chew Li Wei, Mr. Wong Wee Chez, Dato' Jeffrey Ng (RI), Datuk Seri (Dr) Michael KC Yam, Mr. Tan Ching Meng (REHDA).



Group photo to commensurate the first batch of MRED graduates during Regional Housing Conference 2022 on 24 March 2022 at Sunway Resort Hotel & Spa, Sunway. Photo taken with UTAR faculty members, MRED graduates & current students.

Programme Goals



Industry Exposure

Equip industry executives, managers, and stakeholders with extensive knowledge related to real estate and property development.



Professional Excellence

Improve productivity and foster innovation to achieve the highest standards of professionalism and advance best practices in the industry.



Accelerated Career Growth

Enhance personal skills and competence for a faster transition to senior management roles or further academic pursuits.

Curriculum and Faculty

The MRED programme is driven by insights from REHDA Institute and industry experts, ensuring a rich blend of applied industry knowledge. The curriculum is delivered by lecturers from UTAR, complemented by industry guest lecturers, including senior management from prominent public listed companies in Malaysia. Esteemed guest lecturers include Datuk Seri (Dr) Michael KC Yam, Datuk N.K. Tong, Datuk Sr. Charlie Chia Lui Meng, Mr. Ngian Siew Siong, Mr. Tan Ching Meng, Dato' Pretam Singh Darshan Singh, and others.

Networking Opportunities

Beyond upskilling, the MRED programme offers unparalleled networking opportunities. Students engage with industry leaders and peers, fostering a vibrant ecosystem within the construction and property development fraternity. These connections are invaluable for career advancement and industry innovation. In addition, students are taken on site visits to the Sales Galleries of EcoWorld (led by Dato' Ho Kwee Hong) and Sime Darby Property Berhad (led by Datuk Lai Shu Wei).

Why Enrol in MRED?

The MRED programme is designed to accelerate skills and knowledge empowerment among industry personnel, ensuring a robust talent pool for future industry leaders. By emphasising applied knowledge over purely theoretical learning, the programme prepares graduates for rapid career progression and readiness for senior management roles.

Our Past

Twenty years is a relatively youthful journey but what RI has done will have a lasting, meaningful impact on the industry. Backed by REHDA Malaysia and a committed Board of Trustees and staff, RI continues to grow and is poised to drive further industry improvements for years to come.

Tan Sri Eddy Chen

*Past-Chairman,
Trustee, REHDA Institute*



The Evolution of REHDA Institute



The journey of the REHDA Institute (RI) dates back to February 1992 with the establishment of HDA Foundation, under REHDA's predecessor, Housing Developers' Association. As the real estate landscape underwent significant changes, the need for a focused institute became clear. In 2002, REHDA Malaysia's Executive Committee redefined the foundation's mission, renaming it REHDA Institute to better align with the evolving needs of its members and to emphasise three core pillars: **Training and Events, Research, and Education.**

The early 2000s marked a period of heightened demand for housing, fuelled by increasing incomes and improved access to loans. In response to this surge, the government introduced various policies aimed at regulating the real estate market. However, compliance with these regulations often led to increased costs that ultimately affected homebuyers. This scenario underscored the necessity for an independent think tank capable of offering profound industry insights and analysing real estate trends. Thus, REHDA Institute emerged as a critical resource, equipped to tackle industry challenges through extensive research and macro-analyses of the real estate industry.

REHDA Institute's Journey



REHDA INSTITUTE

RI is the successor of HDA Foundation, which was established in 1992 to mobilise CSR projects by developers.

In 2002, the Exco decided that it was timely to reinvent the HDA Foundation, initiating a name change to REHDA Institute and reset its direction to focus on three pillars of Training and Events, Research and Education.



SEPARATE ENTITY

With the name change, clear definition of the 3 pillars and the establishment of a completely new team, RI became an independent entity.

As part of this rebranding, the National Council provided RM2 million grant to support our work, instrumental in the establishment and operational success of RI.

The grant was endorsed during the launch by then PM Tun Abdullah Ahmad Badawi & Tun Dr. Mahathir Mohammed.



DEVELOPING THE PEOPLE

Recognising the pivotal role that skilled professionals play in advancing the sector, the development of human capital within the industry became a priority. The Training and Events pillar emphasised knowledge sharing through talks, forums, seminars, and specialised training programmes tailored for stakeholders to address their key industry challenges.

PILLAR 1: TRAINING AND EVENTS



INDEPENDENT RESEARCH

As the industry evolved, and new policies and regulations emerged, REHDA observed the need for a think tank with proactive capabilities to anticipate issues in the industry and provide prescriptive measures that were balanced and favourable to all stakeholders. RI fit this role.

PILLAR 2: RESEARCH



EDUCATING A GENERATION

Education remains another cornerstone of RI's mission. In a landmark partnership with Universiti Tunku Abdul Rahman (UTAR), the Institute introduced the Master of Real Estate Development (MRED) programme in 2020. This initiative aims to cultivate a new generation of industry leaders equipped with the necessary competencies and specialised knowledge to promote sustainable growth in the real estate sector.

PILLAR 3: EDUCATION

By providing industry-specific training programmes, conducting vital research, and facilitating knowledge-sharing platforms, REHDA Institute aims to elevate industry standards, foster innovation, and address emerging challenges. This, in turn, helps industry professionals stay competitive, informed, and capable of contributing to sustainable urban development and housing solutions in Malaysia.

The arrival of YAB Tun Abdullah Haji Ahmad Badawi and YAB Tun Dr. Mahathir Mohamad at a Tribute Dinner & Re-launch of REHDA Institute at Shangri-La Hotel Kuala Lumpur on 12 July 2004.



Group photo with Tan Sri Dato' Nor Mohamed Yakcop (Former Minister of Finance II), Tan Sri Peter Chin Fah Kui (Former Minister of Plantation Industries and Commodities), Tan Sri Ong Ka Ting (Former Minister of Housing and Local Government) and other VIP guest during the Tribute Dinner & Re-launch of REHDA Institute on 12 July 2004 at Shangri-La Hotel Kuala Lumpur.

Group photo with YAB Tun Dr. Mahathir Mohamad with distinguished members of REHDA. **From Left to Right:** Dato' Jeffrey Ng, YAB Tun Dr. Mahathir Mohamad (Former Prime Minister of Malaysia), Tan Sri Eddy Chen, Datuk Ng Seing Liong.



In his speech, YAB Tun Abdullah Haji Ahmad Badawi expressed gratitude to YAB Tun Dr. Mahathir Mohamad for his contributions to the nation's progress and development during his tenure as Prime Minister.

YAB Tun Dr. Mahathir Mohamad presenting the opening speech during the tribute dinner on 12 July 2004 at Shangri-La Hotel Kuala Lumpur.



The REHDA Institute was officially launched by YAB Tun Abdullah Haji Ahmad Badawi at the Tribute Dinner in honour of Tun Dr Mahathir Mohamad.



This photo commemorates the historic tribute ceremony and REHDA Institute's launch on 12 July 2004, where key members of the real estate industry gathered to honour Tun Dr. Mahathir bin Mohamad, Malaysia's former Prime Minister. **From Left to Right:** Datuk Ng Seing Liong, Puan Sri Wendy Chong Siew Mei (wife of Tan Sri Ong Ka Ting), Tan Sri Ong Ka Ting (former Minister of Housing and Local Government), Dato' Jeffrey Ng, YAB Tun Dato' Seri Dr. Hajah Siti Hasmah Mohamad Ali (wife of YAB Tun Dr. Mahathir Mohamad), YAB Tun Dr. Mahathir Mohamad (former Prime Minister of Malaysia), Tan Sri Eddy Chen & YAB Dato' Seri Tun Abdullah Haji Ahmad Badawi (then Prime Minister).

The official launch of REHDA Institute in 2004, featuring Tun Abdullah Haji Ahmad Badawi, Malaysia's former Prime Minister, alongside distinguished members of REHDA. The moment commemorates the unveiling of the REHDA Institute, symbolising the collective efforts towards advancing the real estate industry in Malaysia.

Celebrating Two Decades of Excellence

INDEPENDENT



It has always been envisaged that RI is established as a think tank that advocates impartially without fear or favour on behalf of the stakeholders in the real estate industry. Setting it up was a bold decision 20 years ago and over that period we have been proactive in addressing industry issues qualitatively and quantitatively through in-depth research, forums, collaborative programmes and partnerships with numerous local and international universities and research agencies.

Datuk Seri (Dr) Michael KC Yam

Trustee, REHDA Institute

TRUST & CREDIBILITY



I have seen RI growing from strength to strength, and they have been very, very neutral in their findings. They consider the perspectives and challenges of developers but do not always fully support their views. Instead, they strive to balance these with the concerns of the rakyat. Ultimately, their primary goal is to provide quality, affordable homes for Malaysians.

Datuk Seri FD Iskandar

Trustee, REHDA Institute

MULTI-DISCIPLINARY RESEARCH



Our research documents the systemic challenges and inequities within the housing development industry. We do deep research leveraging our position to access primary industry data, enriching the national knowledge-base. We also have the intellectual capital to propose innovative strategies that foster a more equitable society.

Mr. Tiah Toh Twin

Trustee, REHDA Institute

For the past 20 years, REHDA Institute has established itself as a foundational pillar in the real estate and housing development sector. REHDA Institute's contributions expand across the spectrum of stakeholders, developing the human capital, creating awareness of policy effectiveness and addressing stakeholders' challenges, actively advocating transparency in processes and driving conversations on emerging issues and trends in the industry. As a formidable force in stirring awareness, REHDA Institute's role extends across its three core pillars of training, research and education.

EDUCATING A GENERATION



MRED provides a breadth of study offered by no other institutions – from planning and cashflow management to the completion – it addresses the sourcing of land, calling of tender, construction, right up to sales, marketing, and credit control. Most courses at universities only focus on one area.

As developers we know what skills and knowledge, we want our people to have and so we designed this programme to address these needs.

Dato' Ir Soam Heng Choon

Trustee, REHDA Institute

DEVELOPING TALENTS



REHDA Institute was founded to foster innovation and excellence in the real estate industry, offering forward-thinking training, workshops, and masterclasses that equip professionals with the skills to tackle industry challenges and adapt to an ever-changing landscape.

Datuk Ng Seing Liong PJN, J.P.

Trustee, REHDA Institute

TOWARDS NATION BUILDING

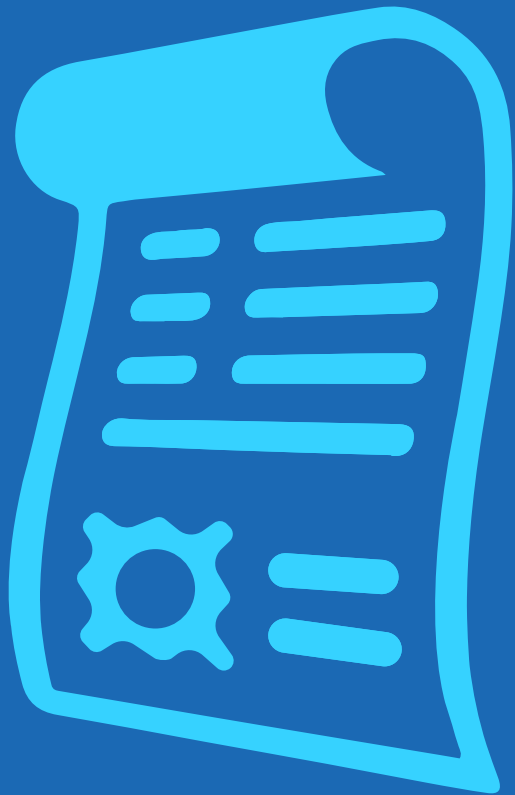


We aren't just partners, we are a part of the government. We nurture a knowledge economy – creating an intellectual generation. We have built homes for the rakyat, we have research collaborations with local and international institutions.

Datuk Haji Muztaza Bin Haji Mohamad

Trustee, REHDA Institute

REHDA Institute's **Charter**



REHDA Institute is a not-for-profit charitable foundation spearheaded and supported by REHDA Malaysia. The institution however, operates as an independent think tank governed by a Board of Trustees who are independent of REHDA Malaysia.

Board of Trustees

The affairs of REHDA Institute are governed by an independent **Board of Trustees** led by **REHDA Institute Chairman**. The Board consists of prominent industry personalities including many past-Presidents of REHDA Malaysia who have contributed significantly to the growth and advancement of the housing and property industry.

The Board of Trustees operates independently, ensuring that the decisions made reflect the best interests of the REHDA Institute's mission to progress the industry and its people, enhance professional standards, and provide valuable resources for practitioners in the field. Their governance extends beyond mere oversight; it is a strategic partnership aimed at creating pathways for meaningful dialogue, research, and education within the real estate landscape.

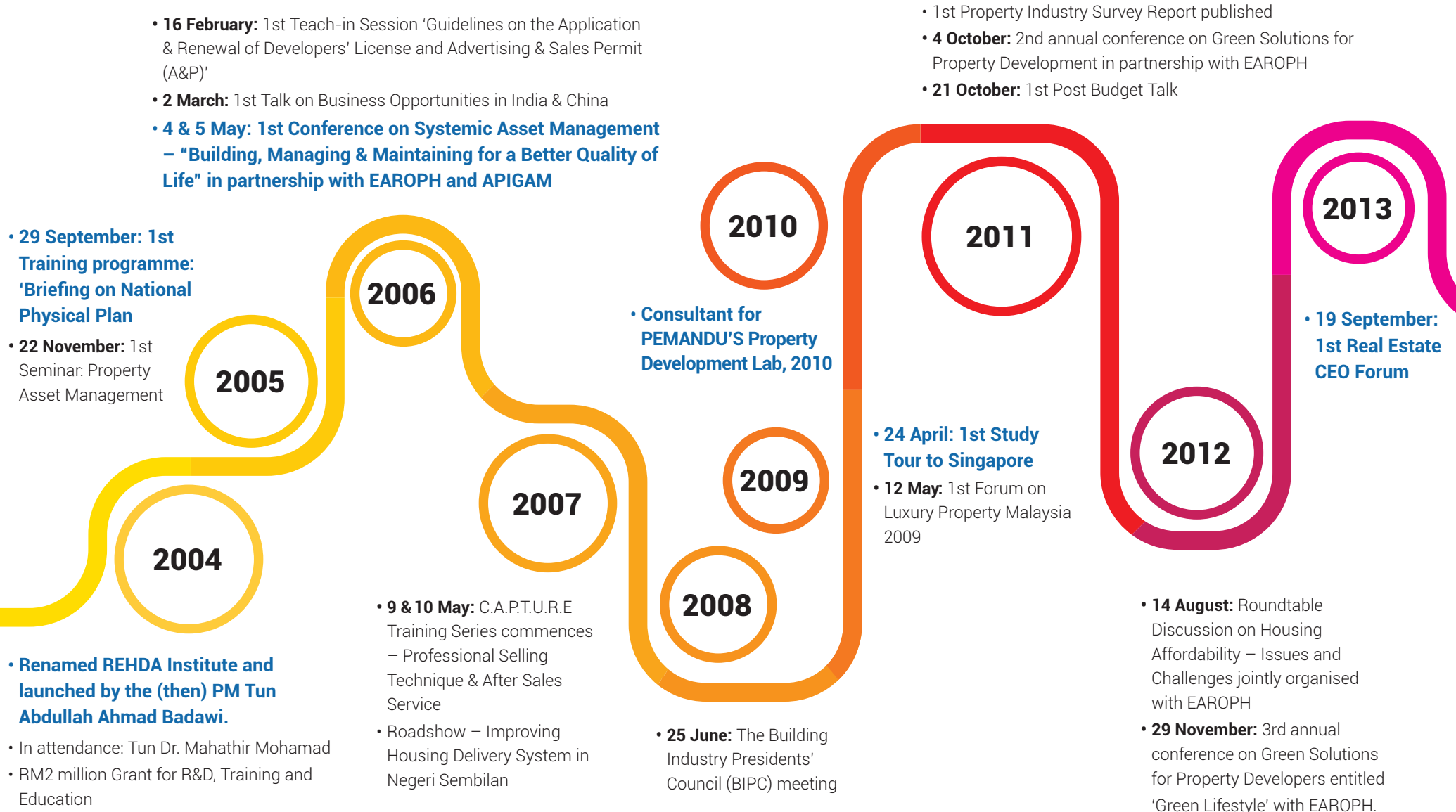
REHDA Institute's Objectives

Focuses on the Institute's 3 main pillars of:

Spearhead industry relevant research to drive improvements on industry's best practices, research contents for members' consumption and contribute positively to the overall development of Malaysia. This will be achieved through the production of industry relevant research papers, compilation and analysis of research data, publications and analysis of current issues.



Milestone & Achievements



- **18 August: 1st Annual CEO Series: "Forward Economic Outlook & Global Winning Real Estate Strategies in an Uncertain Market"**

2016

2017

- **9 November:** 2nd Annual CEO Series: Annual Regional Real Estate & Property Development Conference
- **6 to 8 December:** Study Trip to Singapore (45 delegates) including CIDB and LPHS

2018

2019

- **27 June: 1st Green Build Conference (GBC) organised with GreenRE Themed 'Building a Sustainable Future'**
- **19 November:** 4th Annual Property Developers' Conference (CEO Series)
- Released 2nd Edition Strata Management Handbook

- **29 March: Launch of 1st Publication - Strata Management Handbook at Wisma REHDA.**
- **14 July: Launch of REHDA Institute's Affordable Housing Report - Game Plan Transformation**
- **24 September:** 3rd Annual CEO Series: Annual Property Developers' Conference
- **19 October:** MoU between RI and UTAR to establish a master's degree programme focusing on property development (MRED)

2020

- MRED first intake
- **26 September: MoA with UTAR for MRED**
- MOU with Monash University for research initiatives

- **20 January:** Annual CEO 2022
- **24 March: Launch of REHDA Institute Housing Forward Report**
- The first MRED cohort graduated
- **14 July: MoU with Sunway University for ESG Research, affordable housing & surveys**
- Collaboration with Knight Frank for industrial real estate study tour
- **9 December:** Study tour to Bangkok

2022

2021

- Collaboration with the Construction Research Institute of Malaysia (CREAM): Released two reports on Cost of Doing Business and Impact on Construction Industry, and IBS and QLASSIC – Making It Work for the Industry.

2023

- **21 March: MoU with Bank Pembangunan for research**
- **2 May:** 4-day Study Tour to Singapore – public housing
- **27 June:** REHDA Institute Digital Resource Centre was officially launched
- Study Tour: Jakarta & Nusantara, Indonesia

- **20th Anniversary of RI**
- **14 May: Launch of Affordable Housing II - Closing the Gap: A Strategic Approach to Balancing Supply & Demand**
- Roundtable Discussion: 'Senior Aged Care' - industry stakeholders
- Study Tour: Hong Kong & Shenzhen – led by YB Nga Kor Ming, KPKT Minister
- 2nd Green Build Conference: Officiated by YB Nik Nazmi, NRES

2024

Board of **Trustees**



Datuk Seri FD Iskandar
Trustee



Datuk Ng Seing Liong
PJN, J.P.
Trustee



Datuk Haji Muztaza Bin Haji
Mohamad
Trustee



Dato' Jeffrey Ng
Chairman, REHDA Institute



Tan Sri Eddy Chen
Trustee
(Past-Chairman)



**Datuk Seri (Dr) Michael
KC Yam**
Trustee



**Tan Sri Dato' Teo Chiang
Kok**
Trustee



Mr. Tiah Toh Twin
Trustee



**Dato' Ir Soam Heng
Choon**
Trustee

Messages from our Board of Trustees

Dato' Jeffrey Ng

Chairman, REHDA Institute

Building the Future: A Journey of Pioneering Research, Education, and Training

Our dedication in nurturing talent ensures that industry professionals are equipped to navigate the increasingly complex real estate environment. Operating as an independent think tank, we actively identify industry challenges and offer data-driven solutions through comprehensive research and training programmes.

Since 2004, the Institute has grown into a respected think tank, known for its research, data analysis, and proactive approach to addressing industry issues. By producing credible insights, the Institute crafts balanced solutions that benefit all stakeholders. A significant milestone was the 2018 publication of the Strata Management book, followed by other research publications over the years.

In 2018, we launched the Master of Real Estate Development (MRED) programme with UTAR, taught by both academicians and industry captains, which is a milestone in our education pillar.

Our training and events bring together key stakeholders, providing expert insights on current industry challenges. By collaborating with reputable universities such as Sunway University and Universiti Malaya, we ensure the highest standards of education. Today, we are proud to be a part of the nation's Human Talent Capital Development, having trained more than 30,000 people in our 20-year journey. Our MRED programme, which commenced in 2020 has seen several intakes of graduates who have completed the programme.

Looking ahead, REHDA Institute aims to solidify its position as a respected think tank, delivering top-quality research and training. Our focus remains on intellectual and human capital development and sustainable growth for the industry.

Tan Sri Eddy Chen

Board of Trustees (Past-Chairman)

REHDA Institute's Role in Shaping the Property Industry

REHDA aspires to ensure access to quality home ownership among Malaysians – homes that are well built, equipped with state-of-the-art liveable facilities, and offer sustainable value. To achieve this, we must adopt innovative delivery methods like the IBS, BIM and use cost-effective materials. We must also bring about changes to high cost of doing business that remains a challenge to housing affordability. The driving force behind all of these aspirations is REHDA Institute, offering industry-specific research and data. As one of the few property-focused research institutions globally, we provide vital information through Property Industry Surveys and Market Outlooks, helping developers avoid issues like abandoned projects. The Institute also works to balance government policies with private sector actions through research and engagement. As perceptions change, we continue to strive to achieve win-win approaches in the best interest of the rakyat or industry stakeholders. We aim to be seen as a balanced and fair entity, independent in our research and solutions. Ours is a journey of proactive, knowledge-based, data-driven approaches where human capital development and sustainable industry growth remains the key focus.

Datuk Seri FD Iskandar

Board of Trustees

The Growth and Future of REHDA Institute

REHDA has been consistently involved in discussions with various levels of government and utility companies, but developers lacked a dedicated research body to present their challenges effectively. This gap led to the creation of REHDA Institute, which has since grown and maintained neutrality.

Looking ahead, REHDA Institute should initiate a study on how Malaysia and its cities compare to other ASEAN countries and its cities. For instance, Thailand (Bangkok), Indonesia (Jakarta) and so forth. With this study, we can compare to see how property prices and purchasing power has evolved in neighbouring countries over the decades, say for the last 30 years or so.

Education is a critical area where we can make a significant impact on the development of the nation's talent. While partnerships with institutions like UTAR are a good start, there is a need to expand these efforts through international collaborations and twinning programmes. By promoting real estate as a formal field of study, we can help develop a skilled and knowledgeable workforce prepared to address the industry's challenges.

Tan Sri Dato' Teo Chiang Kok

Board of Trustees

Independent Advocacy and Research: Strengthening Malaysia's Property Sector

In the early 1990s, during the property boom, developers often acquiesced to regulatory pressures to expedite project approvals. However, as the industry matured, we faced mounting challenges that squeezed our margins. We needed a strong research foundation to back our propositions to negotiate more equitable policies.

Thus, REHDA Institute was conceived to bridge this gap. By producing well-researched, credible reports, we aimed to dispel the notion that we are merely serving self-interests. Instead, we present balanced, data-backed arguments that can contribute to meaningful policy discussions.

A key focus for the Institute has been affordable housing, a more comprehensive focus as opposed to the narrower perspectives of low-cost/social housing. Affordability of housing for the whole spectrum of population should be the concern of the nation. Our research highlights the importance of a more precise definition of affordability for Malaysians, addressing the need for better understanding of costs and sustainable pricing and the sustainability of the housing and property industry to deliver homes which the people can afford.

In addition to research, our Master of Real Estate Development (MRED) programme reflects a strong commitment to education. Through rigorous research, education, and policy advocacy, REHDA Institute plays a pivotal role housing the population and contributing to national development.

Datuk Ng Seing Liong PJN, J.P.

Board of Trustees

The Role of REHDA Institute in Shaping the Property Industry

Our foundation in strong research practices has been vital to our success, earning a reputation for producing robust research, recognised by both industry stakeholders and government entities. REHDA Institute's publications, such as the Strata Management Handbook, now in its third edition and the Affordable Housing research publications, have gained considerable recognition. In some cases, our findings have influenced policy changes, showcasing the trust placed in us. This highlights the credibility of the Institute's research, affirming that our statistics accurately reflects the industry's true mechanisms.

The Master of Real Estate Development (MRED) programme represents the brainchild of the institute's trustees to ensure seamless human capital growth for the industry to shape future leaders of the real estate development sector.

REHDA Institute is committed to nation-building through education, focusing on equipping and nurturing the next generation of industry professionals. MRED aims to provide essential training and mentorship, ensuring new entrants can navigate the complexities of property development. By fostering knowledge and experience sharing from senior industry leaders, MRED honours their legacy towards leadership continuity and succession planning within the industry.

Datuk Haji Muztaza Bin Haji Mohamad

Board of Trustees

Innovation and Leadership in Real Estate

The 1998 financial crisis and subsequent Home Ownership Campaigns (HOC) underscored the need for strategic growth in Malaysia's property sector. This led to the creation of REHDA Institute, with a focus on training, research, and education. Despite being part of the REHDA brand, REHDA Institute operates independently, ensuring high standards in real estate practices.

A critical focus for us is reducing abandoned projects, often caused by a lack of interdisciplinary knowledge. This has shaped the curriculum for the MRED programme, ensuring graduates develop an all-rounded mindset. We also emphasise ethics and integrity, with initiatives like inviting the Malaysian Anti-Corruption Commission (MACC) to provide awareness talks and seminars, underscoring our commitment to this value and our responsibility to uphold transparency and fight against corruption.

Looking forward, we aim to grow as a leading authority in the real estate sector, not just in Malaysia, but globally. We will continue to share our expertise through international delegations and reinforce our role in nation-building. We will strive to stay ahead of the curve and anticipate the needs of a rapidly changing world. The Institute is committed to inclusive, sustainable growth, and supporting Malaysia's prosperity.

OUR PAST

Mr. Tiah Toh Twin

Board of Trustees

Inspiring Leadership: Driving REHDA Institute's 20-Year Journey

When REHDA Institute started out as HDA Foundation, the committee members carried out most of the work through our own offices, painstakingly gathering research and information about the industry. I personally led the research that broke down the industry to 180 upstream and downstream trades. While we made strides, the need for an institution dedicated to research and collective knowledge-sharing became apparent.

This vision materialised into what we now know as REHDA Institute—a central hub for research, knowledge, and advocacy for the industry, particularly in addressing policies that could potentially affect development costs. Our findings have proven invaluable in illustrating the real costs associated with imposed regulations.

One of our strengths lie in the leadership and dedication that has guided REHDA Institute through the years. At every critical juncture, we have had the right leaders to take the Institute to the next level, earning the respect of both, the government and the industry. As we celebrate this important milestone, I extend my deepest gratitude to all who have contributed to REHDA Institute's mission over the past 20 years.

Datuk Seri (Dr) Michael KC Yam

Board of Trustees

Transforming Malaysia's Real Estate Landscape

Right from the onset when the idea of establishing REHDA Institute was envisaged, the intent was to have an independent research body focused on all aspects of the real estate and property development industry. The Institute fills this critical gap by providing comprehensive, unbiased research and data that offers a fair, holistic view of the industry's state.

Partnering and collaborating with universities, research institutions and government agencies, the findings are shared and published to help enlighten the Government, the regulatory authorities and the stakeholders to help shape and enable better outcomes when legislations and regulations are introduced. REHDA Institute's high-quality research on affordable housing, compliance costs, market dynamics, and study trips has deepened industry insight. Through frequent conferences, seminars, and masterclasses, the Institute fosters a broader understanding of industry challenges among participants and government agencies.

Media coverage of REHDA Institute's findings helps counter negative perceptions of developers, highlighting their significant role in nation-building, economic impact on over 150 industries, and contributions to the B40 community through subsidised housing.

As the Institute expands its research, it aims to maintain its legacy of independent, data-driven insights, supporting better decision-making and showcasing the industry's importance to Malaysia's prosperity.

Dato' Ir Soam Heng Choon

Board of Trustees

Innovative Approaches for Industry Advancement

I have witnessed the impactful strides we made within the real estate sector. Our work is essential, but challenging. The sentiment that our efforts might be perceived as biased towards developers is one we must address actively. I want to assure both our members and the broader community that REHDA Institute is committed to serving the entire industry, not just developers.

To address misconceptions of bias, a thoughtful rebranding of the Institute is necessary. As an independent body focused on research and education in housing and urban development, we operate autonomously, despite many shareholders having ties to REHDA Malaysia. Our commitment to integrity and the betterment of the industry is central to our mission.

We're focused on addressing challenges surrounding affordable housing, evidenced by the publication of two comprehensive volumes on the subject. Our commitment to addressing these issues has garnered recognition from the Ministry of Housing and Local Government (KPKT), which has reached out for targeted research and offered grants to explore specific topics vital to the industry. This collaboration reflects the growing trust in our capabilities.

The **Senior Management** Team

David S. Chong

Chief Operating Officer

My first engagement with REHDA Institute was circa 2012, (as an external party working with Malaysia Property Incorporated - MPI), which had common Board Members.

From my observation, the Institute has grown tremendously over the years, in terms of activities and impact, benefitting from the collective experiences of our Chairman, Board Members and the REHDA National Council. The conferences, workshops, research publications and education programmes organised by the Institute have also evolved to include more partnerships with other industry stakeholders and also featuring more international speakers.

As part of the working team, I am thankful for the learning opportunities, to gain deeper insights into the workings of the industry and I enjoyed playing a role in some of the conferences, tours and publication launches. We feel a sense of pride that the work of the Institute (training, research, education), has a meaningful and positive impact to the industry, society and the nation.

With the strategic direction of our Board Members, and continued support from all stakeholders (REHDA National Council, Members, and others), we look forward to expanding the Institute's role as a respected real estate think tank in Malaysia and beyond, for the benefit of all industry stakeholders.

Malathi Thevendran

Director of Research and Education

As an independent think tank, REHDA Institute is committed to driving transformative change within the real estate sector. Its dual focus on advanced training and robust research empowers collaboration among stakeholders, fostering knowledge sharing to address key challenges such as affordable housing, abandoned properties, urban renewal, and strata management.

Through roundtable discussions with diverse industry leaders, REHDA Institute facilitates critical conversations that lead to actionable solutions. The Institute employs rigorous research methodologies, integrating quantitative and qualitative analyses, case studies, and big data to redefine industry standards and shape effective, forward-thinking strategies.

Looking ahead, I envision the REHDA Institute as the preeminent leader in real estate research, renowned for its bold, innovative, and environmentally sustainable practices. Its mission is clear: to drive transformative changes that ensure homeownership for the rakyat while aligning policies with local demographic needs, all without succumbing to the pitfalls of overregulation. The time for action is now—REHDA Institute is ready to lead the charge toward a more sustainable and equitable real estate future.

Rusnani Abdul Rahman

Research Consultant, formerly Executive Director of REHDA Institute

REHDA Institute has evolved from organising small training sessions and teach-ins for members and industry partners into a dynamic organisation with a talented team that hosts large conferences, produces topical research reports and position papers, and manages a master's degree programme in partnership with a renowned tertiary institution.

Despite its growth over the past 20 years, two foundational elements have consistently paved the way for the Institute's success. First, the inspiring and supportive leadership of its Board has been crucial to the Institute's development, collectively providing over a hundred years of experience, knowledge, and wisdom to guide the organisation forward.

Secondly, the strong support of member developers and industry partners has been essential. Access to in-depth industry insights, unique to the Institute, provides a level of information that other research organisations often cannot access. REHDA Institute's strength lies in these two main pillars, and with the continued, steadfast support of its members and industry stakeholders, the Institute is poised to achieve even greater accomplishments in the future.

Here's to many more successful years of delivering knowledge, professionalism, skills, and quality research for the real estate industry!

Rehda Institute Team

From Left to Right :

Rusnani Abd Rahman

Research Consultant

Nurul Syuhada Saharizan

Senior Executive (Research & Education)

Esther Yeoh

Assistant Manager (Corporate Events Marketing)

David S. Chong

Chief Operating Officer (REHDA Institute)

Muhammad Haizat Hanafi

Junior Executive (Business Development & Creative Media)

Pearljit Singh

Assistant Manager (Strategic Marketing & Research)

Christine Chuah

Manager (Research & Education)

Malathi Thevendran

Director (Research & Education)

Nurul Ain Muhammad

Accounts & Administration

Syaidatul Akmal

Executive (Training & Administration)

Sara Amanda

Junior Executive (Strategic Marketing & Research)

Huong Yu Sin

Assistant Manager (Research & Education)



Acknowledgment

REHDA Institute would not have been able to achieve all its successes over the past 2 decades without the leadership of our Chairman and Board of Trustees, contribution from many sponsors, event speakers, event attendees, and partners, including those from the various REHDA National and Branch Secretariat teams, National and Branch Committee Members, GreenRE, ESD GreenTech, fraternal associations and think tanks. Also our sincere acknowledgement and thanks to all REHDA Institute Secretariat team members over the past two decades. We would like to extend our deepest appreciation to all that have contributed directly and indirectly, including those below:

REHDA Institute Research Advisors

- Dato' Ir Fong Tian Yong (Member of the Panel of Experts (POE) for KPKT)
- Datuk Yeo Heng Hau (Former Deputy Secretary General (Policy and Development) of KPKT)

REHDA Institute Research Task Force

- Dato' Jeffrey Ng (Chairman, REHDA Institute)
- Mr. Ngian Siew Siong (CEO, Chin Hin Group Property Berhad)
- Datuk Ho Hon Sang (President, REHDA Malaysia)
- Datuk Tan Hon Lim (Former Executive VP, S P Setia Berhad)
- Dr. Foo Chee Hung (Manager of Product R&D, MKH Berhad)

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- Construction Research Institute of Malaysia (CREAM)
- Matrix Concepts Holdings Berhad
- Gamuda Land
- Sime Darby Property Berhad
- Sunway Property
- IJM Land Berhad
- IOI Properties Group Berhad
- Paramount Property
- Perbadanan PR1MA Malaysia (PR1MA)
- MKH Berhad
- PPB Properties
- UEM Sunrise Berhad

Master of Real Estate Development (MRED) Guest Speakers

- Datuk Sr Charlie Chia Lui Meng (Senior Advisor & Non-ED, UMLand Group) (Lead Guest Speaker of MRED)
- Mr. Ngian Siew Siong (Lead Guest Speaker of MRED)
- Mr. Tan Ching Meng (Advisor, MCL Land (Malaysia) Sdn Bhd) (Lead Guest Speaker of MRED)
- Datuk Seri (Dr) Michael KC Yam (Co-Chairman, Triterra Group of Companies)
- Datuk NK Tong (Co-Founder & GMD, Bukit Kiara Properties Sdn Bhd)
- Dato' Pretam Singh A/L Darshan Singh (Founder & Partner, Pretam Singh, Nor & Co.)
- Dato' Ho Kwee Hong (Divisional GM, Eco Central & Eco North, Eco World Development Group Berhad)
- Datuk Lai Shu Wei (CMSO, Sime Darby Property Berhad)
- Ms. Christinne Lim (CCO, S P Setia Berhad)
- Pn. Norlina Mohd Noor (Head S&M, S P Setia Berhad)
- Mr. Eric Lim (Co-founder & GMD, Hartamas Group)
- Mr. Benjamin Ong Chin Yee (CEO, Property Subsidiaries, Mah Sing Group Berhad)
- Mr. Kelvin Choo Yung Yau (CEO of Property Development, Malton Berhad)
- Mr Chris Tan Chur Pim (Managing Partner, Chur Associates)
- Dr. Chen Boon Tai (Former Director of Project Development, IGB Berhad)
- Mr. Loo Ming Chee (Independent Non-ED, Tuju Setia Berhad)
- Ir Dr. Wang Hong Kok (Development Advisor, Seristana Sdn Bhd)
- Sr. Chan Theng Chiok (Deceased)
- Mr. Gerard Yuen (Chief Brand and Marketing Officer, Sunway Property)
- Mr. Hanzo Ng (Founder & Group CEO, The Sales Ninja Group)
- Mr. Quek Wee Siong (CEO, MHub)



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