



CORPORATE PROFILE

Training • Research • Education

About | REHDA

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

In October 2000, HDA was subsequently renamed the Real Estate and Housing Developers' Association Malaysia (REHDA). From 13 pioneer members, REHDA has grown from strength to strength to be recognized as a key partner in the building blocks of Malaysia's socio-economic development

Today, REHDA boasts a membership of over 1,600 corporate members comprising developers across Peninsular Malaysia. Projects developed by REHDA members represent approximately 80% of the total real estate development in Peninsular Malaysia.

Our members' property development ranges from traditional landed residential projects to condominiums, township, commercial buildings,



From left to right: Dato' Jeffrey Ng Tiong Lip, Tun Dr Mahathir Mohamad, Tan Sri Eddy Chen, Datuk Ng Seing Liong



From left to right: Datuk Ng Seing Liong, Tan Sri Eddy Chen, Tun Abdullah Ahmad Badawi, Dato' Jeffrey Ng Tiong Lip

retail malls, state-of-the-art golf courses, hospitals, theme parks and industrial estates.

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

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



REHDA
INSTITUTE

Background and History of REHDA Institute

REHDA Institute was originally known as the Housing Developers' Association (HDA) Foundation. It was the brainchild of four distinguished founding members in 1992.

These instrumental individuals are:

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

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



Launch of REHDA Institute by Former Prime Minister Tun Abdullah Ahmad Badawi (12 July 2004)

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

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

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

Training & Events

Providing industry relevant training and events for the real estate and property development industry with the aim to improve productivity, innovate new ideas towards achieving the highest standards of professionalism and advance best practices for the industry.

Research

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

Education

Working hand in hand with tertiary institutions, REHDA Institute develops Executive Programmes for middle and senior management of the industry to groom future leaders of the industry. These Executive Programmes will be industry relevant to improve the value and skillset of those involved in the industry.



BOARD OF TRUSTEES

Profile

Dato' Jeffrey Ng Tiong Lip

Chairman

Dato' Jeffrey Ng is Patron, past President of REHDA (2002 — 2006) and past Chairman of REHDA Wilayah Persekutuan (KL Branch).

Dato' Jeffrey Ng is a graduate of Monash University, Melbourne with a Bachelor of Economics and completed his professional articleship in an international accounting firm in Australia before returning to Malaysia. He has more than 37 years of extensive experience in finance, corporate planning and executive management in property and hotel industry in both Malaysia and Australia. Dato' Jeffrey's extensive corporate experiences includes previously serving as CEO of Sunway REIT (up to 30 June 2023) and Chairman of UOB Malaysia Berhad (up to 15 June 2023).

Dato' Jeffrey Ng is currently the Chairman of REHDA Institute and Director of Urban Hallmark Properties Sdn Bhd. He also sits on the Board of several public listed companies in Malaysia including (AYER Holdings Berhad as Independent Non-Executive Director with effect from 1 July 2023 and Capitaland Malaysia Trust as Non-Executive Independent Director with effect from 1 October 2023).

Dato' Jeffrey Ng is also the Immediate Past Chairman of MRMA and a Member of the Board of Studies – Master of Real Estate Development, Universiti Tunku Abdul Rahman. Professionally, he is a member of the Malaysian Institute of Certified Public Accountants and fellow member of Chartered Accountants, Australia and New Zealand. Dato' Jeffrey Ng is also a Capital Markets Services Representative's Licence (CMSRL) holder and a panel member of the Appeal Board under the Federal Territory (Planning) Act 1982.





Tan Sri Datuk Eddy Chen Trustee

Tan Sri Datuk Eddy Chen aged 68, holds a Bachelor of Business Studies (Marketing) from Monash University, Australia. Serving as the Group Managing Director of MKH Berhad ("MKH") and a member of the Group's Board of Directors, he has full responsibility for executing the strategic direction and ongoing operations for the Group. Under his careful stewardship and wise leadership, MKH has evolved from a small-town property developer in Kajang into one of the Top 12th property players in Malaysia; forged with a strong business foundation through successful diversification.

With 38 years' of experience in property development and construction related businesses, he has long played a leading role in advocating the growth and advancement of the industry, and is well-recognised as one of the influential key opinion leaders to date. Prominently involved in the redevelopment of Kajang, he had also effectively steered the housing industry through the Asian Financial Crisis by the implementation of home ownership campaigns during his tenure as President of REHDA (1998-2002).

In addition to his business leadership, Tan Sri Datuk Eddy Chen presently serves as the Patron of Real Estate and Housing Developers' Association (REHDA) of Malaysia, and also the currently Trustee of REHDA Institute, as well as the Board of Advisors for Malaysia Shopping Malls Association (2018-2022).

He is also an active committee member in various government as well as private sector organizations that formulate policies governing the housing and real estate industry; holding current positions as the Advisory Council Member of Construction Labour Exchange Centre Berhad, committee member of CIDB's Pemandu Pembangunan Pelan Induk Industri Pembinaan II for the term 2016 – 2020, and member of PEMUDAH Special Task Force on Kuala Lumpur City Hall. An advocate of healthy living, he is also the President of the Race Walkers' Association of Malaysia and serves as the Captain of Royal Selangor Golf Club (RSGC) for the term 2020-2022.

Tan Sri Datuk Eddy Chen was the recipient of:

- The Edge Malaysia Outstanding Property CEO Award 2018
- The REHDA Personality Award 2013
- The CIDB's Malaysian Construction Industry Excellence Awards (MCIEA) CEO of the Year Award 2015
- One of Malaysia's Top 30 Green Catalysts by GreenTech Malaysia at the Green Tech Awards 2014.

Along with his string of industry recognised awards and achievements, Tan Sri Datuk Eddy Chen was also:-

- Former Chairman of Perbadanan PRIMA Malaysia under Act 739 (2018 – 2020)
- President of Building Management Association of Malaysia (2022-2024)
- Past President of the Building Management Association of Malaysia (2014-2018)
- National Council of REHDA Malaysia (1996-2020)
- Past Chairman of Construction, Property & Infrastructure Committee in the Association Chinese Chambers of Commerce and Industry of Malaysia
- Honorary Treasurer of the Malaysia Crime Prevention Foundation
- Industry Advisor for Master of Business Administration (Building Management) Programme, UTAR (2015 – 2022), and
- Past President of ASEAN Association for Planning & Housing



Tan Sri Dato' Teo Chiang Kok Trustee

Tan Sri Dato' Teo Chiang Kok is patron, past President of REHDA (1990 - 1994) and past Chairman of REHDA Selangor/Kuala Lumpur Branch (1984-1986).

He has been in direct involvement in the property development industry for the past 38 years. Have undertaken multitude of projects including high-rise commercial, office complexes, shopping centers, industrial and housing schemes. To date have completed 30,000 residential units and 20,000,000 sq.ft of commercial properties. Currently developing the much sought after new township BANDAR UTAMA in Petaling Jaya in which the very successful One Utama Shopping Centre is located.

Bandar Utama Township is at the fore front of adopting environmentally friendly and conservation programs. As early as 1993, pioneered the incorporation of Ice-Storage and Chilled-water Storage air-conditioning systems to utilise idling off-peak electricity.

Collection and re-cycling of rainwater which is used for flushing of toilets , air-conditioning cooling towers and watering of landscapes and plants resulting in 30% reduction of water from the mains.

Incorporation of a Rainforest Conservatory into One Utama which houses some 150 genuine rain forest trees and a fresh water aquarium with over 100 species of Malaysian freshwater fish. Incorporation of roof gardens in the latest 3 commercial buildings with the well-patronised Secret Garden on the roof of One Utama Shopping Complex.

The office building known as One First Avenue in Bandar Utama completed in 2010 became the FIRST Commercial Building in Malaysia to be awarded Gold Green Building Index. It boast of a unique grassed helipad on the roof.

In 2008 the Bandar Utama City Centre and the Bandar Utama Technology Park was awarded the Cyber Centre Status by MSC Malaysia. Multinational Corporations such as IBM , e-Bay, Kraft Foods, KPMG etc have located their regional offices in Bandar Utama City Centre.

In 2010, Schlumberger and Vale have located their regional headquarters in Bandar Utama City Centre, becoming the two of the ten Entry Point Projects (EPP) under the Economic Transformation Program (ETP) to attract MNCs to locate their regional headquarters in Malaysia.



Datuk Ng Seing Liong PJN , J.P. Trustee

Datuk Ng Seing Liong PJN, J.P. is patron, past President of REHDA (2006 - 2010) and has been actively involved in the association in various capacities for the past 25 years. He has more than 35 years experience in the fields of audit, tax, business advisory, receivership and liquidation for a wide variety of industry.

Currently, he is the Senior Partner of S. L. Ng & Associates. He holds membership of various professional bodies including Malaysian Institute of Accountants (MIA), Association of Chartered Certified Accountants (ACCA), Institute of Chartered Secretaries & Administrators (ICSA), Malaysia Institute of Certified Public Accountants (MICPA), Chartered Tax Institute of Malaysia (CTIM) and Malaysia Institute of Co-operative & Management Auditors (AICMA)



Datuk Haji Muztaza bin Haji Mohamad Trustee

Datuk Haji Muztaza Bin Haji Mohamad PMW, SSA has previously served as National Treasurer of REHDA Malaysia (for the term 2016-2018), Vice President and Secretary General of REHDA Malaysia and past-Chairman of REHDA Selangor.

As the Managing Director of Fairview Group of Companies, Datuk Haji Muztaza has over 40 years of experience in leading and advising corporations, associations and financial institutions (public, private and NGOs) by providing strategic directions on investments, complex restructurings, challenging expansions and cross-functional partnerships to deliver stellar results. Strong financial expertise due to vast experience as a seasoned Fellow Chartered Management Accountant (CGMA, CA(M) and FCMA), deep knowledge in property Development and construction due to long standing industry background since 1970s.



Mr. Tiah Toh Twin Trustee

Mr. Tiah Toh Twin is one of the members of the Board of Trustee of REHDA Institute. As a successful property developer, he also founded several companies such as:

- Integrated Engineering Sdn Bhd (Building & Civil Engineering Contractors)
- Integrated Development Sdn Bhd (Housing Development)
- Integrated Brickworks Sdn Bhd (Manufacturer of concrete masonry)
- Integrated Realty Sdn Bhd (Wastewater treatment specialist)
- HidupCempada Sdn Bhd (Housing Development)

Mr. Tiah Toh Twin also served in many social causes and other Non-Governmental Organisations (NGOs) including:

- Advisor, Foochow Association, Malaysia.
- Advisor & Honorary President, Persatuan Foochow Selangor and Kuala Lumpur.
- Advisor & Honorary President, Persatuan Senitulis Malaysia.
- Director, Selangor Chinese Assembly Hall.
- Director, Centre for Malaysian Chinese Studies.



Datuk Seri (Dr) Michael KC Yam Trustee

Datuk Seri Michael Yam has an illustrious career, spanning over 40 years, in the construction, real estate and corporate sectors, not only in Malaysia but also in the UK, South Africa and Australia.

He was at various times between 2009-2022 appointed as the Senior Independent Director of Malaysia Airports Holdings Berhad, Paramount Corporation Berhad and CMS Berhad while also serving as Independent Non-Executive Director of Sunway Berhad, Standard Chartered Bank Malaysia Berhad and Standard Chartered Saadiq Berhad. Concurrently, he had also served as Chairman of the Risk Committee of the Bank, Finance & Investment Committee of Malaysia Airports, Eraman Duty Free, Sama Sama Hotel and Kwasa Land Sdn Bhd.

In June 2023 he stepped down as the 119th President of the Chartered Institute of Building and also as Chairman of InvestKL Corporation. Other appointments he had held in the past include being a 3 term member of the Advisory Board of the City of Kuala Lumpur, director of the British Malaysian Chamber of Commerce, director of the regulator Construction Industry Development Board and Construction Labour Exchange Berhad. He is currently the Chancellor of University of Wollongong Malaysia and is trustee of REHDA Institute, the organizer of the CEO Series.



Datuk Seri Fateh Iskandar Trustee

Better known as Datuk Seri FD Iskandar, he is one of Malaysia's well-respected figures and a nation-builder for vast swathes of Malaysia's modern development. Prior to his appointment as a board member of Glomac on 5 February 1997, he was a legal practitioner in Australia. He is currently Patron of REHDA Malaysia.

Datuk Seri FD Iskandar has held numerous notable positions including President of Real Estate and Housing Developers' Association Malaysia (REHDA) (2014-2018) and Chairman of REHDA Selangor (2006-2010). With more than 28 years of experience and involvement in the property development industry, he was presented with multiple awards such as Malaysia's Exemplary Real Estate Industry Leader 2018 at the EdgeProp Malaysia's Best Managed Property Awards 2018, Prestigious Leadership Excellence Award 2019 and Best Industry Leadership Award.

Datuk Seri FD Iskandar has held numerous notable positions including:

- President of Real Estate and Housing Developers' Association Malaysia (REHDA) (2014-2018)
- Chairman of REHDA Selangor (2006-2010)
- Independent Director of Telekom Malaysia (TM) (2013-2018)
- Chairman of VADS Berhad (2017-2018)
- Group Chairman of the Media Prima Group (2009-2017)
- Director of New Straits Times Press (Malaysia) Berhad (2009-2015)
- Deputy Chairman of the Malaysian Australian Business Council (MABC)
- Chairman of Gagasan Badan Ekonomi Melayu, Selangor Branch (GABEM)
- Founding Director of Malaysia Property Incorporated (MPI)



Dato' Soam Heng Choon Trustee

Dato' Soam is currently the Senior Independent Non-Executive Director in Sime Darby Property Berhad, where he also serves as a member of the Nomination and Remuneration Committee, Risk Management Committee and Board Tender Committee for Sime Darby Property Berhad.

He is a civil engineer, EXCO member, immediate Past President and also a Patron of the Real Estate and Housing Developers' Association of Malaysia. He has about 4 decades of experience in the construction and real estate industry. Having spent ten years of his initial career in the public sector, he moved to the corporate sector where he has been involved in both the construction and property development and investment business.

He was the managing director and CEO of IJM Land Berhad from 2004 to 2015 and the Managing Director and CEO of IJM Corporation Berhad from 2015 to 2019. He also has experience in property development, investment and construction business in China, Vietnam, India and United Kingdom.

He is currently a Director of Construction Labour Exchange Centre Berhad and an Independent Non Executive Director of Sime Darby Property Berhad. He is an independent non executive director of Amanat Lebuhraya Rakyat Berhad (ALR).

He was a Board Member of the Construction and Industry Development Board Malaysia from September 2020 to September 2022 and also the Chairman of the Construction Research Institute of Malaysia (CREAM) from September 2021 to September 2022.

He was awarded the Property CEO Fiabci Malaysia 2015, Property CEO by The Edge in 2016 and the Exemplary Leadership Award by Edge Prop in 2020.

EVENT & CONFERENCE PHOTOS



Sales and Marketing Conference 2018



Affordable Housing Report Launch 2018



Affordable Housing Conference 2018



Strata Management Handbook Launch 2018



CEO Series 2018



IBS Conference 2019



Green Build Conference 2019



Regional Housing Conference 2022



Launch of Housing Forward Report



Bangkok Business Mission & Study Tour 2022



CEO Series 2022: Annual Property Developers Conference



Regional Housing Conference 2023



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