

## **Keynote Address for CEO Series (Annual Property Developer's Conference)**

**YB Puan Lim Hui Ying (Deputy Finance Minister)**

YBhg. Dato' Jeffrey Ng Tiong Lip, Chairman of REHDA Institute;

YBhg. Datuk NK Tong, Immediate Past President, REHDA Malaysia;

CEO Series 2025 Organizing Committee;

Distinguished Speakers and Delegates;

Members of the Media;

Ladies and Gentlemen.

**Good afternoon and Salam Malaysia Madani.**

1. First of all, I would like to express my gratitude to the organising Committee for inviting me to deliver the afternoon keynote address for the CEO Series (Annual Property Developer's Conference) 2025.
2. As Malaysia progresses under the principles of good governance outlined in the Malaysia MADANI concept, the sharing of knowledge, information, and learning is crucial. These efforts align with Malaysia's vision of becoming a sustainable, developed nation.
3. It's great to see many association stakeholders and foreign speakers here, including foreign credit rating agencies like Moody's. We believe this conference will positively position Malaysia in the eyes of global investors for 2025, supporting our Prime Minister's agenda, especially as Malaysia chairs ASEAN in 2025.

4. Platforms like the CEO Series foster positive engagement between the Government and various industry stakeholders, allowing for feedback on policies. Since 2016, the CEO Series has been a key event across sectors such as construction, banking, fund management, hospitality, retail, manufacturing, and property development, garnering significant media coverage.
5. Malaysia's current Budget 2025 (the third MADANI Budget) has been well received and includes several key initiatives to attract investments, among others:
  - New Investment Incentive Framework (NIIF): RM1 billion (\$228 million) in incentives to attract foreign investments in high-value activities, expected to launch in Q3 2025.
  - Investment Incentive Framework (IIF2025): Aimed at modern services in AI, robotics, IoT, data science, and FinTech.
  - Tax breaks for MNCs: Encouraging MNCs to invest in Malaysia and strengthen local supply chains.
6. Additionally, on 7th January 2025, a new agreement on the SEZ was signed at the 11th Malaysia-Singapore Leaders' Retreat, offering further incentives for investments into the Johor-Singapore Special Economic Zone (JS-SEZ). The JS-SEZ spans 3,571 sq. km across southern Johor, four times the size of Singapore, and includes nine flagship zones: Johor Bahru City Centre, Iskandar Puteri, Forest City, Pengerang Integrated Petroleum Complex, Tanjung Pelepas-Tanjung Bin, Pasir Gudang, Senai-Skudai, Sedenak, and Desaru.

7. Among key JS-SEZ incentives are, special 5% tax rate for 15 years on qualifying manufacturing and services activities, including AI, quantum computing, medical devices, and aerospace, as well as eligible knowledge workers will enjoy a 15% income tax rate for 10 years.
8. Building on the Malaysia-Singapore cooperation, the JS-SEZ incentive package aims to attract high-value investments, create higher-income jobs, and solidify Johor as a regional economic hub. The competitive tax rates make it an attractive destination for professionals in advanced sectors.
9. As a training, research and education organisation, I have been informed that REHDA Institute has MoUs with universities like University Malaya, Monash University, Sunway University, and UTAR, as well as BPMB for research and education.
10. The MRED program is Malaysia's only master's focusing on property development, with guest lecturers from industry leaders and scholarships offered by REHDA. Later today, I'll have the honour of witnessing MRED graduates receive industry certifications and awards.
11. These initiatives align with the United Nations Sustainable Development Goals (UNSDG), specifically with **Goal 4**: Inclusive, quality education and lifelong learning, **Goal 8**: Inclusive and sustainable economic growth and decent work and **Goal 9**: Resilient infrastructure, sustainable industrialization, and innovation.

12. I commend REHDA Institute for its contribution to the nation by partnering with universities to ensure programs are industry-relevant. I hope more partnerships, especially research collaborations, are formed to enhance universities' capabilities, improve graduate readiness, and raise university rankings.

13. Looking ahead, I am optimistic about Malaysia's property development sector. Let's continue to collaborate—government, industry, and academia—to build a sustainable future for our nation.

Thank you.