

## Navigating New Frontiers and Sustainable Township Developments: Key Takeaways from the REHDA Institute Study Trip to Jakarta & Briefing on Nusantara

**R**EHDA Institute organised a three-day study trip to Jakarta, Indonesia from 22<sup>nd</sup> to 24<sup>th</sup> August 2024. The 38-member delegation was led by the esteemed REHDA Institute Trustees Tan Sri Dato' Teo Chiang Kok, Tan Sri Datuk Eddy Chen Lok Loi, and Datuk Haji Muztaza bin Haji Mohamad.

The key objective of this study trip was to explore and comprehend investment opportunities within the largest economy in Southeast Asia, as well as potential business opportunities in Nusantara, East Kalimantan. This was in line with the calls from Indonesian and Malaysian leaders for stronger trade and investment bilateral ties. Following the declaration of Nusantara as Indonesia's new capital city in 2022, the Indonesian government invited foreign investors to join this development endeavour, a move supported by the Malaysian government.

During the study trip, the delegates had the opportunity to explore a range of significant property developments within the Greater Jakarta region. These included notable destinations such as Bumi Serpong Damai (BSD) City, Sudirman Central Business District (SCBD), Pantai Indah Kapuk 2 (PIK2), and Jababeka Industrial Estate. A distinctive visit to the Nuansa Cilangkap, an affordable mass housing development in Cipayung, provided the delegates with valuable insights into affordable housing initiatives in Jakarta. Furthermore, they had the privilege of interacting with senior officials from the Nusantara Capital City Authority (IKN), Ministry of National Development Planning (BAPPENAS), the Real Estate Institute (REI) and Jakarta Property Institute (JPI).

### Business Networking Lunch

REHDA Institute hosted a business networking lunch at Swissôtel Jakarta PIK Avenue in North Jakarta City on 23 August 2023. Over 80 senior representatives from the Malaysian delegation and Indonesia's real estate sector gathered for this exclusive networking luncheon. This event provided a platform for the exchange of ideas, sharing of experiences, building connections, and exploring potential business opportunities or partnerships.

The event was graced by His Excellency Datuk Syed Md Hasrin Tengku Hussin, the Malaysian Ambassador to Indonesia, who encouraged business communities from both countries to collaborate as part of the ASEAN business community.



*Datuk Syed Md Hasrin Tengku Hussin delivered the closing address at the business networking lunch.*

Among the highlights of the luncheon was a presentation by Mr. Agung Wicaksono, Deputy for Investment & Funding Nusantara Capital City Authority (OIKN), on investment opportunities in Nusantara. He provided the latest updates on development in Nusantara and identified 12 sectors for investment, including six key prioritized sectors (renewable energy, telecommunication, transportation, housing, water services and waste service) and six sectors with high priorities (technology, healthcare facility, mixed-used development, education, industrial and social/common facilities).

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The networking luncheon also featured a series of presentations by senior representatives from the banking, legal, and real estate sectors. In his presentation on global and Indonesia's economic outlook, Mr. Enrico Tanuwidjaja, Senior Vice President Global Economics and Markets Research at UOB Bank Indonesia, highlighted that e-commerce and tourism growth were the key for local property development.



*Photo taken during the presentation by Mr. Agung Wicaksono on Investment Opportunities in Nusantara.*

Mr. Yunus Karim, Head of Research at JLL Indonesia, shared insights into various property sub-sectors in Jakarta, including the hotel market, and explored potential opportunities in landed housing, logistics warehouses, data centres and other alternatives such as healthcare and education. In regards to the property development landscape in Jakarta, Ms. Wendy Haryanto, Executive Director of Jakarta Property Institute (JPI) and Mrs. Tri Dewi Virgiyanti, Deputy for Regional Development Planning, Indonesia's Ministry of National Development Planning (BAPPENAS), delivered informative presentations on the infrastructure, future developments, and opportunities in Jakarta.

Mr. Winston Lee, Director of Special Projects, PropertyGuru For Business, presented profiles of Mainland Chinese property buyers in Indonesia and Malaysia, highlighting the shift from investment to lifestyle and business opportunities. Mr. Vincent Ariesta Lie, SH, LLM., Partner, Makarim & Taira S., discussed the requirements for foreign investments in Indonesia, along with relevant incentives and regulations.

The presentations equipped the delegates with a deeper understanding of the investment opportunities and economic landscape in Indonesia, which are invaluable for strategic planning and decision-making, and could potentially inspire collaborative efforts between Indonesia and Malaysia.

## **Integrated Smart Digital City - Bumi Serpong Damai (BSD) City**



*Photo taken during the presentation by Mr. Bertram Wong, Urban Planning Technical Advisor BSD City.*

As one of the largest and most prominent property developments in the Greater Jakarta area, BSD encompasses a mix of residential, commercial, recreational and educational facilities. One of the key highlights of this well-planned city is the Digital Hub, which is envisioned to be the Silicon Valley of Indonesia.

Encompassing an area of 25 hectares, the Digital Hub plays a multifaceted role, nurturing tech innovation through incubators and accelerators while providing a dynamic home for a diverse range of startups, co-working spaces, and established corporate and multinational tech giants, including Microsoft, AWS, Traveloka, NTT and other prestigious tech players. The city also strongly commits to the development of tech talents, with the inclusion of education facilities such as Apple Developer Academy, Binus University and Monash University. In essence, the Digital Hub serves as a catalyst for growth and an interconnected ecosystem that fosters innovation, collaboration, and education within the tech sector.



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Moreover, BSD is committed to promoting environmental sustainability and encouraging a greener lifestyle within its urban development. Its Green Office Park is a pioneering initiative that sets a remarkable standard for sustainable urban planning in Indonesia. It is the country's first green office district with 70% green area, and the remaining 30% would house 11 green buildings and the Breeze BSD City, which is the first open-air lifestyle and entertainment hub. The city also features an array of public parks, improving the overall quality of life for residents and preserving and nurturing the local environment. The green building in BSD city boasts an average energy efficiency of 30% to 37%, an average water efficiency of 25% to 40%, and an average carbon emission reduction of 600 ton to 1,000 ton per year, as well as use of green materials in development.



*Photo taken during a guided tour by Mr. Ingeszj Kemalawarta, Advisor to the President of Sinar Mas Land, at a green building in BSD City.*

The guided tour of BSD City's green building and smart command/control centre provided the delegates with a closer look at the integration of sustainable elements into the planning and design of buildings, and the adoption of smart city technologies. Powered by a highly resilient fibre optic backbone, the BSD smart city uses information and communication technology to improve operational efficiency. The use of holistic traffic optimization, flood control and monitoring system, smart security system, and social media monitoring and sentiment analysis support the township management, enhancing operational efficiency and improving citizen experience. The city stands as a remarkable model for sustainable

urban living in Indonesia, reflecting a harmonious coexistence between modern development and nature.

## **Prestigious Financial and Business Hub - Sudirman Central Business District (SCBD)**

Sudirman Central Business District (SCBD), developed by PT Danayasa Arthatama (part of the Artha Graha Network), is a prominent commercial and financial hub located in South Jakarta. Envisioned to be Indonesia's most prestigious plot, the 45-hectare area in Jakarta's Golden Triangle encompasses office buildings, high-end residential properties, modern shopping centres and luxury hotels.



*Photo taken during a site visit around the Sudirman Central Business District (SCBD), and the Indonesia Stock Exchange Building.*

Over the course of the past three decades, SCBD has seen the rise of iconic landmarks, including the Artha Graha Building, the Indonesia Stock Exchange, and the Treasury Tower. Moving forward, the premium urban centre is poised to house Signature Tower, an ambitious skyscraper project that, upon completion, will be the 5th tallest building in the world. This will strengthen SCBD's position as a global hub for commerce, innovation, and architectural wonders.

SCBD stands out for more than just its modern and luxurious attributes. It places a strong emphasis on environmental sustainability and community-centric features. Green spaces and landscaping contribute to a healthier and more sustainable environment. Furthermore, this business centre fosters a sense of community by providing recreational spaces and activities, such as parks and a petting zoo in the pipeline, to create a vibrant and interconnected living ecosystem.

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*From left to right: Datuk Haji Muztaza bin Haji Mohamad, Tan Sri Datuk Eddy Chen Lok Loi, Mr. Arpin Wiradisatra (Main Director of SCBD), Tan Sri Dato' Teo Chiang Kok, and Tony Soesanto (Director of PT Jakarta International Hotels & Development Tbk).*

The delegation also had the opportunity to visit ASHTA, a premium and upscale shopping mall located in District 8 SCBD mixed-use development developed by Agung Sedayu Group. With a retail space of 16,000 sq.m., the four-storey retail podium presents an impressive array of international brands and fine dining options, ensuring memorable shopping and dining experiences for visitors.



*Group photo taken at ASHTA District 8.*

In a commendable effort to support local entrepreneurship and promote the region's unique talents, ASHTA District 8 has dedicated a designated area for pop-up stores, exclusively reserved for local brands. This initiative not only enriches the shopping experience by offering distinctive products but also contributes to the growth of the local business community. It showcases ASHTA District 8's commitment to fostering a harmonious blend of international allure and local charm within its vibrant retail space.

## **Mega-Scale Waterfront Integrated Township - Pantai Indah Kapuk 2 (PIK2)**



*Photo taken during the presentation by Agung Sedayu Group.*

Following the successful development of Pantai Indah Kapuk 1 (PIK1), including iconic landmarks Tzu Chi Hospital and PIK Avenue, and the Golf and Riverwalk reclaimed islands, Agung Sedayu Group and Salim Group continued their collaborative development efforts to strengthen Indonesia's position as a top global investment destination and enhance the quality of life with the ongoing mega project PIK2. The delegation was briefed by a senior official from Agung Sedayu Group about the PIK2 Masterplan, which encompasses a diverse range of living components, including residential areas, commercial zones, educational and healthcare facilities, as well as religious and recreational facilities.

Among the highlights of the PIK2 development is the adoption of smart city technologies and sustainable living features. The new technologies, such as smart water treatment, smart waste management, mobile-based transportation information system, city governance portal, and community and education applications, aims to improve quality of life through seamless integration between transportation, education, healthcare and other living components.

The sustainable living approach encompasses a mangrove conservatory area, dedicated to stabilizing the coastline and mitigating erosion caused by water, as well as a polder system, designed to facilitate irrigation and avert potential flooding. Covering an area of 60 hectares, the Greenbelt in PIK2 is the largest open green area in North Jakarta, encompassing an amphitheatre, a flower garden, and a variety of recreational facilities.



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The PIK2 also boasts a 4 km-long pristine white sand beach, a portion of which the delegates had the privilege to explore. This purposefully designed beach is slated to evolve into a prominent hub for both commercial and residential activities within this burgeoning metropolis.



*Group photo taken at the Aloha White Sand Beach.*

During the bus tour around PIK2, the delegates had the opportunity to observe certain residential and commercial zones, which are inspired by Japanese, European and other cultural characteristics, adding uniqueness to the project. Interestingly, PIK2 will accommodate Indonesia's Islamic financial centre, namely the Shariah Financial District, to support businesses with continuous growth in the long term. By embracing a variety of cultural elements, PIK2 promotes cultural diversity, fosters a sense of inclusivity, and creates a vibrant and harmonious environment.

## **Indonesia's Leading Integrated Private Industrial Estate - Jababeka Industrial Estate**

Since its establishment in 1989, the Jababeka Industrial Estate in Cikarang has evolved into one of Indonesia's most successful industrial estates, encompassing industrial zones, commercial areas, residential complexes, and amenities such as a university, schools, hospitals, and recreational facilities.

Nestled in a strategic location just 35 kilometres from the bustling metropolis of Jakarta, this Cikarang industrial hub boasts a prime geographical advantage. The massive transportation infrastructure and connection to Jakarta's broader public transportation network, including the

Mass Rapid Transit (MRT) system and high-speed railway services, enhance the overall competitiveness of the businesses operating within the hub and make it an attractive destination for businesses and individuals seeking a dynamic environment that seamlessly integrates with the broader metropolitan area.

Its strategic location, comprehensive infrastructure, and favourable business ecosystem have made it an attractive destination for both domestic and multinational corporations. The Jababeka Industrial Estate houses a diverse portfolio of 2,000 esteemed national and multinational companies hailing from over 25 countries. Some noteworthy entities among them are globally recognized names such as Astra Zeneca, L'Oreal, Samsung, Mondelez, and Unilever.



*Photo taken during the presentation by Mr. Alan E. Wijaya, Chief Business Development Officer, PT Grahabuana Cikarang.*

At the heart of Jababeka's appeal is its extensive infrastructure and world-class facilities, designed to support and enhance the operations of its tenants' businesses. Two private power plants (Bekasi Power and Cikarang Listrindo), together with one state-owned electric utility, ensure a reliable and uninterrupted supply of energy, promoting sustainable and efficient industrial activities. Additionally, Jababeka boasts cutting-edge clean water and wastewater treatment plants, prioritizing environmental sustainability and responsible resource management.

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*REHDA Institute Trustee Datuk Haji Muztaza presented a token of appreciation to Mr. Sutedja Sidarta Darmono, Director of PT Jababeka Tbk.*

A distinct feature of the Jababeka Industrial Estate is the Cikarang Dry Port, which the delegates had the opportunity to witness during a guided bus tour throughout the industrial zone. The Cikarang Dry Port holds a position of significance, acting as an extension gate of the Tanjung Priok International Port. It offers a comprehensive, streamlined one-stop service for efficient cargo handling, bolstering the region's connectivity and trade capabilities. This strategic infrastructure reinforces the estate's status as a vital player in the broader industrial landscape, facilitating seamless logistics and enhancing international trade prospects.

## **Affordable Mass Housing Development - Nuansa Cilangkap**



*Group photo taken at Nuansa Cilangkap, East Jakarta City.*

Located in Cipayung, East Jakarta City, Nuansa Cilangkap is part of an affordable housing initiative launched by the DKI Jakarta Provincial Government. This initiative is designed to help Jakarta residents earning up to IDR14,800,000 per month (equivalent to around RM4,500 as of 18 September 2023) to own their first house. The

initiative offers attractive features, including no down payment, loan tenure up to 20 years (equivalent to the tenure of the lease for occupation), a 5% fixed interest rate, and free of provision, administration, and insurance fees as well as 100% loan from the government bank.

Funded by the provincial government and developed by a regional-owned enterprise Sarana Jaya on a 2.9-hectare land, the Nuansa Cilangkap offers 868 units, including 2-bedroom units with a minimum built-up size of 34.2 square metres, and studio units with a built-up size ranging from 22.1 square metres. The apartment building is designed with minimalist aesthetics and modern finishes to offer a simple yet comfortable living experience.



*Photo taken during the presentation by Ms. Tevtia Syeisha Laksmi, Promotion Executive of Nuansa Cilangkap.*

The Nuansa Cilangkap development stands as an exemplary model of affordable housing in Jakarta. It transcends the mere provision of safe, decent, and affordable shelter, with a strong emphasis on community building. The inclusion of various amenities, such as a playground, kindergarten, recovery room, health center, and residents' hall, demonstrates a commitment to enhancing the quality of life for its residents. The strategic design to include motorcycle parking lots, instead of car parks, reflects a keen understanding of the prevailing need of residents in Jakarta, where motorcycles dominate as the primary mode of transport.



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Moreover, the adoption of a buyer screening process based on Jakarta resident IDs not only ensures that those in genuine need of affordable housing benefit but also aligns the supply with the actual demand. This approach demonstrates a thoughtful and responsible approach to affordable housing, ultimately contributing to the betterment of the community and the city at large.



From left to right: Tan Sri Dato' Teo Chiang Kok, Datuk Haji Muztaza bin Haji Mohamad, Tan Sri Datuk Eddy Chen Lok Loi and Mr. Erik Willi Raharjo Pasaribu (Chairman of Management Committee of Nuansa Cilangkap) during the token presentation ceremony.

During the guided tour of Nuansa Cilangkap, the delegates were able to observe different types of affordable housing units offered in the apartment building, the retention pond, and the underground sewerage treatment facility. This hands-on experience provided the delegates with practical knowledge and a deeper understanding of the intricacies involved in developing affordable housing units.

## Conclusion

REHDA Institute's study trip to Jakarta has not only broadened the delegates' horizons but also laid a strong foundation for forging meaningful partnerships and collaborations between Malaysia and Indonesia. The insights gained and the relationships forged during this journey will foster mutual growth and prosperity in both countries in the days to come.



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## International Green Building Conference 2023: Realising Low Carbon Real Estate



AYB Nik Nazmi bin Nik Ahmad, Minister of Natural Resources, Environment & Climate Change delivering the keynote address.

**O**n 1 August 2023 at One World Hotel Petaling Jaya, REHDA Institute, in collaboration with GreenRE, successfully organized the annual International Green Building Conference 2023 with the theme of "Realising Low Carbon Real Estate". The one-day conference, which saw more than 350 delegates in attendance, focused on sharing knowledge on the latest cutting-edge innovations and providing valuable industry insights on new green growth opportunities. The conference aimed to strengthen business resilience and foster long-term sustainability through 3 main subjects:

- Pricing Carbon in Malaysia,
- Energizing Green Financing
- Building Through Innovation

The attendees of the conference were welcomed by three prominent figures, namely, YB Nik Nazmi bin Nik Ahmad, Minister of Natural Resources, Environment & Climate Change, who started the conference discussion with a keynote address, Datuk

Seri FD Iskandar, Chairman of GreenRE and Group Managing Director of Glomac Berhad with a welcoming address, which was then followed by an opening address by Ms. Ng Wei Wei, Chief Executive Officer, UOB Malaysia. All three speakers emphasized on the importance of moving into green building as the climate is at a stage where recovery is not an option, but adaption and mitigation is key.



Official ceremony for GreenRE Anniversary Book launching. From left to right: Datuk Seri FD Iskandar, YB Nik Nazmi bin Nik Ahmad and Datuk Tong Nguen Khoong.

The ceremony to commemorate GreenRE's 10<sup>th</sup> anniversary book and video launch took place right after YB Nik Nazmi bin Nik Ahmad officiated the event, accompanied by Datuk Seri FD Iskandar and Datuk Tong Nguen Khoong.



Front row VIP's attending to the first section of the conference. From left to right: Ms Teo Chui Ping, Datuk Ho Hon Sang, Ms. Ng Wei Wei, Dato' Jeffrey Ng Tiong Lip, YB Nik Nazmi bin Nik Ahmad, Datuk Seri FD Iskandar, Datuk Tong Nguen Khoong, Datuk Haji Muztaza Mohamad, Mr. Ng Yew Weng



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## Pricing Carbon in Malaysia



*From left to right: Datuk Haji Muztaza Mohamad, Datuk Tong Nguen Khoong, Dato' Jeffrey Ng Tiong Lip, Mr Darshan Joshi, Mr Edey Suresh, Dr. Gary William Theseira, during the token of appreciation ceremony.*

The first panel discussion was centred on the subject of Pricing Carbon in Malaysia. This session showcased presentations by two speakers: Darshan Joshi, Climate Consultant, Asia Foundation & Climate Specialist, World Bank, and Dr. Gary William Theseira, Council Member, Climate Governance Malaysia (CGM). Darshan Joshi addressed "Carbon Pricing and Climate Policy: Stage Setting," emphasizing the need to comprehend the impact of government-initiated policies and instruments on climate change. Despite mitigation efforts, emissions persistently rise, prompting a call for deeper exploration of law implementation, taxation, and the Emissions Trading System (ETS) as effective tools for carbon pricing.

Dr. Gary William Theseira's subsequent presentation, "Pricing Carbon in Malaysia: Making Carbon Pricing Work," offered insights into fostering collaboration between developers and the government to ensure effective carbon pricing in the future. A recurring theme throughout the presentation was "Circular," signifying the potential of economic and design circularity to complement the long-term framework of carbon pricing. The session ended with a panel discussion and Q&A moderated by Edey Suresh, Johor State Director, UN Global Compact Network Malaysia & Brunei, in which it was concluded that carbon pricing has both positive and negative impacts to developers and the government. However, with a change in the mindset of society and a supervision in regulatory movements, carbon

pricing can become a great solution to support the improvement of the climate in the world scale.

## Energizing Green Financing

The next panel explored the subject of "Energizing ESG Through Green Financing" which was attended by two speakers, Prashant Kapoor, Chief Industry Specialist, Green Buildings and Cities, IFC Climate Business Group, Climate Change and Jasper Wong Soong Ling, Managing Director, Head of Real Estate and Hospitality and Construction & Infrastructure, Sector Solutions Group, UOB Group Singapore. Prashant Kapoor's presentation, "Decarbonizing the Built Environment," shared insights on impactful green building transitions, given the projected doubling of building stocks in developing countries. This highlights an opportunity for developers to focus on green practices and the value exchange between builders and buyers.



*From left to right: Tan Sri Dato' Teo Chiang Kok, Datuk Tong Nguen Khoong, Dato' Jeffrey Ng Tiong Lip, Mr Jasper Wong Soong Ling, Mr Prashant Kapoor and Datuk Haji Muztaza Mohamad during the token of appreciation ceremony.*

Mr Jasper Wong Soong Ling followed with "Simplifying Sustainable Financing for the Real Estate Sector," outlining financing options aligned with UOB's future focus on real estate and construction. This implies that developers can look forward to more green financing initiatives by UOB Bank. The panel discussion and Q&A session that followed was moderated by Dato' Jeffrey Ng Tiong Lip, Chairman of REHDA Institute.

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Dato' Jeffrey and the speakers concluded the panel discussion with the message for developers to start taking action as soon as possible in implementing sustainability practices, even though it might be challenging, but sustainability does not wait for anyone, especially time.

## **Building Through Innovation**

Under the subject of "Building Through Innovation", a series of presentations by distinguished speakers showcased case studies of green-friendly developments in various regions internationally. These sessions aimed to inspire participants with insights into how innovative approaches in development can significantly address the challenges posed by climate change.

A notable highlight from this session was the engaging and informative presentation by Mr. Albert Bicol on the topic of "Net-Zero and Carbon Neutral Buildings Now." Drawing from his experience with over 65 net-zero projects worldwide, Albert emphasized the importance and responsibility of developers in achieving Net-Zero Energy (NZE) status. Alongside the reminder of developers' responsibility in climate preservation, Albert also cautioned against over-reliance on high-end technologies and encouraged embracing basic architectural concepts as key tools for reducing development costs and enhancing the low-carbon aspects of their projects.

Following this was a virtual presentation by Ms Magalie Wardle, Head of Market Development, NABERS Australia on how the National Australian Built Environment Rating System (NABERS) manages and measures green performance of buildings in Australia. She introduced the developers to the various methods of carbon frameworks available in the market, especially what is brought by NABERS, and what role developers should play in advocating for net zero emissions, which could help in their application for a green rating system. The key takeaway from this presentation was that developers should be aware of the increase in embodied carbon emissions, and the way to solve this is by having a goal of net zero emissions, which can be achieved

through three methods: reducing energy use, eliminating onsite fossil fuels, and purchasing 100% renewable energy.



*From left to right: Mr. Ng Yew Weng, Mr. Albert Bicol, Dato' Jeffrey Ng Tiong Lip, Datuk Haji Muztaza Mohamad, Tan Sri Dato' Teo Chiang Kok and Mr. Gandhi Suppiah during the token of appreciation.*

The session followed was by Mr. Ng Yew Weng, Co-Founder & Chief Operating Officer of Progressture Solar with a presentation on "The Future of Renewable Energy in Malaysia". This session aimed to convey the advancements in the renewable energy industry in Malaysia and elucidate how developers can benefit from participating in this trend. As highlighted by Mr. Ng, investing in renewable energy could assist developers in achieving a consistent, long-term income and reducing their dependence on public utilities by diversifying their assets in renewable energy plantations, such as hydrogas or solar farms, through offsite Power Purchase Agreements (PPA). These projects are typically located on land far from urban areas, reducing space utility and reliance on traditional utility companies (e.g., TnB), and enabling property developers to generate their own energy and sell it directly to other businesses. In conclusion, Mr. Ng emphasized that investing in renewable energy is the path forward. It offers several advantages, including tax benefits, reduced operational costs, a sustainable source of long-term income, and the opportunity to build a strong carbon footprint portfolio.



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Continuing the discussion on this subject, the next speaker was Mr. Gandhi Suppiah, Regional Director for South East Asia at TSA Management. His presentation, titled "The Role of Zero Emission Transport in Sustainable Urban Center Planning and Management," centered on spatial planning strategies that developers can employ to reduce their consumers' reliance on private transportation within their townships. This reduction aims to contribute to the reduction of Greenhouse Gas (GHG) emissions from private transportation, which Mr. Gandhi highlighted as one of the top three GHG emitters in Malaysia. According to Mr. Gandhi, addressing this issue through spatial planning requires developers to prioritize three well-established key concepts in their development projects: Carbon Negative Growth Zones, Low Carbon Renewal Zones, and Strategic Green Infrastructure. These concepts can play a crucial role in promoting sustainability and reducing GHG emissions associated with transportation in urban centres.



*From left to right: Datuk Haji Muztaza Mohamad, Ms. Ruvini Silva, Dato' Jeffrey Ng Tiong Lip and Dato' Dr. Ar. Ken Yeang during the last token of appreciation session.*

The following session was by Ms. Ruvini Silva, Sustainability Advisor at Frasers Property Australia. Ms. Ruvini's presentation, titled 'Raising the Bar on Sustainability at the Burwood Brickworks Retail Centre Melbourne,' focused on a case study of the Burwood Brickworks Retail Centre Project in Melbourne. This project, an exemplary award-winning mixed-use development and shopping centre, achieved one of Australia's most challenging sustainability design awards, the 'Living Building Challenge,' in 2016. Covering 18 hectares, the development includes 753 homes, 2.5 hectares of

parkland and open space, and can accommodate up to 110,000 people. As a pioneer in achieving Petal Certification for retail centres in 2021, Ms. Ruvini shared valuable advice for developers aspiring to reach similar heights as the Burwood Brickworks Retail Centre. She emphasized the importance of planning sustainability initiatives and stakeholder engagements during the early stages of a project, encouraging developers to challenge the limitations of development ideas and seek inspiration by identifying industry, market, and conceptual gaps.

In the last session, Dato' Dr. Ken Yeang, Executive Director of T. R. Hamzah Yeang Sdn Bhd., a pioneer in ecology-based architecture since 1972, presented his insights. Recognized for his dedicated 50 years of practice-driven research, built experiments, innovations, and writings on ecology-based architecture, The Guardian has named him one of the 50 individuals who could save the planet. Dato' Dr. Ken's presentation focused on the topic of 'Nature-based Green Architecture and Planning.' He showcased conceptual ideas that interconnect development, nature, and society, along with practical case studies that developers can apply to make their projects environmentally friendly. Key takeaways from Dato' Dr. Ken's presentation for developers included the notion that designing a resilient future begins not with green buildings, but with green infrastructure. He stressed that developers should aim to transform the built environment into human-made ecosystems that replicate, emulate, and enhance natural ecosystem properties.

The conference concluded with a lucky draw session, during which one participant won a business tour trip to Jakarta as part of REHDA Institute's Asia Real Estate Leaders (AREL) tour worth RM5,200, and two participants received a Xiaomi Electric Scooter 3 Lite.



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## STRATA MANAGEMENT SEMINAR (PART 2): SALES AND MARKETING CONSIDERATION

**R**EHDA Institute successfully organised Part 2 of the Strata Management Seminar: Sales and Marketing Consideration on 20 & 21 June 2023 at Wisma REHDA, Kelana Jaya. The seminar attracted 60 participants from property development companies with some attending from as far as Penang, Melaka, Johor, Sabah and Sarawak. Mr. Chris Tan, Managing Partner of Chur Associates, was the main speaker for the two-day seminar and it was an honour to also have Ms. Jayanthi, Director of Commissioner of Building (COB), Petaling Jaya City Council (MBPJ) sharing her knowledge and experiences during the event.



Mr. Chris Tan, Managing Partner of Chur Associates

On day one, Mr. Chris Tan began his presentation by covering 'Prescribed By-Laws', which forms the basic framework within which a strata community operates. He then transitioned into the following topic, 'Additional By-Laws', where he outlined how these can be supplemental or amended to the original by-laws, providing communities with the flexibility to address unique challenges or characteristics. Most importantly, attendees were educated on the strategic process to set these additional by-laws, ensuring they are legally sound and beneficial.

Ms. Jayanthi presented on the formation of key governance bodies in strata management namely, the Joint Management Body (JMB) and Management Corporation (MC) and the challenges faced by them. By explaining their functions, powers, and duties, Ms. Jayanthi provided a holistic perspective of their pivotal role in ensuring that the strata property is maintained and managed effectively. She also touched on the role of the COB in managing some of the issues faced by the JMBs and MCs.

The following day, Chris covered on 'Meetings of Management Bodies' where he elaborated on the significance, protocols, and best practices associated with the Annual General Meeting (AGM) and the Extraordinary General Meeting (EGM). He further explained the intricate proceedings of committee meetings, ensuring clarity in roles and decision-making processes.

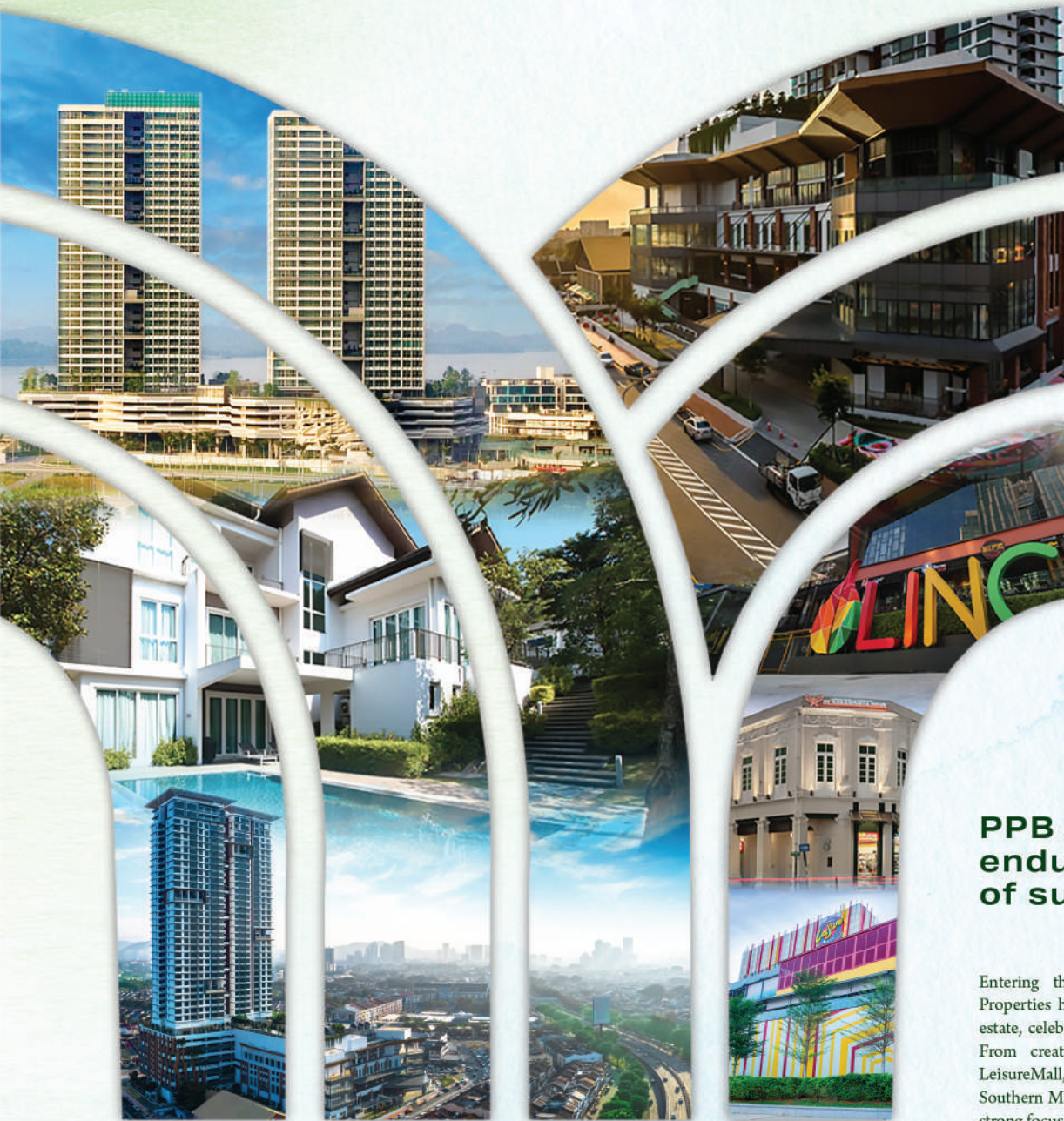


Sr. Jayanthi Kupusamy, Director of COB, MBPJ

On the last day, Chris addressed some of the most prevalent disputes in strata living. These ranged from issues regarding late payment of service charges and sinking funds, inter-floor leakages, and damages to the party wall, to defects in common property. With his vast experience, he provided insights into how such disputes often arise and offered strategies for solutions.

The seminar was not just informative but provided practical solutions to contemporary challenges in strata management. Attendees left the seminar not only enriched in knowledge but empowered to bring about effective change in their respective strata developments.





## PPB Properties' enduring legacy of success

Entering the property scene in 1982, PPB Properties has been a stalwart in Malaysia's real estate, celebrated for value crafted developments. From creating several landmarks like Cheras LeisureMall, Megah Rise, New World Park and Southern Marina, it redefines urban living. With a strong focus on community-centric developments, it continues to inspire and shape communities across Malaysia.



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**Southern Marina, Johor**



**The Whiteaways Arcade, Penang**



# REHDA Institute In Touch



## Advancing Knowledge and Sustainability: Launching of Digital Resource Centre

**O**n 27 June 2023, the REHDA Institute Digital Resource Centre was officially launched at Wisma REHDA, Petaling Jaya. The ceremony was graced by Deputy Local Government Development Minister Akmal Nasrullah Mohd Nasir. He was joined by REHDA Institute chairman Datuk Jeffrey Ng Tiong Lip, REHDA president Datuk NK Tong and deputy president Datuk Ho Hon Sang as well as REHDA Institute Trustees including Tan Sri Eddy Chen, Tan Sri Teo Chiang Kok, Datuk Ng Seing Liong, Datuk Muztaza Mohamad and Tiah Toh Twin. The ceremony was witnessed by more than 120 industry captains and stakeholders.



*Minister Akmal Nasrullah Mohd Nasir delivered the keynote address.*

During the welcome speech, Dato' Jeffrey Ng emphasized the Centre's goal to become a hub for research and development (R&D), dedicated to publishing research and papers relevant to the real estate industry. Furthermore, it will function as a hub where government authorities, REHDA members, and universities can engage on matters pertaining to real estate research. The digital resource centre, which had achieved the Gold Provisional GreenRE Certification, aimed to champion sustainability.

During the ceremony, REHDA Institute also extended its gratitude to sponsors whose support made the Centre possible, including PropertyGuru For Business, Feruni Ceramiche, Signature, CLJ Malaysia, and INOVAR Floor.



*Welcome Address by Dato' Jeffrey Ng.*

This Centre is exclusively accessible to REHDA members and secretariat staff, as well as non-REHDA members, under specific terms and conditions. Appointments to visit the Centre can be scheduled through the Institute.



*(From left to right) Jackson Low (CEO Retail Business, Signature), Sheldon Fernandez (Country Manager, PropertyGuru Malaysia), Dato' Jeffrey Ng, Minister Akmal Nasrullah Mohd Nasir, Jason Tan (Executive Director, INOVAR Floor), Roger Ong (Chief Commercial Officer, Feruni), Rostina Gaus (Managing Director, CLJ) and Preghaladhan Vizla Balakrishnan (General Manager, CLJ)*

In conjunction with the digital resource centre launching ceremony, REHDA Institute hosted the Token of Appreciation Ceremony for its Partners and Research Partners. Notable contributors such as Progressture Solar, Bank Pembangunan Malaysia Berhad (BPMB), Sime Darby Property, Matrix Concepts, IOI Properties, IJM Land, PR1MA and GreenRE were recognised for their collective efforts and relentless commitment to supporting and contributing towards the Institute's vision.



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# REHDA Institute In Touch



## Digital Marketing Transformation Initiative (DMTI) 2023

**R**EHDA Institute, in collaboration with Monash University Malaysia, spearheaded a certification program called the Digital Marketing Transformation Initiative (DMTI) 2023. This one-of-a-kind initiative, exclusively crafted for property developers, consists of a multifaceted learning structure including webinar sessions, physical classes and is culminated with a mini conference. A total of 36 participants who participated in the DMTI program walked away not only with enhanced skill sets but also a prestigious certificate of completion from REHDA Institute and Monash University, a notable accolade promising future success in the industry.



*Logarajah Thambyrajah, Principal Consultant at Kognifi conducting day three of the physical session of the DMTI program.*

### Part A: Fundamentals of Digital Marketing (4, 5 & 11 July 2023)

In the initial phase of the program, participants were introduced to the critical foundations of digital marketing, particularly focusing on Integrated Marketing Communications (IMC), under the adept guidance of lead trainer Logarajah Thambyrajah, the Principal Consultant at Kognifi.

Logarajah navigated participants through the nuanced aspects of keyword usage and analysis. He elucidated strategies for triggering activations using keywords, designing keywords for different buyer personas, and employing keyword research to bolster brand resonance. Recognizing that not all property buyers are the same, Logarajah highlighted the importance of customizing keywords to align with different buyer personas. By doing so, developers can tailor their online content to resonate with various target audiences, from first-time homebuyers to seasoned investors.

Alongside Logarajah, Eugene Lok, Manager, Branding & Strategic Marketing of Mah Sing Group Berhad and Teng Chan Leong, CEO of Skribble Me Malaysia drew attention to the rising influence of platforms like TikTok, Instagram, and Facebook in the real estate sector. They delved into real-world case studies, showcasing successful campaigns, strategies, and the challenges faced by property developers on these platforms. Their insights provided participants with a clear roadmap on leveraging these platforms for optimum engagement and lead generation. They discussed emerging platforms, technological advancements, and shifting consumer behavior patterns that property developers must be ready for. The emphasis was on the need to be agile, innovative, and open to experimenting with new strategies in the digital age.



*Teng Chan Leong, CEO of Skribble Me Malaysia during his presentation on "What's next after Facebook and Google Marketing for Real Estate Marketers?"*

# REHDA Institute In Touch



## Part B: Intermediate & Advanced Digital Marketing (18, 20, 25 & 26 July 2023)

In the subsequent stages of the program, Logarajah, with his vast expertise, shifted the spotlight to the pivotal areas of lead qualification, a key determinant of marketing ROI in the property development industry. In one of the sessions focusing on **'Activating Target Audiences,'** Logarajah shared with the participants on how to effectively reach and engage target audiences. He also covered strategic media placements, detailing how the precise positioning of advertisements can optimize visibility and capture the attention of potential property buyers.

With the plethora of digital tools available today, Logarajah emphasized the necessity of robust analytics. He showcased how understanding website user behaviors from the webpages they visit to the time spent, can provide invaluable insights. With access to those data, it allows property developers to refine their marketing strategies, improving conversion rates as well as generating better lead results.

Industry leaders, including Sean Lim, Head of Business Development and Lai Toh Wai, Project Director, ESP Global Sdn. Bhd., enriched the sessions where they delved deep into various case studies, offering participants a real-world view of successful digital campaigns in the property sector. They dissected both the strategies that hit the mark and those that fell short, providing participants with a clear understanding of current market trends. What made their contributions especially impactful was their different perspectives. With Sean Lim offering insights from the lens of a digital marketing agency and Lai Toh Wai bringing the viewpoint of a real estate agency, participants were treated to a holistic overview of the current property advertising landscape.



*The DMTI participants in one of the various group activities conducted throughout the program.*

In a world where digital advancements are rapid, understanding the legal framework within which property developers operate is extremely vital. This aspect was expertly addressed by Dr. Ridoan Karim, Lecturer, Department of Business Law & Taxation, Monash University Malaysia where he provided an in-depth overview of the country's specific laws and regulations related to digital marketing. This segment was invaluable for developers who were looking to ensure compliance and minimize legal risks in their digital marketing efforts. Apart from the legal requisites, Dr. Ridoan also touched upon ethical considerations in digital marketing, emphasizing the importance of maintaining integrity and transparency in all online promotional activities.

The following session featured Georg Chmiel, Co-Founder & Chair, Juwai-IQI Holdings who painted a vivid picture of how Artificial Intelligence (AI) is set to revolutionize the property sector. From predictive analytics that can forecast market trends to AI-driven chatbots that can engage potential buyers round the clock, the possibilities are limitless. Georg further explained in his presentation on the role of machine learning in curating personalized experiences for prospective buyers. By analyzing vast amounts of data, machine learning can generate insights, enabling property developers to tailor marketing strategies that can appeal with potential property buyers on a more personal level with the aim of enhancing engagement with them and increase conversion rates.



# REHDA Institute In Touch



With the rising importance of data in driving business decisions, Ir. Dr. Manjeevan Singh Seera's segment on **'Data Analytics and Management'** in digital marketing was both timely and pivotal. Ir. Dr. Manjeevan started his session by explaining how data analytics is transforming the business landscape, especially for property developers. By harnessing this tool, companies can derive meaningful patterns and insights from vast amounts of data, aiding in better decision-making processes. He also shared how businesses have capitalized on data analytics to understand market trends, customer preferences, and forecast future market movements, giving them a competitive edge.

Bringing a unique perspective to the program was Premendran Pathmanathan, with his experience as the former founder of Brickz.my, shared with the participants on how they can leverage on property portal data. These data ranges from user searches, property preferences, to market demands, providing an in-depth look into customer behavior. He shared how with access to such rich data, property developers have a unique advantage where the information can be used to tailor marketing campaigns, ensuring they are able to grab the attention of their target audience.



*Premendran Pathmanathan, former founder of Brickz.my, shared with the participants how they can leverage on property portal data to maximize their digital marketing efforts.*

## Conclusion

In conclusion, REHDA Institute's DMTI 2023 certification program in collaboration with Monash University Malaysia was a huge success, offering property developers in Malaysia a holistic understanding of the evolving digital marketing landscape. As the industry continues to transform, certification programs like this can help equip professionals with the tools and strategies needed to stay ahead of their competitors.

By aligning with experts and gaining valuable insights from leaders in the field, participants were better equipped to harness the power of digital marketing, ensuring their projects are able to establish a connection with potential buyers in an ever-evolving digital landscape. Participants were also equipped with the knowledge and strategies to harness data effectively, ensuring their marketing efforts are both informed and impactful.

The DMTI program has proven to be an invaluable resource for property developers keen on honing their digital marketing skills. Recognizing the universal appeal and necessity of digital expertise, REHDA Institute is now poised to broaden its horizons by expanding the program regionally by bringing in regional experts to provide a more diverse and comprehensive learning experience.



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# REHDA Institute In Touch



## Digital Marketing Strategies Conference 2023

In a move to empower the marketing and sales teams of the property development sector, REHDA Institute organized the Digital Marketing Strategies Conference on 1 August 2023 at Wisma REHDA. The conference which was attended by 120 participants, served as a dual platform—firstly, as an industry-focused knowledge-sharing event featuring a lineup of esteemed speakers; and secondly, as a momentous graduation ceremony to honor the graduates of the Digital Marketing Transformation Initiative Program (DMTI) 2023.



*Datuk Haji Muztaza bin Haji Mohamad, Trustee, REHDA Institute, delivered his welcoming remarks.*

The conference kicked off with an enlightening session by Premendran Pathmanathan, Former Founder of data transaction portal Brickz.my, who underscored the transformative potential of big data in reshaping property market analysis. Premendran explained how the vastness of data, when navigated appropriately, can be a goldmine for sales and marketing professionals and how understanding these data dynamics can be pivotal in making informed strategic choices, and ensuring their projects align with market demands. Next up was Georg Chmiel, Co-founder and Chair, Juwai IQI who presented on the rapidly evolving sphere of Artificial

Intelligence (AI) and Machine Learning within the real estate industry. He centered his talk around the capabilities of AI tools especially ChatGPT, which can aid in precise property recommendations based on customer preferences and can be employed for predictive analytics to gauge future market shifts.



*Georg Chmiel, Co-founder and Chair, Juwai IQI presented on "ChatGPT Opportunities and Challenges: The Future of AI and Machine Learning in Real Estate Marketing."*

After lunch, Ben Liao, CEO & Founder of RealestateMY shared five potent digital marketing strategies that property developers can apply immediately. Ben delved into conversion optimization, highlighting tools and techniques to maximize leads and turn them into confirmed sales. Following up on Ben's session, CY Ng, CEO of Divergent Strategy, delivered a compelling session on how property developers can distinguish themselves in today's competitive landscape. CY emphasized that mere traditional tactics are no longer sufficient and why developers need to pivot to innovative differentiation strategies. She showcased examples of how one developer managed to create a unique identity in the crowded market and encouraged developers to reimagine their marketing approaches to resonate with contemporary audiences.

# REHDA Institute In Touch



*CY Ng, CEO of Divergent Strategy, delivered an interesting presentation on how property developers can distinguish themselves in today's competitive property marketing landscape.*

In a digital age where data reigns supreme, Roger Wong, Head of Digital at Skribble Me Malaysia took attendees on a comprehensive journey through the world of data-driven marketing strategies where he showcased the power of target audience segmentation, emphasizing the necessity to cater to marketing messages to specific demographics for maximum impact. Ending the day on a high, Kuhan Kumar, Chief Orchestrator, Digital Symphony took the stage to provide insights into crafting and executing impactful digital marketing campaigns. Kuhan enriched his presentation by incorporating real-world case studies, offering attendees tangible examples of what works and what doesn't in the realm of property marketing. Kumar's session underscored the importance of both planning and execution, emphasizing that while a sound strategy is crucial, its effective implementation determines the ultimate success of any campaign.



*The event saw close to 120 participants in attendance for the full day event.*

During the conference, a total of 36 graduates received the prestigious Digital Marketing Transformation Initiative Program (DMTI) 2023 certificate of completion, a collaborative effort from REHDA Institute and Monash University Malaysia, symbolizing not just the completion of the course but a promise of future success in the rapidly evolving property industry. Special awards were also presented to the top 5 graduates from the DMTI program in two categories: "Most Participative Student" and "Best Assignment Award". Three distinguished graduates also showcased their assignments in the form of short presentations, providing attendees with firsthand insights into their innovative approaches. REHDA Institute will be looking forward to continuing to grow this certification program in the upcoming years to elevate the digital marketing capabilities of its members.



## HOUSING FORWARD - UNDERSTANDING COSTS AND SUSTAINABLE PRICES

The Housing Forward Report is a 2022 publication with real industry data on the key issues driving up the cost of doing business and compliance in the Housing Industry as well as proposed transformational measures on how these issues can be addressed effectively.

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# REHDA Institute In Touch



## ESG: Future for Malaysia's Industrial Parks Development

Prepared By: Fatihah Rahman & Nur Zaidatul

On September 12, 2023, the Belt & Road Strategic Research Center of University Tunku Abdul Rahman (UTAR), in collaboration with Guangxi University of Nationalities, Malaysia-China Kuantan Industrial Park (MCKILP), China-Malaysia Qinzhou Industrial Park and Guangxi Cultural Industry Group Co. Ltd., organised the 6th Seminar on the Twin Parks Cooperation between Malaysia-China. The main goal of this seminar was to promote cultural exchange and sustainable development of Twin Parks as part of enhancing the Environmental, Social, and Governance (ESG) initiative.



Source: MCKIP (Malaysia-China Kuantan Industrial Park)

Several keynote speakers, including Mr. Phillip Law, Group Product and Technology Officer from SilverLake, Mr. Teoh Kok Lin, Founder and Chief Investment Officer of Singular Asset Management, and Mr. Syed Kamal Muzaffa Syed Hassan Sagaff, Director from Malaysian Investment Development Authority (MIDA), were invited to share their thoughts and opinions regarding the main topic of the seminar which focused on ESG and sustainability.

The event started with a welcoming speech from YB Senator Tan Sri Dato' Low Kian Chuan, President of ACCCIM. He was pleased to announce the 10-year anniversary of the establishment of a diplomatic alliance between Malaysia and China due to the good relationship between Malaysia's Prime Minister YAB Dato' Seri Anwar Ibrahim and China's President Mr.

Xi Jinping, spurring substantial growth in various sectors, including automobile, digital marketing and food security. The Senator also mentioned that the Malaysian-Chinese Kuantan Industrial Park (MCKILP) helps to attract many interested developers and creates abundant job opportunities for locals. He ended his speech by saying Twin Parks' cooperation between the two countries will help to boost Malaysia's market and create enormous opportunities for potential connections between Malaysia and other foreign countries.

For the first forum entitled Advancing Regional and Global Cooperation for Sustainable Development, Mr. Philip Law talked about how developers who are involved in the financial industry can promote the idea of sustainability. He mentioned seven important ways which included sustainability banking, inclusive banking, carbon footprint, green finance, environment risks, income growth, and lastly great access. Mr. Teoh Kok Lin, shared his thoughts, as one of the ACCCIM's committee members, on sustainability as the new journey for Malaysia. He encouraged Small Medium Enterprise Corporation Malaysia (SME) to embark on the journey towards sustainability alongside large developers' companies. He concluded that having a fair and just ESG system would be the top priority before the implementation of ESG across the industrial developments in Malaysia.

The next speaker, Mr. Syed Kamal Muzaffa, Director of the Malaysian Investment Development Authority (MIDA) focused on how to encourage foreign and domestic investors to undertake planning for industrial developments. He mentioned how sustainable developments can make a profit and at the same time help to protect the nature for future generations. Other than that, he mentioned that in the future, MIDA will offer some form of support to the developers' companies that are going to implement ESG. Thus, all the developers' companies can seize the opportunities to collaborate with the Government-Linked Investment Companies (GLIC). The MIDA director also mentioned ESG-related investment opportunities such as the New Industrial Master Plan 2030 (NIMP) and the National Energy Transition Roadmap (NETR).



# REHDA Institute In Touch



The first session of the seminar ended with the Q&A session. An attendee has commented about the cautions and risks that come with introducing ESG in Malaysia. He advised the speakers to study deeper about ESG and its risks and the possible obstacles for Malaysia to adopt the new investment as Malaysia is a developing country. In response, Mr. Teo Kok Lin highlighted that Malaysia cannot avoid taking risks and needs to move forward for positive economic growth.

In responding to another question on the benefits of ESG used in Malaysia, Mr. Phillip Law, Mr. Teoh Kok Lin and Mr. Syed Kamal Muzaffa shared the same idea that ESG can help Malaysia's economic growth and cater for the needs of global clients. Mr. Syed Kamal Muzaffa added that ESG also can drive the adoption of new innovations in technology in Malaysia.



*Source: Progressture Solar*

In conclusion, the speakers highlighted the benefits of adopting ESG in Malaysia despite the risks. The cooperative partnership between Malaysia and China is yielding significant mutual benefits and is poised for continued growth across various sectors.





## PARTNERSHIP OPPORTUNITIES

Work closely with REHDA Institute in 2023 by partnering with us in our Event activities.

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*Pantai Sentral Park Masterplan*



# REHDA Institute In Touch



## The Affordable Housing Report 2023/2024: Mismatch between Supply and Demand

**T**he “Affordable Housing: The Game Plan Transformation” research report, published by Real Estate and Housing Developers’ Association (REHDA) Institute in 2018, provided an overview of the affordable housing scenario in Malaysia. It entailed a comprehensive evaluation of the respective States Affordable Housing Policies, rigid housing policies that are being imposed on the private developers and a comparative study of overseas affordable housing provision.

Today after many years of the report being published and highlighting the structural issues and providing significant recommendations, we are still faced with the same situation of mismatch between supply and demand of affordable housing.

REHDA Institute in its latest ongoing report plans to address this mismatch crisis with strong recommendations to the government and policy makers that changes need to be done for we are heading towards a critical situation.

### Housing Policy Challenges

**The rigid housing policies in Malaysia** involve imposing quotas on all residential developments of certain sizes, regardless of location suitability, which leads to a mismatch between supply and demand resulting in overhang/unsold units. The affordable housing quota policy has resulted in **the development of fragmented housing that may not be in suitable locations for the lower-income groups**. It is necessary to create a proper public or social housing ecosystem that matches the target group's database, including buyers' demand, product

type, and price range, and this requires proper master planning.

**The absence of reliable and up-to-date market data** makes it difficult for industry players and authorities to make informed decisions. There is a need for coordinated and updated data on both supply and demand, with a focus on local demographic and income data to match product types to buyers' needs and affordability. The Ministry of Local Government Development (KPKT) is developing a system that collects overall data on affordable housing, including those built by the private sector and State governments. It is important that this **data is made available to the public to assist in sound decision making**.

### Objectives of the Report

Moving forward, this report aims to fill the gap and provide insights into the mismatch between the supply and demand of affordable housing in Malaysia from a micro level. The goal of the report is to achieve the following objectives:

1. To assess the threshold of affordability at a localised level and for specific target groups in selected locations as gaps in household incomes and housing prices may be significantly different across urban, urban fringe and rural areas.
2. To develop a housing affordability guide by State/district/local level based on the household income, expenditure pattern and housing prices.
3. To identify development costs for affordable housing in selected locations reviewing the impact of the current affordable housing development model on the future market, arguing the unsustainable supply of affordable housing.

# REHDA Institute In Touch



4. To analyse government's initiatives and mechanisms in the provision of social and affordable housing arguing the need to have public funds to be closely monitored, transparent and to the needy. Moreover, centralised database is also crucial to identify the target market.
5. To explore the built-to-rent model by the government. Based on the 12<sup>th</sup> Malaysia Plan Mid-Term Review a new rental tenancy regulation will be introduced to promote rental as an alternative to home ownership which is a good move in the right direction.

The findings from this report can positively be utilized by the respective local councils across the country in formulating the requirements for affordable housing in line with the Rakyat's demand. A clearly defined threshold of affordability allows streamlining of policies on supply, incentives, and financing for the affordable housing industry resulting in a fair and balance housing pricing mechanism.

## **Data-Driven Policy Reforms: The Role of Socioeconomic Database in Shaping Affordable Housing Policies**

There was a comment by the Minister of Economic Affairs (YB Rafizi Ramli) that an approach using household net disposable income metrics will be implemented in January next year (2024) as an economic structuring measure for a more focused distribution of targeted subsidies. YB Rafizi mentioned that this new approach will be integrated with socioeconomic database, Pangkalan Data Utama (PADU) announced by Prime Minister Datuk Seri Anwar Ibrahim recently as an effort to combine socio-economic information for every household in the country to streamline the implementation of targeted subsidies.

REHDA Institute will also be exploring this approach in the current research work on housing affordability as previous approaches commonly utilized by many real estate commentators and other think tanks utilizing the median multiplier and housing cost burden may not present a true scenario of what is happening on the ground.

REHDA Institute is studying the residual income approach and strongly believe that this could be the way forward in also resolving the issues and challenges faced in the housing industry whereby there is a mismatch in terms of supply and demand for all house prices but particularly the affordable housing.

This socioeconomic database could also assist policy makers in identifying the demand for housing in line with the affordability of the Rakyat. REHDA Institute believes that there should not be blanket policy imposed on the percentage of affordable housing that should be provided for all schemes. As highlighted by the Economic Minister YB Rafizi Ramli, it differs by household in terms of number of dependent children and individual location and household income.

Thus, in certain affluent locations imposing affordable homes might not be in line with market demand. Each location behaves differently and that is why the establishment of the socioeconomic database will be of great assistance in addressing the issues.

Thus, the proposal by the Economic Minister is very timely, in addition to the intent of assisting with targeted subsidy the database could also be used to identify the rakyat who needs social housing and affordable housing. It is always useful to integrate between departments so as not to duplicate but optimize resources and with the technology that exists now and the progression to digitalization this could be used by all industries.



# Connect with Property Agents and investors in China at the Asia Pacific Property Conference (APPC)

Many Chinese investors have begun to include Southeast Asian properties in their portfolio.

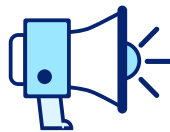
Regional real estate developers should consider expanding their marketing strategy to tap into this promising opportunity.



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## Snapshots of the 12<sup>th</sup> Malaysia Plan Mid-Term Review

Prepared by: Pang Wiyett (MRED student)

Reviewed by: Huong Yu Sin

The 12<sup>th</sup> Malaysia Plan (12<sup>th</sup> MP) Mid-Term Review (MTR) identified 17 Big Bolds, which will be implemented through at least 71 key strategies and initiatives. In order to build a prosperous society, one of the Big Bolds is Housing for the *Rakyat*, with a target to build 500,000 affordable housing by 2025. This Big Bold will be implemented through the following three strategies and initiatives:

- Accelerate the transition from ownership concept to shelter
- Introducing attractive and sustainable housing financing packages
- Harness the potential of retirement villages

The 12<sup>th</sup> MP MTR expects to kick-start the following mega projects to spur growth:

- 5G roll-out
- Central Spine Road
- East Coast Highway 3
- West Coast Expressway
- ECRL
- Bayan Lepas Light Rail Transit (LRT)
- Mass Rapid Transit 3
- Pan Borneo Highway

Selected achievements under the 12<sup>th</sup> MP between 2021 and 2022, and the focus areas in the remaining 12<sup>th</sup> MP period, in relation to the housing and real estate industry, were compiled as follows:

	2021-2022	2023-2025
<b>Building an Inclusive and More Resilient Society</b>	<b>Strategy A3: Uplifting Standard of Living</b> <ul style="list-style-type: none"> <li>a) Upgrade Living Conditions <ul style="list-style-type: none"> <li>• 1,579 houses repaired in 2021 and 2,044 houses repaired in 2022 under the <i>Projek Baik Pulih Rumah di Bandar</i>.</li> <li>• 23,270 houses repaired and 3,644 houses built under <i>Projek Perumahan Rakyat Termiskin</i> in rural areas.</li> <li>• As of 2022, 108,373 units of Affordable Housing (RMM) built.</li> </ul> </li> <li>b) Elevating the Standard of Living of Low-Income Chinese Households <ul style="list-style-type: none"> <li>• 761 houses refurbished under <i>Program Bantuan Baik Pulih Rumah in Kampung Baru</i>.</li> <li>• 787 public amenity projects completed in <i>Kampung Baru</i>.</li> </ul> </li> </ul>	<b>Strategy B2: Improving Access to Basic Services</b> <ul style="list-style-type: none"> <li>a) Addressing Housing Needs <ul style="list-style-type: none"> <li>• Existing housing programmes will continue to be implemented with priority to low-income households.</li> <li>• The Rent-to-Own (RTO) housing programme will be enhanced to provide better access to home ownership financing.</li> <li>• A new rental tenancy regulation will be introduced to promote rental as an alternative to home ownership.</li> </ul> </li> </ul> <b>Strategy C2: Improving Health and Employment Protection, and Access to Housing</b> <ul style="list-style-type: none"> <li>a) Providing Affordable Housing <ul style="list-style-type: none"> <li>• More engagement sessions will be undertaken with State governments and private sector to provide quality affordable housing in strategic locations, particularly in urban conurbation and transit-oriented development areas.</li> </ul> </li> </ul>



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	<p><b>Strategy A5: Addressing the Cost of Living</b></p> <p>a) Managing Pressure on Prices</p> <ul style="list-style-type: none"> <li>273,274 first-time home buyers accessed <i>Rumahku</i>, an online home financing module to make informed decision as at end 2022</li> </ul> <p><b>Strategy B4: Increasing M40 Home Ownership</b></p> <p>a) Facilitating Ownership of Affordable Homes</p> <ul style="list-style-type: none"> <li>Limit on value of first-time residential property purchase eligible for full stamp duty exemption on instrument of transfer and loan agreement is increased up to RM500,000 for sales and purchase agreement completed until 2025.</li> <li>Under the <i>Inisiatif Pembiayaan Perumahan Malaysia</i>, 48,449 first-time house buyers benefitted from <i>Skim Rumah Pertamaku</i> with an amount of financing of RM12 billion, and 6,726 first-time house buyers with no fixed income benefitted from <i>Skim Jaminan Kredit Perumahan</i> (SJKP) with an amount of financing of RM1.3 billion.</li> <li>16,334 units of affordable housing for M40 built under PR1MA, <i>Residensi Wilayah</i> and <i>Kediaman SPNB</i>.</li> </ul>	<ul style="list-style-type: none"> <li>The RTO housing programme will be strengthened to enhance access to housing by facilitating affordable monthly instalments. This will enhance liveability and well-being of the M40.</li> </ul> <p><b>Strategy E3: Increasing Bumiputera Wealth Creation</b></p> <p>a) Reviewing Existing Policies on Malay Reserve Land</p> <ul style="list-style-type: none"> <li>The existing policies on revocation and substitution of Malay Reserve Land will be reviewed to ensure the valuation process reciprocates with the initial land characteristics.</li> <li>Caveats or restrictions in interest on land title will be imposed on Malay Reserve Land owned by <i>Bumiputera</i> mandated agencies.</li> <li>The mechanism to monitor direct and indirect transfers of Malay Reserve Land to a non-Malay interest will be improved. These measures will ensure that the existing Malay Reserve Land are safeguarded.</li> </ul> <p>b) Optimising the Potential of <i>Waqf</i></p> <ul style="list-style-type: none"> <li>Efforts will be intensified to undertake commercial development on potential waqf land through strategic partnership among State Islamic authorities, <i>Bumiputera</i>-mandated agencies and the private sector.</li> <li>Corporate waqf entities will acquire and rent out commercial properties to Muslim <i>Bumiputera</i> enterprises in prime areas to generate income and increase presence of <i>Bumiputera</i> enterprises in these areas.</li> </ul> <p>c) Improving Information on Unsold Properties for <i>Bumiputera</i></p> <ul style="list-style-type: none"> <li>Information on unsold properties for <i>Bumiputera</i> will be made available on Unsold Property Inquiry System Malaysia, an online platform under the National Property Information Centre (NAPIC). This initiative will provide information to wider potential <i>Bumiputera</i> buyers.</li> <li>The implementation and monitoring of existing <i>Bumiputera</i> housing quota at State level will be reviewed to improve and facilitate home ownership.</li> </ul>
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		<p>d) Facilitating the Ownership of Commercial Properties</p> <ul style="list-style-type: none"> <li>The RTO programme will be widened with involvement of more <i>Bumiputera</i>-mandated agencies to increase <i>Bumiputera</i> ownership of commercial properties.</li> <li>Collaboration among related agencies will be enhanced to undertake commercial property development in selected locations.</li> <li>A study will be conducted by <i>Pelaburan Hartanah Berhad</i> (PHB) to explore potential investment in commercial properties in six less-developed States.</li> </ul>
Enhancing Unity, Defense, Security and Wellbeing	<p><b>Strategy D1: Improving Access to House Financing</b></p> <p>a) Increasing Access to House Financing</p> <ul style="list-style-type: none"> <li>22,196 poor and low-income households benefitted from the RTO housing programme.</li> <li>16,808 households benefitted from the Housing Credit Guarantee Scheme (SJKP) with loan value of RM2.32 billion.</li> <li>158,928 house units with a total value of RM101.37 billion sold under the Home Ownership Campaign (HOC).</li> </ul> <p>b) Managing Housing Construction Costs</p> <ul style="list-style-type: none"> <li>Four Industrialised Building System (IBS) standard design concepts comprising 43 types of affordable house designs developed.</li> <li>Eight <i>Program Perumahan Rakyat</i> (PPR) comprising 2,807 house units using IBS completed</li> </ul>	<p><b>Strategy D1: Improving Access to Quality and Affordable Housing</b></p> <p>a) Accelerating the Transition from Ownership to Shelter</p> <ul style="list-style-type: none"> <li>The housing programme implemented by the Government will be guided by the concept of shelter as a basic need and human right instead of ownership.</li> <li>The focus will be shifted from development of housing for sale to rental.</li> <li>The roles and functions of <i>Syarikat Perumahan Negara Berhad</i> (SPNB) and <i>Perbadanan PR1MA Malaysia</i> (PR1MA) will be aligned to support the shift.</li> </ul> <p>b) Increasing Supply of Affordable Housing</p> <ul style="list-style-type: none"> <li>The regulation to limit the purchase of only one affordable house per eligible citizen will be enforced.</li> <li>The housing database will be developed to enable more accurate cross-qualification screening of ownership information with relevant agencies.</li> <li>Land inventory information that integrates all information on <i>waqf</i> land will be established to identify suitable land for more affordable housing.</li> <li>Collaboration with the State religious councils and relevant agencies will accelerate the development of affordable houses on the <i>waqf</i> land.</li> </ul>



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	<p><b>Strategy D2: Enhancing Governance</b></p> <p>a) Strengthen Institutional Capabilities in Affordable Home Construction</p> <ul style="list-style-type: none"> <li>• Big data analytics (BDA) framework on housing completed in 2022.</li> <li>• Housing Integrated Management System (HIMS) completed in 2022.</li> </ul> <p><b>Strategy D3: Ensuring Inclusive Housing</b></p> <p>a) Adopting Best Practices in Enhancing Liveability</p> <ul style="list-style-type: none"> <li>• 65 projects under the Housing Maintenance Program (PPP) for low-and medium-cost public housing completed.</li> <li>• 94 projects under the Malaysian Housing Maintenance Fund (TPPM) for low-and medium-cost private housing completed.</li> </ul>	<ul style="list-style-type: none"> <li>• The regulation related to exit policy for public housing will be enforced by developing guidelines and procedures for overqualified tenants to move to appropriate housing options.</li> <li>• The 10-year moratorium period on resale of houses will be expanded to include all public housing.</li> <li>• A comprehensive study will be undertaken to explore strategies and initiatives in managing affordable housing supply through the secondary market.</li> <li>• The development of a national housing action plan to identify real housing needs will facilitate the provision of suitable housing.</li> </ul> <p>c) Increasing Access to Home Financing</p> <ul style="list-style-type: none"> <li>• Collaboration with financial institutions to provide attractive and sustainable housing financing packages will be pursued.</li> <li>• The expansion of RTO programme will be implemented to diversify housing financing options. This programme will enable the target group to rent with an option to purchase within a stipulated rental period.</li> <li>• First-time homebuyers will be equipped with the necessary financial knowledge to own a home through an online financial education module at Rumahku Portal by the Credit Counselling and Debt Management Agency.</li> <li>• A study will be conducted on the establishment of an affordable housing fund to provide alternative housing financing. The study will propose the governance structure, mechanism and source of funding.</li> <li>• A comprehensive study will be undertaken to enhance the development of the housing industry.</li> </ul> <p>d) Managing Housing Construction Costs</p> <ul style="list-style-type: none"> <li>• A guideline to assess and standardise the charges for land premium and compliance costs will be developed to expedite the approval of development order for affordable housing development.</li> <li>• Incentive packages for developers who obtain a score of more than 70% in the Quality</li> </ul>
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		<p>Assessment System for Building Construction Works will be explored.</p> <ul style="list-style-type: none"> <li>• Pre-approved plans (PAP) developed by the Construction Industry Development Board (CIDB) will be adopted as a standard design to expedite building plans approval by the local authorities, thus facilitating faster and more efficient construction of affordable houses.</li> <li>• A training module will be developed in collaboration with vocational training institutions and industry associations to equip construction workers with the necessary skills in using IBS.</li> </ul> <p><b>Strategy D2: Enhancing Governance</b></p> <p>a) Strengthening Rules and Regulations for Homebuyers and Tenants</p> <ul style="list-style-type: none"> <li>• The Housing Development (Control and Licensing) Act 1966 [Act 118] will be amended to include the development of residences on commercial land such as service apartments, small office and home office, and small office virtual office to protect homebuyers.</li> <li>• A new rental tenancy act will be introduced to promote rental as an alternative to home ownership. This act will offer greater flexibility, and lower initial costs and financial risk to homeowners and tenants.</li> </ul> <p>b) Improving Strata Housing Management</p> <ul style="list-style-type: none"> <li>• The Strata Management Act 2013 [Act 757] will be amended to further strengthen the function of Joint Management Body (JMB) and Management Corporation (MC). The amendments will include requirement for strata residences to be managed by a probationary property manager registered under the Board of Valuers, Appraisers and Estate Agents and Property Managers. This will improve building maintenance and management as well as encourage good governance.</li> <li>• Training programmes on good governance and in managing conflicts of interest will be conducted for JMB and MC to ensure efficient and accountable management of strata residences.</li> </ul>
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		<p><b>Strategy D3: Providing Inclusive Affordable Housing</b></p> <p>a) Exploring the Potential of Retirement Village</p> <ul style="list-style-type: none"> <li>The potential of developing retirement villages will be explored to meet the growing demand and improve the quality of life for retirees. In this regard, a study on the demand and supply for retirement villages in major cities will be carried out. This study will provide policy recommendations, including regulatory frameworks that set standards and sustainable business models to facilitate the development of retirement villages.</li> </ul> <p>b) Creating Cohesive Community</p> <ul style="list-style-type: none"> <li>Planning guideline to foster a more balanced and inclusive environment will be developed to ensure that individuals with different income levels can live in the same neighbourhoods.</li> <li>The <i>Perumahan Inklusif</i> MADANI projects will be developed in major urban areas through a public-private partnership approach. The projects will adopt co-operative living arrangements, bringing together various target groups, such as older person, youth, and young family to foster inclusive housing and create a more liveable environment</li> </ul>
<p><b>Boosting Economic Resilience for a Sustainable Growth</b></p>	<p><b>Strategy D1: Achieving Balanced Industrial Estates Development</b></p> <p>a) Improving Industrial Estates Distribution for Balanced Development</p> <ul style="list-style-type: none"> <li>Economic Accelerator Projects such as the Malaysia-China Kuantan International Logistics Park at ECRL Kuantan Port City Station, and the integrated sustainable industrial township at Kapar ECRL Station, promoted along the East Coast Rail Link (ECRL).</li> </ul>	<p><b>Strategy D1: Enhancing Industrial Estates and Food Production Areas</b></p> <p>a) Developing a Guideline for Industrial Estates Planning and Management</p> <ul style="list-style-type: none"> <li>A guideline will be developed to streamline industrial estates management.</li> <li>A Geographical Information System based dashboard will be developed as a tool to map the development of industrial estates. The utilisation rate of industrial estates will be monitored effectively through this dashboard.</li> </ul>

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	<ul style="list-style-type: none"> <li>• RM17.6 million disbursed to 10 existing industrial estates for upgrading basic infrastructure in Kelantan, Perak, Pulau Pinang, Sarawak, Selangor and Terengganu.</li> </ul>	
<b>Progressing towards Regional Balance</b>	<p><b>Strategy B1: Promoting Effective Urban Planning and Governance</b></p> <p>a) Promoting Sustainable and Smart City Approach</p> <ul style="list-style-type: none"> <li>• 127 out of 155 local authorities adopted the Malaysian Urban-Rural National Indicators</li> <li>• Network for Sustainable Development (MURNInets)</li> <li>• 12 local authorities developed smart city action plans</li> </ul> <p>b) Improving Coordination and Governance Mechanisms</p> <ul style="list-style-type: none"> <li>• Five Cities Roadmaps developed under the Implementation of Sustainable Development Goals (SDGs)</li> </ul> <p><b>Strategy F2: Improving Access to Affordable Housing</b></p> <p>a) Increasing the Supply of Affordable Housing for Targeted Groups</p> <ul style="list-style-type: none"> <li>• 516 units out of 1,300 Rumah Mesra Rakyat (RMR) in Sabah completed.</li> <li>• 414 units out of 1,200 RMR in Sarawak completed.</li> </ul>	<p><b>Strategy B1: Strengthening Development towards Resilient Cities</b></p> <p>a) Improving Implementation of Low-Carbon Development</p> <ul style="list-style-type: none"> <li>• In promoting energy efficiency, efforts will be undertaken to increase the adoption of the Low Carbon Cities Framework and enhance capacity of local authorities.</li> </ul> <p>b) Enhancing Urban Planning and Governance Efficiency</p> <ul style="list-style-type: none"> <li>• The third National Urbanisation Policy (NUP) will be formulated as a comprehensive urban planning policy by addressing the impact of climate change, COVID-19 pandemic, and growing urban dwellers' needs and evolving businesses landscape in urban areas.</li> <li>• <i>Kajian Penambahbaikan Penyediaan Rancangan Pemajuan</i> will improve the formulation of development plans for better and dynamic urban planning.</li> <li>• The first phase implementation of Malaysia Urban Observatory (MUO) system will contribute towards a comprehensive database on urban planning. The MUO will facilitate local authorities in planning, monitoring and governing cities.</li> </ul> <p>c) Promoting Smart City Development</p> <ul style="list-style-type: none"> <li>• Measures will be undertaken to accelerate the recognition of smart cities, based on the Sustainable Cities and Communities-Indicators for Smart Cities (MS ISO 37122:2019) standard.</li> <li>• During the remaining Twelfth Plan period, at least five cities are targeted to be recognised as smart city early adopters.</li> </ul>



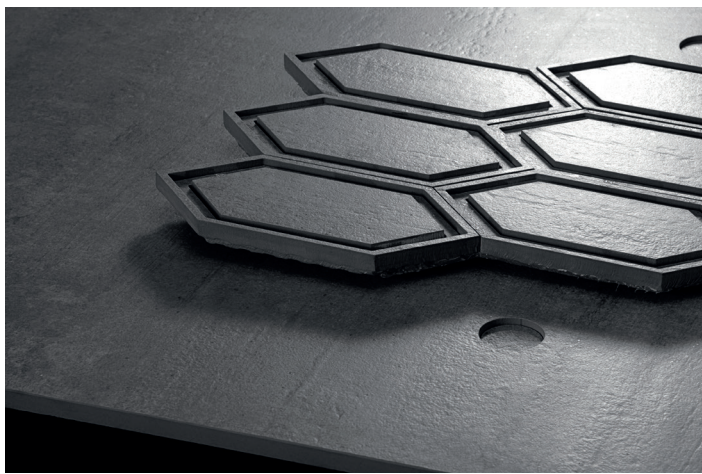
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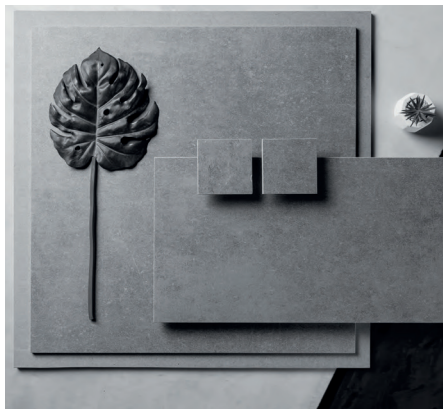
		<p><b>Strategy B2: Promoting Well-Being of Urban Society</b></p> <p>a) Improving Access to Affordable Housing and Transportation</p> <ul style="list-style-type: none"> <li>The implementation of Program RMR, Residensi Wilayah and PPR will be expedited to increase the supply of affordable housing.</li> <li>Collaboration with financial institutions to provide attractive and sustainable housing financing packages will be pursued.</li> <li>More transit-oriented development (TOD) and provision of efficient public transportation will improve access to transportation in major cities.</li> </ul> <p>b) Accelerating Sustainability of Cities</p> <ul style="list-style-type: none"> <li>The adoption of the MURNInets system by local authorities in Sabah and Sarawak will be accelerated to promote sustainable cities.</li> </ul> <p><b>Strategy E2: Optimising Economic Potential</b></p> <p>a) Promoting High Technology and Sustainable Industrial Estate</p> <ul style="list-style-type: none"> <li>A more conducive investment ecosystem will be established, which includes developing new and optimising existing industrial estates to enhance competitiveness and attract investors.</li> <li>Focus will be on opening of new high-tech industrial estates in Kimanis and Kota Belud in Sabah as well as upgrading of the Samajaya High-Tech Park in Kuching, Sarawak towards attracting high-value investments and adopting sustainable practices.</li> </ul> <p><b>Strategy E3: Improving Well-Being of the Rakyat</b></p> <p>a) Improving Access to Housing</p> <ul style="list-style-type: none"> <li>A total of 26,000 dilapidated houses will be repaired and rebuilt under <i>Program Bantuan Rumah</i> to improve living condition of the poor in Sabah and Sarawak.</li> <li>State governments will be encouraged to provide more affordable houses to benefit more poor, low-and middle-income households.</li> </ul>
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## Property Manager's Role in Real Estate Development

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**A**s early as the pre-construction stage, a property manager (PM) can be involved in the design planning. If a developer is keen, they may appoint PMs to provide advice on their design. For instance, the PM will review their drawing plans and provide comments based on practicality and maintenance costs. Typically, the developer will engage with property management consultancy before vacant possession, which is the pre-occupancy period. It allows prior planning of property management practices.

During the pre-occupancy period, the PM will need to carry out several important steps to ensure smooth maintenance after the delivery of vacant possession (VP). These steps include determining the maintenance and sinking fund charges, drafting the house rule/by-laws, appointing service providers, testing and commissioning the mechanical and electrical (M&E) system, and setting up the maintenance account and sinking fund account. Once the VP is delivered, it kick-starts the daily maintenance activities.

According to Malaysian Property Management Standards (2016), the PM's role is summarised as follows:

### 1. Handing Over

When a PM assumes the responsibility for a stratified building, they need to obtain a checklist of assets, documents, maintenance records, and management records from the previous management, typically the developer. This step is crucial for a seamless transition. Additionally, when the PM intends to hand over the management to a new company as per the client's request, they must compile the

same checklist. Before officially taking control of the building, the PM is also required to conduct a building condition assessment (BCA). This assessment helps identify any defects in the building and its infrastructure, serving the purpose of gaining a comprehensive understanding of the property's condition.

### 2. Building Management

At the initial stage, the PM shall recommend a suitable organizational structure and an adequate number of staff for day-to-day management and maintenance of the building. The PM is responsible for preparing, reviewing, and implementing Standard Operation Procedures (SOP) for the administration of the site office, site personnel, vendors and service contractors. They shall recommend a suitable purchasing and procurement procedure for the approval of the client. The PM is responsible for preparing maintenance and management reports on a regular basis to update the client on the work progress and the condition of the building.

### 3. Maintenance Management

#### a. Corrective Maintenance

The PM needs to arrange for the effective rectification/ replacement of the defective or malfunctioned facilities and equipment

#### b. Planned Maintenance

The PM must create a planned maintenance schedule and oversee the technicians responsible for its execution. In addition, the PM must ensure that licenses, such as fire certificates and lift certificates, are renewed before they expire.

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## c. **Service Providers**

The PM is responsible for advising the client and ensuring the appointment of qualified service providers for essential services, which encompass security, janitorial services, landscaping, lift maintenance, firefighting contractors, pest control, and visiting engineers. The PM must monitor their performance and establish a system to penalize underperforming service providers. Furthermore, the PM maintains records of contracts, licenses, insurance policies, manufacturer's guidelines, and warranties. The PM also defines the scope of work, specifies requirements, and oversees the tender process.

## 4. **Financial Management**

The PM needs to advise the client on opening and monitoring trust accounts, maintenance accounts, and sinking fund accounts for collecting rental income, service charges, and sinking fund contributions. Moreover, the PM must issue invoices and receipts to residents for their maintenance fee payments, monitor expenses, and ensure timely tax payments to the relevant authorities. The PM is also responsible for preparing regular financial reports to keep the client updated about the financial status.

## 5. **Administrative Management**

The PM needs to maintain records and documentation related to property management matters. The PM must advise the client regarding financial status, and the renewal of licenses, permits, and certificates.

## 6. **Insurance Management**

A PM shall possess adequate insurance knowledge to advise the client of the possible risk that needs insurance, adequacy of coverage, insurance premium and insurance claims.

## 7. **Health, Safety & Emergency Management**

The PM needs to ensure the building is in compliance with the Occupational Safety and Health Act (1994). They are responsible for identifying potential safety risks and taking adequate initiative to minimize them. These include forming an Emergency Response Team, creating evacuation Standard Operating Procedures (SOPs), and conducting fire drills.

## 8. **Tenancy/Lease Management**

For mixed-use developments such as service apartments, the retail shop units could be available for rental. The PM is responsible for overseeing tasks such as collecting rent, managing tenants, handling utilities and services, and ensuring the restoration of the premises when a lease ends. Additionally, the PM must facilitate the process of transferring vacant possession and handling property handovers.

## 9. **Facilities Management**

This role is similar to property management but does not involve the collection and administration of funds on behalf of the client. Instead, its primary focus lies in the management and maintenance of the building's facilities and services.



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