

# REHDA Institute In Touch



June 2023

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## Inspiring Innovations in Housing and Sustainable Development: Key Takeaways from the REHDA Institute Study Trip to Singapore



*Northshore Residence I & II and Waterfront I & II*

**R**EHDA Institute, the training, research and education arm of Real Estate and Housing Developers' Association of Malaysia (REHDA), where REHDA represents the interest of more than 1,600 corporate developers in Malaysia, organized a 4-day study trip to Singapore from 2<sup>nd</sup> to 5<sup>th</sup> May 2023. The esteemed REHDA Institute Trustees, Dato' Jeffrey Ng Tiong Lip (Chairman), Tan Sri Dato' Teo Chiang Kok, and Tan Sri Datuk Eddy Chen Lok Loi, along with Datuk Ho Hon Sang (REHDA Deputy President/Group CEO of Mah Sing Berhad) and Dato' Azmir Merican (REHDA Vice President/Group Managing Director Sime Darby Property Berhad), led the 46-member delegation on the study visit.

Members of the delegation included key stakeholders from the various Malaysian authorities including YB Teo Kok Seong (Negeri Sembilan State Government EXCO for Housing, senior representative from the Ministry of Local Government Development (KPKT), Majlis Bandaraya Shah Alam (MBSA), Majlis Bandaraya Pasir Gudang (MBPG), PR1MA and senior management representatives from property developer companies from across Malaysia. This

multifaceted delegation's objective was to explore and examine the best practices in public housing, sustainable development and modern construction technologies in Singapore that could be pertinent and beneficial in the Malaysian context.

REHDA Institute's study trip focused on understanding Singapore's approach to affordable housing which was echoed earlier this year by YB Nga Kor Ming, Minister of Local Government Development (KPKT). Delegates from Malaysia were fortunate to meet with top officials from the Housing Development Board (HDB) and the CEO of the Building Construction Authority (BCA) of Singapore. The HDB, a significant player in Singapore's public housing sector, shared its holistic model that encompasses not only housing affordability but also the creation of a sustainable living environment. In addition, the BCA provided insights into its standards and regulations that ensure quality, safety, accessibility, and sustainability in built environments.

### Networking and Exchange of Ideas



*Networking lunch with REDAS committee, PropertyGuru, IBS partners, etc*

REHDA Institute hosted a networking lunch at the Civil Service Club (CSC) in Bukit Batok which took place on 3<sup>rd</sup> May 2023. This private engagement brought together key figures from Singapore's real estate industry and the delegation, offering a platform for open dialogue, knowledge sharing, and potential collaborations. These exchanges are invaluable in fostering a deeper understanding of the different perspectives and approaches in the real estate sector.

It also saw the presence of the President of the Real Estate and Housing Developers' Association of Singapore (REDAS), Mr. Tan Swee Yiow and a few key REDAS Committee Members. During the lunch session, a senior representative from UAC Berhad

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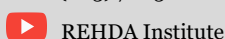
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presented some case studies on the cost savings benefit of PPVC and Solid Panel Walls while Knight Frank Singapore's Ms. Alice Tan (Head of Consultancy) presented on Singapore's real estate market updates focussing on the residential, office and retail markets.

## Innovation in Construction Technologies



*Joyce Grace from Autodesk Construction Cloud welcoming the delegates to their HQ*



*Autodesk Singapore: Construction Technology & Management*

Exploring modern construction technologies was another significant facet of the study trip. Autodesk Construction Cloud and Boustead Singapore, two key players with a successful track record in Singapore's construction industry, shared their expertise in this domain.

Autodesk demonstrated how their cloud-based solutions are enabling digital transformation in the construction industry, leading to improved project efficiency, reduced risks, and enhanced collaboration. On the other hand, Boustead Singapore discussed how their advanced construction technologies are driving productivity and quality in construction delivery. The three-hour session provided the delegates with valuable insights into the potential of data-driven technologies to revolutionize the construction industry in Malaysia.

## Co-living Models and their Potential



*Coliwoo Orchard: Co-Living Developments in Singapore*

The delegation's visit to Coliwoo, one of Singapore's largest co-living brands, showcased an innovative approach to housing. Coliwoo's model of converting under-utilized hotels, residential and commercial spaces into shared residential spaces highlighted a novel strategy to enhance housing rental affordability. Some of the delegates also had the opportunity to stay at Coliwoo Orchard throughout the study trip and experience first-hand the co-living concept.

The guided tour of Coliwoo's co-living sites at Orchard Road and Amber Road provided the delegates with a closer look at the operational aspects of this model, the community dynamics, and the potential benefits of integrating such components into Malaysia's housing sector, which could potentially serve as one of the solutions to the overhang issue in some States or to be introduced as a new product offering by property developers.

## Singapore's Green Building Initiatives





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*Building and Construction Authority (BCA): Green building initiatives at Singapore*

The Building and Construction Authority (BCA) of Singapore has been at the forefront of the country's green building initiatives. Mr. Kelvin Lim, CEO of BCA proudly highlighted that despite being a small, densely populated country, Singapore has demonstrated a strong commitment to sustainable development and environmental protection. Due to the large number of high-rise buildings and limited land area, it is crucial for the country to adopt sustainable building practices to reduce environmental impact and promote a healthier living environment. The delegation was briefed by BCA about the Singapore Green Building Masterplan which is a strategic initiative introduced by the BCA to promote and facilitate the development of green buildings in the country.

The masterplan outlines a comprehensive framework and strategic roadmap which aims to have at least 80% of the buildings in Singapore to be green mark certified by 2030. Some of the measures employed by BCA to achieve the goals laid out in the Green Building Masterplan include the Green Mark Scheme which is a green building rating system to evaluate a building for its environmental impact and performance as well as the establishment of a dedicated R&D hub called BCA Academy, to support the development of new technologies and solutions for green buildings.

## Exploring Affordable Housing



*North Shore Residence: Singapore HDB Developments*

HDB's North Shore Residences in Singapore stands out for its unique design and community-focused approach to public housing, which sets it apart from other developments. The development is a part of the larger Punggol Eco-Town, Singapore's first eco-town, which aims to blend residential spaces with natural surroundings while emphasizing sustainable living. The design of the North Shore Residences leverages natural ventilation and maximizes natural lighting thus, reducing energy consumption.



*Site Visit to Punggol Northshore: Singapore HDB Developments*

The residential blocks are oriented to encourage community interaction, with communal spaces such as sky terraces and precinct pavilions that provide residents with areas to interact and participate in community activities. Furthermore, it has easy access to public transportation, including the LRT and bus services. A variety of amenities, such as schools, retail malls, and parks, are conveniently located in the vicinity, adding to the convenience and lifestyle of its residents, where the delegates had the

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opportunity to explore some of the locations during the one-hour tour of the housing development.

## Architectural Marvels and Sustainability



*National University of Singapore School of Design and Environment: SDE4 Building*

The study trip also included a tour of a unique architectural development called SDE4 Building, a net zero energy building which is located at National University of Singapore's campus, which was particularly enlightening. This building is a testament to Singapore's commitment to sustainable and energy-efficient design, offering an excellent model for similar developments in Malaysia. During the briefing, delegates were told that the building only consumed as much energy as it produces over a year, making it a net-zero energy building through a combination of energy-efficient design, the use of renewable energy sources, and cutting-edge technology.

The building also employs an innovative hybrid cooling system and uses smart lighting systems that adjust according to the amount of natural light available which not only reduces energy consumption but also creates a more comfortable environment for occupants. The integration of green spaces into the design and the use of sustainable materials such as recycled concrete aggregates and low-carbon cement significantly reduced the building's carbon footprint. The SDE4 Building at NUS has certainly set a benchmark for future green building developments in Singapore and for Malaysia to emulate.

## Workers' Dormitory for Improved Well-Being and Productivity



*Sungei Tengah Lodge: Largest worker dormitories in Singapore*

Sungei Tengah Lodge in Singapore which is one of the largest purpose-built worker dormitories in Singapore was an eye-opening visit by the delegation. The dormitory which can house up to 25,000 workers, plays a crucial role in providing safe and secure accommodations for the significant number of foreign workers in the city. The delegation was impressed with the wide range of amenities available including a supermarket, food court, medical clinic, remittance services, communal kitchens, laundry areas and recreational facilities like gyms and game rooms.

The facility also places a strong emphasis on the well-being of the residents by providing spacious living quarters with proper ventilation and natural lighting. Various social activities and events are organized to foster a sense of community among the residents and to facilitate cultural integration. As the workers often come from less privileged backgrounds and countries, having a safe, comfortable, and affordable place to live is essential for their well-being and productivity. The Malaysian government can explore implementing a similar concept and learn from this successful real-life case study.



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## Luxury Living Redefined



*Park Nova situated at Orchard Boulevard in Singapore*

Park Nova, located at Orchard Boulevard, is a distinctive development that presents a unique blend of luxury and eco-friendly design in the heart of Singapore's most prestigious district. The delegates had the opportunity to visit Park Nova's showroom, gaining first-hand insight into this exceptional project. The showroom visit offered a tangible sense of this luxury, showcasing examples of the development's upscale residential units, which feature opulent interiors and sweeping views of the city.

The building is surrounded by a lush vertical garden, which the delegates had a chance to appreciate during their visit to its show units. This vertical greenery helps to improve air quality, reduce urban heat, and provide residents with a sense of tranquillity within the busy city. Park Nova also features a distinctive, curvilinear design that sets it apart from the surrounding cityscape. This innovative design not only enhances the aesthetic appeal of the building but also maximizes natural light and ventilation, contributing to the project's sustainability goals.

## Biophilic Skyscraper in a City



*CapitaSpring at Central Business District: A high-rise mixed-use development*

CapitaSpring, located in the heart of Singapore's Central Business District, is a pioneering mixed-use development that integrates working, living, and leisure spaces in a single, high-rise structure. The visit to CapitaSpring allowed the delegates to witness the future of urban living and sustainable design. The development stands out for its integrated design, which combines premium Grade A office space, luxury residences, and a variety of retail and dining options.

The delegates were able to observe several sustainable features including a green oasis at its core, a vertical garden, and an urban farm and understand how they contribute to the building's sustainability goals. The building incorporates a smart parking system and a digital concierge service demonstrating how technology can enhance convenience and efficiency in modern developments. The building offers an innovative approach to incorporating greenery into high-rise buildings that serves as a landmark in Singapore's skyline. Overall, CapitaSpring provided the delegates with valuable insights into innovative and sustainable urban design, offering inspiration for future developments in Malaysia.



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## Conclusion

REHDA Institute's study trip to Singapore was an enriching experience for all delegates. It provided a comprehensive understanding of Singapore's innovative practices in affordable housing, advanced construction technologies, and sustainable design. With the insights gained, the delegation is now better equipped to drive impactful changes in Malaysia's real estate industry.



Group photo from Singapore Business Study Trip

## Upcoming Events in REHDA Institute:

Realising Low Carbon Real Estate

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Minister of Natural Resources,  
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SPEAKERS



**Dato' Dr. A. Ken Yeong**  
Executive Director  
T. R. Harashah Yeong Sdn Bhd



**Albert Bical**  
Principal  
AB Consulting Canada



**Praveen Kaganar**  
Chief Industry Specialist  
Green Buildings and Clerk,  
IFC Climate Business Group,  
Climate Change



**Dr. Kody Kato**  
Founder  
Office for Design Evolution  
(ODE)



**Gendri Supriah**  
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**Magali Wardle**  
Head of Market Development  
NABERS Australia, Sydney



**Dashaan Joshi**  
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**Ravini Silva**  
Sustainability Advisor  
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## Regional Housing Conference 2023: Addressing Affordable Housing, Sustainable Development, and Innovative Financing Models



*YB Tuan Haji Akmal Nasrullah Bin Mohd Nasir, Deputy Minister of Local Government Development (KPKT) delivered the keynote address.*

**R**EHDA Institute's recently concluded **Regional Housing Conference 2023** which was held on 21 March 2023 at Le Meridien Petaling Jaya Hotel brought together international and local industry experts, government representatives, and stakeholders to address pressing issues in the regional housing market. The one-day conference which saw more than 260 delegates in attendance, focused on affordable housing, sustainable development, innovative design approaches, and financing models. Dato' Jeffrey Ng Tiong Lip, Chairman of REHDA Institute, opened the conference with his welcoming remarks followed by a keynote address from YB Tuan Haji Akmal Nasrullah Bin Mohd Nasir, Deputy Minister of Local Government Development (KPKT). Both emphasized the importance of collaboration in addressing housing challenges in the region. Session one saw speakers present case studies covering

selected countries like Singapore, Hong Kong, Jakarta, and Malaysia, highlighting innovative approaches to affordable housing. Ms. Christine Li, Head of Research, Asia Pacific, Knight Frank Asia Pacific, examined housing experiences in Singapore and Hong Kong, emphasizing their unique strategies. Ms. Pearl Chee, Director, WOHA Architects, highlighted WOHA Architects' innovative and sustainable designs that have helped transform public housing in urban settings, while Ms. Wendy Haryanto, Executive Director, Jakarta Property Institute, presented a case study on Jakarta's urban housing challenges and government initiatives. Dato' Wan Hashimi Albakri, Member of Corporation (MoC) PR1MA Corporation Malaysia, assessed Malaysia's Affordable Housing Model and its successes and challenges. The session concluded with a panel discussion and Q&A moderated by Dato' Jeffrey Ng Tiong Lip, Chairman of REHDA Institute.



*Dato' Jeffrey Ng Tiong Lip, Chairman of REHDA Institute (middle) moderating panel discussion one with panelists (from left) Ms. Pearl Chee, Director, WOHA Architects, Ms. Christine Li, Head of Research, Asia Pacific, Knight Frank Asia Pacific, Dato' Wan Hashimi Albakri bin Wan Ahmad Amin Jaffri, Member of Corporation (MoC) PR1MA Corporation Malaysia Ms. Wendy Haryanto, Executive Director, Jakarta Property Institute.*

The next presenter, Assoc. Prof. (Ind.) Ar. Sarly Adre Sarkum, President of Pertubuhan Akitek Malaysia (PAM), emphasized the importance of sustainable and cost-effective design solutions in the housing market. He shared practical insights into various innovative approaches that can reduce the overall cost of construction, enhance resource efficiency, and promote environmental sustainability. An MoU Signing Ceremony between REHDA Institute and Bank Pembangunan Malaysia Berhad (BPMB) took



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place right after which will see both parties work together in the areas of research and explore new opportunities in the real estate industry.

The second session featured expert speakers, including Sr Sulaiman Akhmady Mohd Saheh from Rahim & Co. International, Dr. Lee Nai Jia from PropertyGuru Group, Ar. Ezumi Harzani from Arkitek MAA Sdn. Bhd., and Tan Sri Datuk Eddy Chen Lok Loi, Trustee of REHDA Institute. The session covered essential topics such as the economic multiplier effect of the housing industry, locational and pricing supply and demand gaps, streamlining housing policies and regulations, and the future of affordable housing in Malaysia. A panel discussion, moderated by Datuk Ho Hon Sang, Deputy President of REHDA Malaysia, allowed attendees to engage with the speakers to have a better understanding of the challenges and opportunities within the Malaysian housing market.



*From left to right: Datuk Ho Hon Sang, Deputy President, REHDA Malaysia, Tan Sri Datuk Eddy Chen Lok Loi, Datuk Haji Muztaza Mohamad, Trustee, REHDA Institute, Dr. Lee Nai Jia, Head of Real Estate Intelligence, Data and Software Solutions, PropertyGuru Group, Sr Sulaiman Akhmady Mohd Saheh, Director, Research, Rahim & Co. International and Ar. Ezumi Harzani, Director, Arkitek MAA Sdn. Bhd., during the token presentation ceremony.*

The final session explored innovative financing models for housing ownership and rental, examining the future of these models in Malaysia. The session featured insightful presentations from Dr. Zokhri Idris of PEACE, Ms. Mardiana Rahayu Tukiran of UEM Sunrise Bhd, and Ms. Tey Jing Ying from MBSB Bank. The speakers covered topics such as the feasibility of implementing housing based on a rental model, the future of the ownership-based housing

model, and innovation in housing financing. The conference concluded with a panel discussion, moderated by Datuk NK Tong, President of REHDA Malaysia also featured guest panelist, Mr. Alvin Ong, Managing Director, EdgeProp Malaysia, who further engaged attendees in a comprehensive conversation on these subjects, offering valuable insights into the potential directions for housing financing models in Malaysia.



*Regional Housing Conference 2023: Le Meridien Petaling Jaya Hotel*

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## Addressing Compliance Costs and Cost of Living: Insights from the REHDA Institute's Housing Forward Roundtable Discussion

**R**EHDA Institute organized a roundtable discussion together with senior representatives from various Government Ministry and related bodies (including Ministry of Works - KKR, Ministry of Development and Local Government - KPKT, Construction Industry Development Board – CIDB, Malaysian Investment Development Authority – MIDA, Ministry of Domestic Trade and Cost of Living, Malaysian Productivity Council – MPC, PEMUDAH) as well as 31 associations related to the Housing Industry.



*Dato' Jeffrey Ng Tiong Lip, Chairman of REHDA Institute*

The discussion was jointly moderated by Datuk Jeffrey Ng Tiong Lip (Chairman of REHDA Institute) and Datuk NK Tong (President of REHDA Malaysia). The Real Estate and Housing Developers Association of Malaysia (REHDA) is the leading voice of advocacy relating to the governance of real estate and the housing industry. REHDA Institute is the training, research, and education arm of REHDA and was relaunched in 2004 by two former Prime Ministers (Tun Mahathir and Tun Abdullah Badawi) to address the research and educational needs of the housing and property industry.

As the Housing Industry in Malaysia contributes in excess of RM20 billion annually to Malaysia's GDP,

impacting at least 140 upstream and downstream industries, high compliance cost has serious impact to the final price of houses.



*From left to right: En. Azhar Shaharudin, Tan Sri Dato' Teo Chiang Kok, Dr Jason Teoh Poh Huat*

The Roundtable Discussions were focused on how to reduce the cost of doing business (particularly the compliance costs in the Housing Industry), how to assist the 'rakyat' to lower the cost of living especially relating to housing matters and wish list of the various stakeholders to the new unity Government.

The roundtable discussions were facilitated by University Tunku Abdul Rahman (UTAR) research team and the REHDA Institute research team. Results from the full roundtable discussions will be collated as input for further research to be conducted by REHDA Institute in the near future. On the areas of cost of doing business for the Housing Industry, REHDA Institute has recently published a report titled "Housing Forward Understanding Costs and Sustainable Prices." From all the collective input from all the stakeholders from this Roundtable Discussion, REHDA Institute aims to utilize these for further research after the recently published research report by REHDA Institute titled **"Housing Forward Understanding Costs and Sustainable Prices."**



*Housing Forward Research Report Media Briefing*

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## Navigating the Property Development Landscape: Seminar on Malaysia's Property Development Process

In a recent milestone achievement, the highly anticipated "Seminar: Malaysia Property Development Process" certification programme was successfully launched in May 2023. Through a fruitful collaboration between REHDA Institute and Sunway Institute for Global Strategy and Competitiveness (IGSC), this comprehensive three-week programme offered professionals an unrivaled opportunity to enhance their expertise in the field of property development.

Designed with industry practitioners in mind, the certification programme provided a deep dive into the intricacies of the Malaysia property development process. Modelled after the REHDA Property Development Handbook, the programme offered participants a transformative learning experience, equipping them with essential knowledge and practical skills required to excel in the dynamic industry.

### First Day of the Programme (9th May 2023)

The first week of the seminar started off with a strong experience sharing session from **Datuk Ir. Ho Hon Sang**, Deputy President of REHDA Malaysia. His sharing experience highlighted the fact that real estate is a business, and that success requires experience, professional qualifications, and the ability to meet or exceed KPIs.

Following were two presentation sessions by **Dr. Foo Chee Hung** on an overview of the property development industry and "Property Information Market: Understanding & Translating Property Information Market Data into Tangible Assets". In line with the programme's objective to equip participants with the necessary knowledge of property development, Dr. Foo gave an elaborate overview of the property development landscape in Malaysia, as well as a How-To guideline on utilising the property information market data which is quite a beneficial skill to have in this digital era.

As important as obtaining data is, analysing and properly utilising data are crucial for a property developer. In the presentation titled "Real Estate Market – What Do You Need to Take into Account & Optimal Market Research?" by **Pn. Malathi Thevendran**, Director of Research and Education at REHDA Institute, participants learned about the importance of research and analysis in the property development industry, especially for property developers looking into maximizing their profit and utilising their land to the fullest. In solving a problem, one must identify the root cause of it.

Within the property development industry, there are many underlying challenges a developer must be aware of. The Chin Hin Group's General Manager **Ms. Tan Zijin**, among the highest favoured speakers for the first day of this programme, provided participants with an insightful session on the major concerns and issues developers need to heed attention to as well as some trade secrets from her industry experience to address the challenges in marketing and sales.

The first day ended with a sharing session by a well-known figure in the Industry, **Mr. Ngian Siew Siong** on his experience in strata developments. Being one of the most sought topics by REHDA Members, the former chairman of REHDA Selangor eagerly shared his past experiences in dealing with strata development and what are the dos and don'ts in developing a strata design.

### Second Day of the Programme (16th May 2023)

More technical knowledge sharing was covered in the second day of the Programme. In the video recorded session titled "Land Banking & Financing in the Property Development Industry" by **Dr. Chen Boon Tai**, Industry Professor of Management, Malaysia University of Science & Technology (MUST), participants learned about the due diligence of land banking, tips on accumulating land banking and methods on how developers can finance their products in a more sustainable manner (Sustainable Project Financing).

Following was an experience sharing session by the CBRE-WTW's Group Managing Director, **Sr. Tan Ka Leong** on the topic "Land Banking & Financing Viability". This session included some significant transactions analysis of land transactions as well as

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the opportunities and strategies developers could learn from the big players in Malaysia.

In assisting developers to strategize and develop their land, **Mr. Allan Soo** from Allansoo RE Consultants and **Dr. James Tee** from Green Packet Berhad stepped in with their presentation on commercial and mixed-use development respectively. Both sessions covered the fundamentals, conceptualization and feasibility assessments of the project while incorporating their extensive years of experience in development practices.

After a fruitful morning session, participants were captivated by a session to understand the process of green building certification which was presented by **Ir. Ashwin Thurairajah** from GreenRE. As a rising trend in the Southeast Asia region in which everyone is encouraging Green Building, this session provided insights on how developers can get involved in this growing trend. To complement the character building of our participants, **Prof. Pervaiz K. Ahmed**, Director of Sunway IGSC, delivered a presentation on “Leadership and Sustainability in a Fast-Evolving World.” This character improvement-driven session explored the benefits of sustainable practices in real estate development and discussed the role of leaders in driving the sustainability aspect within the industry.

The second day ended with a unique experience sharing session by **Mr. Kamarul Baharin** from Deloitte Malaysia on the topic of sustainability reporting which includes the general understanding of sustainability reporting as well as the challenges and opportunities for sustainability reporting in Property Development. With sustainability reporting becoming common practice in the private sector, relevant knowledge and skills were essential for developers to master to be ready for the sustainability challenges ahead.

## Third Day of the Programme (23rd May 2023)

The final day of the Property Development Process Seminar has seen the contribution of **TPr. Zamirzan bin Puji**, Director of Legal and Regulatory Planning Division at PLANMalaysia, on the topic of “Strengthening the Efficiency of Process & Procedure of Planning Permission.” TPr. Zamirzan shared updates that have yet to be formalized or made official, to the current planning permission process and what developers can expect from the

current system, and strategies that developers can implement for improving their planning permission process application. Such informative insights were complemented by an experience-sharing session by **Ms. Tan Ai Leen** from Tan & Tan Developments Berhad, focusing on her experience with OSC 3.0 Plus in Selangor and Wilayah Persekutuan Kuala Lumpur.



Mr. Chris Tan, Chur Associates

Following were back-to-back strata development presentation sessions by **Mr. Low Hon Keong** from Henry Butcher Mont Kiara and **Mr. Chris Tan** from Chur Associates, with a focus on a good high-rise development design as well as vacant possession and property management respectively. Mr. Low's session focused on the strategies for designing an award-winning strata property as per Mont Kiara's recognition as the previous award-winning strata development. Meanwhile, Mr. Chris Tan's session touched on a topic recognized by REHDA Malaysia's property development handbook as one of the key factor's developers should know about in developing strata properties. Mr. Chris Tan's session covered the legal requirements and implications, management expectations as well as fact-checking myths on Vacant Possession and Property Management.



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Mr. Ho Chin Soon, Chairman of Ho Chin Soon Research

Towards the end of the programme, developers learned about sales, marketing & branding strategies from two distinct speakers with two school of thoughts. **Mr. Ho Chin Soon** shared his vast experience in branding and marketing, while **Mr. Bernard Yong**, an up-to-date sales and marketing expert under Mah Sing Group, focused on the utilization of current technology and how to make full use of big data as well as AI to increase a developers' sales and marketing efficiency.



Mr. Bernard Yong, Mah Sing Group

Featuring prominent industry figures, this programme exemplified the commitment of REHDA Institute and its partners to empower aspiring developers and nurture their professional growth. By presenting a wide range of perspectives, experiences, and strategies, the seminar became a catalyst for participants to unlock their potential and embark on a trajectory of success in the dynamic world of property development.

## Upcoming Events in REHDA Institute:

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DAY 2 : 5 JULY 2023

**PHYSICAL (Full Day)**  
Wisma REHDA  
DAY 3 : 11 JULY 2023

**Head of Digital Forum (Half Day)**  
DAY 4 : 12 JULY 2023

**PART B**

**Intermediate/Advanced Digital Marketing:**  
Leads Qualification

**WEBINAR (Half Day)**  
DAY 1 : 18 JULY 2023  
DAY 2 : 20 JULY 2023

**PHYSICAL (Full Day)**  
Wisma REHDA  
DAY 3 : 25 JULY 2023  
DAY 4 : 26 JULY 2023

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**8 AUGUST 2023**

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## Driving Positive Change in Mortgage, Financing & Valuation: Lessons from REHDA Institute Conference

**O**n 1st June 2023, REHDA Institute organized a Mortgage, Financing & Valuation Conference at Wisma REHDA. With 120 participants, this conference featured presentations from three top banks in Malaysia, including CIMB Bank Berhad, UOB Malaysia Berhad, and Bank Pembangunan Malaysia Berhad (BPMB), as well as two veteran surveyors.



*Mr. Loh Chang Heng, Head of Retail & Enterprise Distribution of CIMB*

Mr. Loh Chang Heng, the Head of Retail & Enterprise Distribution of CIMB, presented a topic on **“Sustainable and Inclusive Financial Support for Housing Development,”** emphasizing the importance of sustainability and how CIMB can assist developers in creating more sustainable and inclusive projects.

Mr. Stanley Yin Wai Keong, the Senior Vice President & Head, Secured Loan Sales, PFS, Sales & Distribution of UOB Malaysia, presented a topic on **“The Powerful Union Between Banks, Property Developers, and End Purchasers.”** He highlighted the synergies that developers can achieve through strategic partnerships with banks and home buyers, along with UOB's insights on the demands of end purchasers in the real estate industry.

In a presentation titled **“Measuring Impact to National Development,”** Mr. Yin Biing Wen, the

Head Client Coverage of BPMB, focused on ESG requirements/practices and the funding schemes provided by BPMB to address developers' funding needs.



*Mr. Yin Biing Wen, the Head Client Coverage of BPMB*

After the morning session, a graduation ceremony was held for the participants of REHDA Institute's Malaysia Property Development Process Certification Programme, where certificates of attendance were awarded. Five outstanding students received special recognition for their exceptional efforts in completing the assignments under the Programme.

Following a networking lunch, Datuk Ng Seing Liong PJN, J.P., who sits on the board of Trustees of REHDA Institute, delivered a talk on **“Development Opportunities: Reviving Abandoned Housing.”** He addressed the root causes of abandoned housing projects, including cashflow problems, management issues, inefficient government policies, and fraudulent practices.



*Sr. Prem Kumar, The Royal Institution of Chartered Surveyors (RICS)*

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Sr. Prem Kumar in his presentation session titled **“Developer Pricing Vs Professional Valuation”** delivered a presentation with the aim to convey the perspectives of surveyors in evaluating a development. In this session, developers learned the challenges faced by surveyors and ways of achieving a better synergy in moving forward. Some of these challenges include developer pricing often does not reflect progress payments, market comparables are predominantly in secondary market, and primary market comparables are lacking price transparency.

The final presentation for the day was conducted by Sr. Chan Wai Seen with the topic title **“Project Assessment Report: Its Objective and Weaknesses.”** In this session, developers were exposed to an uncommon type of valuation report which is the Project Assessment Report (PAR). Sr. Chan highlighted that the PAR differs from a Valuation Report according to Malaysian Valuation Standards (MVS). It is a customized consultancy report that meets the client's specific needs. PAR is primarily created for financial institutions involved in end-financing for ongoing property projects. The objectives of PAR are to assess the marketability of the properties and determine the appropriateness of the selling prices.



*Sr. Chan Wai Seen, CCO & Associates (KL)*

As the conference concluded, participants were empowered with the knowledge of mortgage, financing, and valuation to drive positive change and innovation in their respective roles. By leveraging the lessons learned and fostering collaboration, the industry can move towards more sustainable and inclusive housing developments, strengthen partnerships between banks, developers, and end purchasers.



*First batch of the students successfully graduated and awarded the outstanding student reward from the programme*



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# REHDA Institute In Touch

## Advancing Strata Property Management: Key Takeaways from the Strata Management Seminar 2023

“Strata is the way moving forward,” said Mr. Chris Tan Chur Ping, Managing Partner of Chur Associates, during Part 1 of the REHDA Institute Strata Management Seminar 2023 at Wisma REHDA on May 9, 2023, and May 10, 2023. The seminar attracted 40 participants from developers’ companies across Malaysia and covered sales and marketing considerations in strata property development encompassing five modules as follows:

- **Fundamentals of Malaysia Real Estate**
- **Overview of Strata Property Development**
- **Role of Local Authority**
- **Property Manager as a Tool in Promoting Malaysian Property**
- **Promoting the Advantages of Strata Property**

During the Fundamentals of Malaysia Real Estate session, Mr. Chris Tan covered legal aspects, including the Rule of Law, Article 13 of the Federal Constitution, the Commonwealth legal system, and the National Land Code 1965. After the lunch break, he continued to share information about the Strata Management Act for commercial, residential, and mixed-use development. It is very important to get all stakeholders involved such as property managers, surveyors, lawyers in the design stage for if the planning is not good, developers will be at fault. Prevention is better than cure and we need to ensure a harmonious community living.



*Tuan Sr Shahril bin Omar, Director of Commissioner of Buildings (COB) for Kajang Municipal Council (MPKJ)*

The second day began with a presentation from Tuan Sr Shahril bin Omar, Director of the Commissioner of Buildings (COB) for Kajang Municipal Council (MPKJ), who discussed the roles of the COB and the challenges faced in enforcing the provisions of the Strata Management Act 2013 (SMA). In the following session on Property Manager as a Tool in Promoting Malaysian Property, Mr. Chris Tan highlighted the importance of property management, given the current market conditions where it is becoming increasingly challenging to be a developer. This session covered the duties and responsibilities of property managers, as well as methods to empower communication with overseas investors, which proved to be a significant challenge during the recent pandemic due to them being unable to physically attend. Mr. Chris Tan also addressed the challenges in strata property investments before the seminar concluded.



*Mr. Chris Tan, Chur Associates*

Throughout the seminar, participants engaged in group discussions to actively interact with the speakers and promote a deeper understanding of the topics. A survey conducted by the REHDA Institute during the seminar revealed that 68.75% of the respondents’ faced challenges in complying with the Strata Management Act 2013. These challenges included issues related to limited common property



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and maintenance charges for mixed strata development.



*Participants from Strata Management Seminar 2023*

Based on the feedback from the respondents, the three most critical issues that require attention are the timely delivery of vacant possession, effective management of JMB/JMC, and the expeditious resolution of delays in the SIFUS application process. However, many of the respondents considered the Act somewhat effective in addressing non-payment of maintenance charges by owners of units (62.5%) and imposing sufficient penalties for mismanagement of funds by the developer, JMB, and JMC (81.25%). Mr. Chris also advised that in Singapore, HDB can auction the property to recoup the service charge but in Malaysia the COB does not have the powers to do so.

Part 2 of the Strata Management Seminar 2023 will be held on June 20, 2023, and June 21, 2023, at Wisma REHDA. This session will feature further information and experience sharing on strata property management, with a strong emphasis on developers' perspectives and regulatory compliance post vacant possession."



*Participants from Strata Management Seminar 2023*



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# REHDA Institute In Touch

## Digital Marketing for Real Estate Developers: Platforms, Tools & Contents

**D**igital marketing has become an essential tool for real estate developers to reach potential buyers and promote their properties. With the rise of informative technologies – especially, online platforms, social media, and mobile devices, digital marketing has become increasingly important for real estate developers to reach to a wider pool of audience, create brand awareness, generate leads, and increase sales. Nevertheless, digital marketing can be a relatively novel concept to some developers who are still largely leveraging on traditional marketing methods, such as print ads, billboards, and other mass communication channels to reach potential buyers. This article intends to contribute to the preparation of digital marketing among real estate developers by disclosing findings from a study conducted by Universiti Tunku Abdul Rahman (UTAR) in relation to digital marketing practices by real estate developers.

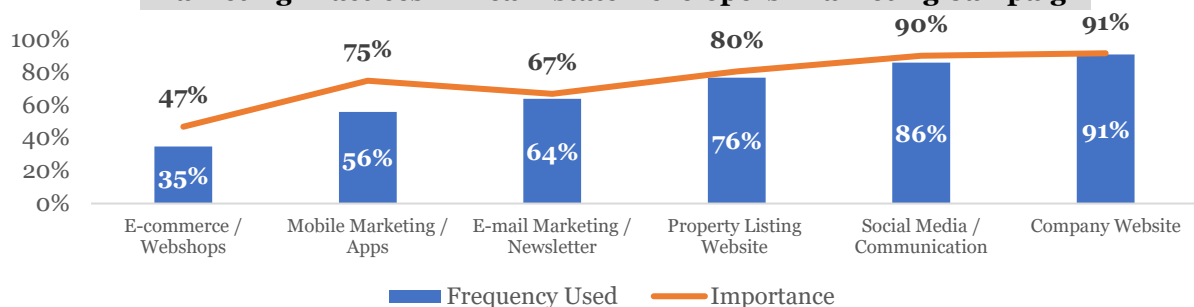
Assisted by REHDA Institute, sets of questionnaire survey was administered on 23 November 2022 during REHDA Institute's event on Property Developers' Sales & Marketing Summit & Industry Brainstorming by UTAR. Participants (predominantly, the Heads of Marketing and Sales Team from real estate developer firms throughout Peninsular Malaysia) attended to the event had been invited to response to the survey. From the findings, the frequency of using digital marketing platforms, tools, and contents by the respondents is reported in this article, alongside with the level of importance of the digital marketing platforms, tools, and contents,

respectively. A summary of findings is presented in Figure 1.

As shown in Figure 1a, company website appears to be the most frequent used platform for digital marketing, followed by social media, property listing website, email marketing, mobile marketing, and e-commerce platform. Similar trend was observed for the importance level, however, the common practised of email marketing practice is losing its attention among the sales and marketing teams who had suggested mobile marketing to be another important platform after company website, social media, and property listing website.

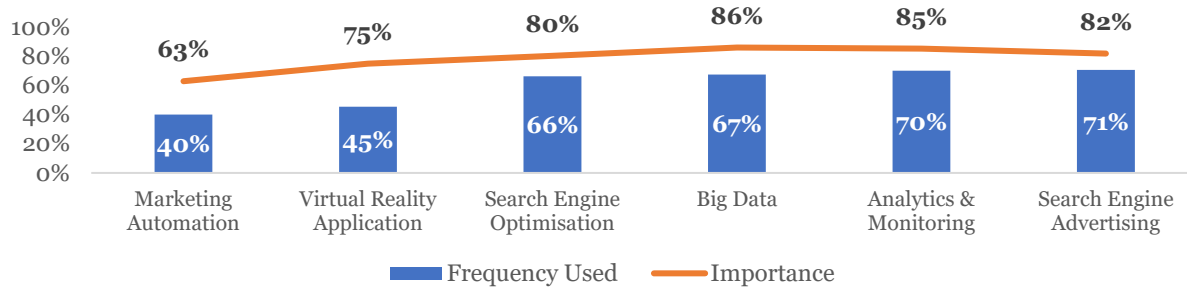
In term of digital marketing tools (Figure 1b), search engine advertising is being regarded as the most frequent used tool, followed by analytic & monitoring, big data application, search engine optimisation, virtual reality application, and marketing automation. On the other hand, big data emerged as the most important tool by the respondents, followed by analytic and monitoring (a 1% discrepancies). This finding indicate that real estate developers are indeed moving beyond marketing practices and have forwarded to “digitalise” their business while digitalising their marketing practices.

**Figure 1a: The Frequency of Use and Level of Importance of Digital Marketing Practices in Real Estate Developers' Marketing Campaign**



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**Figure 1b: The Frequency of Use and Level of Importance of Digital Marketing Tools in Real Estate Developers' Marketing Campaign**



In conclusion, digital marketing is essential for real estate developers who want to succeed in today's digital age. When initiating digital marketing practices, real estate developers can leverage existing resources. For instance, existing company website can be a good platform for transition into digital marketing environment. Furthermore, real estate developers shall embrace and extend digitalisation efforts beyond achieving marketing goals, indeed, developing company's big data application alongside with digital marketing campaign.



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**\*Remarks: this article is the personal view and opinion by the author and shall not be treated as the view and opinion of REHDA Institute.**



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Mr Ngian Siew Siong  
Retired - Tropicana Corp. Berhad



Mr. Tan Ching Meng  
Advisor, MCL Land



Datuk NK Tong  
Bukit Kiara Properties S/B



Datuk Charlie Chia Lui Meng  
UM Land Berhad



Ms Ho Kwee Hong  
Eco World Development Group Bhd



Chris Tan  
Chur Associates

## Application for Admission

Submit the online application at  
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For more information, please contact:

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Wisma REHDA, No. 2C, Jalan SS5D/6,  
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# REHDA Institute In Touch

## REHDA X UTAR Master of Real Estate Development (MRED) Programme MRED Students as Panelist to Discuss Property Market Outlook in the Era of New Normal

In order to provide an insight on property market in the era of new normal, a public forum had been organized by MRED students on 30<sup>th</sup> November 2022 at UTAR Sg Long Campus. A total of nine speakers spoke at the forum. They are currently students taking up Master of Real Estate Development (MRED) programme at UTAR.

The speakers are Senior Manager of Industry Affairs of REHDA Malaysia Shirley Ho, Manager of REHDA Selangor Cheryl Chan, Manager of REHDA Youth Magdelyn Ong, Managing Director of TPK Park Group Wong Shung Yen, General Manager of Eco World Development Group Berhad Tiong Siow Yin, Assistant General Manager of Eco World Development Group Berhad Liow Chee Haw, Senior Manager, Sales & Marketing of Eco World Development Group Berhad Clement Liaw, Chief Development Officer of Real Trend Group Lim Kok Kuan and Shawn Foo. The forum was moderated by Promenade Assets Sdn Bhd Business Development Manager Wong Wee Chez, who is also MRED alumni.



From left to right: Ms. Shirley Ho, Ms. Magdelyn Ong, Mr. Wong Wee Chez, Ms. Cheryl Chan, Mr. Wong Shung Yen

There were 2 series of panel discussion during the forum. Panel Discussion Series 1 saw Shirley Ho, Cheryl Chan, Magdelyn Ong and Wong sharing their insights on the topic "Future property trends". They discussed the overview of property market in the new era of normal; the new trends in residential demands; the shift in buyers' preference; affordable housing in Selangor; and future trend of property prices.



Q&A session from the participants at UTAR Sg Long campus

Panel Discussion 2 saw Lim, Clement Liaw, Tiong, Liow, and Shawn Foo discussing "Road to homeownership". They spoke about types of properties (residential title properties, commercial title properties); individual title and strata title; effective way for property searching; comprehensive market study & research prior to homeownership; how much it costs to own a house; ways to apply for a housing loan; types of financing; summary of bank loan offers and packages; debt service ratio (DSR) calculation, pros and cons of sub-sales property; government incentives in supporting homeownership.

Master of Real Estate Development is a master programme exclusively designed for real estate developers in upskilling their employees in preparing the employees for their career advancement. It is offered by Universiti Tunku Abdul Rahman with inputs from REHDA Malaysia as the strategic partner for the programme. Prominent industry practitioners are invited as guest speakers to the programme to share their practical insights with the students. In addition to the guest speaker series, MRED students are having the opportunities to involve in practical projects initiated by REHDA Institute, depending on the timing and opportunity arisen.



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*Group photos of all the MRED students participated for the public forum of Property Outlook in the Era of New Normal*



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**\*Remarks: this article is the personal view and opinion by the author and shall not be treated as the view and opinion of REHDA Institute.**

# REHDA Institute In Touch

REHDA Institute 2023 Event Calendar				
No	Date	Event Type	Event	Venue
1	1-Jun-23	Full Day Seminar	<b>Seminar: Mortgage, Financing and Valuation</b>	Wisma REHDA
2	20 & 21 June 2023	2 days Seminar / Workshop	<b>Strata Management Seminar: The Fundamentals of Property Management as a Sales Tool (Part 2)</b>	Wisma REHDA
3	<b>4 Days Introduction Class: 4, 5, 6 &amp; 11 July 2023</b>  <b>4 Days Intermediate Class: 18, 20, 25, 26 July 2023</b>  <b>Digital Marketing Conference - 8 Aug 2023 (TBC)</b>	9 Days Short Course Certification Program	<b>Digital Marketing Transformation Initiative 2.0</b>	Webinar & Co-Working Space
4	1-Aug-23	Full Day Conference	<b>Green Build Conference 2023</b>	One World Hotel
5	22-24 Aug 2023	3 Days Overseas Business Study Trip	<b>Business Study Trip to Jakarta and Nusantara (New Capital of Indonesia)</b>	Indonesia
6	6 & 7 Sept 2023	Masterclass & study tour	<b>Industrial Masterclass &amp; Study Tour</b>	Wisma REHDA
7	19 & 20 Sept 2023	Full Day Masterclass	<b>Property Development Process Series Masterclass 2.0</b>	Wisma REHDA
8	26-Sep-23	Full Day Seminar	<b>Land Law Development Seminar</b>	Wisma REHDA
9	4 & 5 Oct 2023	1.5 days Seminar & Half Day study tour	<b>Construction Technology Seminar &amp; IBS Factory Tour</b>	Wisma REHDA
10	19-Oct-23	Full Day Conference	<b>CEO Series 2023: Annual Property Developers Conference</b>	Hotel Venue (TBC)
11	2-Nov-23	1 Day Seminar	<b>Pre-Requisites of Strata Planning &amp; Management</b>	Hotel Venue (TBC)
12	14-Nov-23	Full Day Conference	<b>Sales and Marketing Conference</b>	Hotel Venue (TBC)
13	27 - 30 Nov 2023	Overseas Study Tour	<b>Overseas Study Trip – Vietnam</b>	Vietnam



# REHDA Institute In Touch

## ABOUT | REHDA INSTITUTE

Originally spearheaded and supported by REHDA Malaysia, REHDA Institute is a not-for-profit charitable foundation which acts as the training, research and education arm of REHDA Malaysia to address the needs of the housing and property industry.

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.

REHDA Institute objectives and activities focuses on the 3 main pillars of:

- **Training & Events:** Providing industry relevant training and events for the real estate and property development industry with the aim to improve productivity, innovate new ideas towards achieving the highest standards of professionalism and advance best practices for the industry.
- **Research:** 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.
- **Education:** Working hand in hand with tertiary institutions, REHDA Institute aspires to work on Executive Programmes for middle and senior management of the industry to groom future leaders of the industry. These Executive Programmes will be industry relevant to improve the value and skillset of those involved in the industry.

## BACKGROUND OF REAL ESTATE AND HOUSING DEVELOPERS' ASSOCIATION (REHDA MALAYSIA)

Headquartered in Petaling Jaya, Selangor, with branches all over Peninsular Malaysia, the association was established in May 1970 as the Housing Developers' Association Malaysia (HDA).

In October 2000, HDA was subsequently renamed the Real Estate and Housing Developers' Association Malaysia (REHDA). From 13 pioneer members, REHDA has grown from strength to

strength to be recognized as a key partner in the building blocks of Malaysia's socio-economic development. Today, REHDA boasts a membership of over 1,400 corporate members comprising developers across Peninsular Malaysia. Majority of these members represent approximately 80% of the total real estate development in Peninsular Malaysia. Our members' property development ranges from traditional landed residential projects to condominiums, township, commercial buildings, retail malls, state-of-the-art golf courses, hospitals, theme parks and industrial estates.

REHDA is highly regarded by both the public and private sectors as the leading representative body of private property developers for its commitment to nation building and betterment of lives through sustainable property development.

Being the voice of the property industry, REHDA plays a pivotal role in ensuring that developers' views are heard by the relevant authorities and government agencies.

## BACKGROUND AND HISTORY OF REHDA INSTITUTE

The Housing Developers' Association (HDA) Foundation was the brainchild of four distinguished founding members in 1992. These instrumental individuals are:

- The Late YAM Tunku Tan Sri Dato' Osman Ahmad (Past President of REHDA: 1978 - 1982)
- The Late Y Bhg Tan Sri Dato' (Dr) Teo Soo Cheng (Past President of REHDA: 1972 - 1974)
- Y Bhg Dato' Tan Chin Nam (Past President of REHDA: 1974 - 1978)
- Mr. Onn Chong Eong

Subsequently renamed as REHDA Institute, the foundation was launched by the then Prime Minister of Malaysia, Tun Abdullah Badawi on 12 July 2004.

The historic occasion was also witnessed by current and former Prime Minister Tun Mahathir Mohamed, Former Minister of Finance, Tan Sri Dato' Nor Mohamed Yakcop, Former Minister of Plantation Industries and Commodities Tan Sri Datuk Seri Peter Chin Fah Kui, Minister of International Trade and Industry Dato Sri Mustapa Mohamed (current) and many other VIP guests.

# REHDA Institute In Touch

*For more information about us and our board of trustees, scan the QR code:*



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