

NATIONAL PROPERTY HOUSING SUMMIT 2008



Coping with Current Economic Challenges –
Towards Sustainable Property Development

13th & 14th November, 2008
Sunway Resort Hotel & Spa,
Petaling Jaya

Co-organised and Endorsed by:

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Keynote Address & Official Opening by:

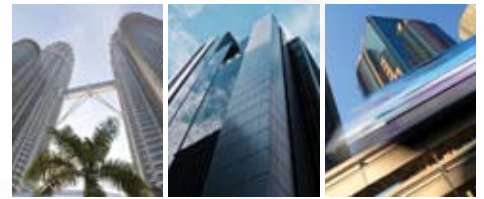
Y.B. Dato' Seri Ong Ka Chuan
Minister of Housing & Local Government

Luncheon Keynote Address (Day 1) by:

**YAB. Tan Sri Dato' Abdul
Khalid Ibrahim**
Menteri Besar Selangor



NATIONAL PROPERTY & HOUSING SUMMIT 2008



INTRODUCTION

The overall outlook in the property market almost instantly turned bearish and projected a slower demand growth since the upward revision on the national oil prices. Food prices have since soared and the costs of production have also followed to rise in order to keep up with the rising cost of living. With reduced disposable income to spend, purchasing a property is expected to be last on the list for many households.

In the property industry, industry players and developers are now facing the challenge of rising costs of building materials and other related services. The timely supply of steel is another main cause of concern for property developers.

The abolishment of real property gain tax in 2007 has been the government's move and effort to liberalize the property sector. However, the imposition of 10% import tax heightened the developers' concern over the rising costs of production which simply cannot be passed on to property purchasers in an already weak property market.

Therefore, ASLI's Annual National Housing & Property Summit 2008 is set to present a timely meeting point for property industry players to brainstorm, exchange and deliberate new ideas, possible action plans and business solutions on how to cope with current economic challenges and work towards sustainable property development in the year ahead.

Participants will have the opportunity to network with key market players and learn from the panels of industry experts latest update and best practices pertaining to the housing and property industry.

This timely event will bring together property developers, architects, town planners, civil engineers, building material manufacturers and suppliers, property and conveyancing lawyers, bankers, REITs managers, asset and fund managers, real estate agencies, house buyers, government officials from property related departments, land officers, and others.

CONFIRMED ROLE-PLAYERS

Tan Sri Dr Jeffrey Cheah

Chairman, Board of Trustees, ASLI Foundation

Datuk Ng Seing Liong, JP

President, REHDA

Datuk Richard Fong

President, FIABCI Malaysian Chapter and Executive Vice Chairman, Glomac

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Deputy Chairman, Country Heights Holdings Berhad

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President, ASEAN Association for Planning & Housing / Past President, Real Estate & Housing Developers Association (REHDA) / MD, Metro Kajang

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Head of Corporate Investment, Goldis Bhd

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Mr Yusof Abu Othman

Senior General Manager, EMKAY Group

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General Manager (Property Development), Genesis Investments Ltd

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Mr Lum Tuck Ming

Executive Director and COO, Sunrise Bhd

Mr Chan Chee Meng

CEO, KL Sentral

Ms Carmen Chua

CEO, OneKLCC Sdn Bhd

Ms Sarena Cheah

Sales and Marketing General Manager, Sunway City Bhd

DAY 1 13 NOVEMBER 2008 / THURSDAY

- 8.30 am Registration & Arrival of Participants
- 8.45 am Morning Refreshments
- 9.15 am Arrival of Guests of Honour
- 9.25 am **WELCOME ADDRESS**
Tan Sri Dr Jeffrey Cheah
Chairman, Board of Trustees ASLI Foundation
- Datuk Ng Seing Liong, JP**
President, REHDA
- Datuk Richard Fong**
President, FIABCI Malaysian Chapter and Executive Vice Chairman, Glomac
- 9.35 am **KEYNOTE ADDRESS & OFFICIAL OPENING**
YB. Dato'Seri Ong Ka Chuan
Minister of Housing & Local Government
- 10.15 am Morning Contact Break & Refreshments
- 10.45 am **SESSION 1:**
CEO Roundtable: How can the Property Industry Cope with Current Economic Challenges of Rising Inflation and Prices?
- What are the measures necessary to mitigate the economic impact of rising costs and weakening demand for properties due to the inflationary pressures caused by the oil price hike?
 - What is the property outlook in the next 12 months and what can the regulatory bodies and government do to stimulate growth in the industry?
 - Abandoned projects are anticipated to rise. What can industry players do to tackle this problem? How can the regulatory bodies and government assist under this circumstance?
 - Many players expect the higher end market to remain buoyant and have been actively promoting Malaysia My Second Home (MM2H) Programme overseas. Will the concern for inadequate supply of local building materials especially steel impact on the supply or completion of higher end properties? Will there still be sustained demand for high-end properties?
 - What are the possible working solutions to the rising costs and supply of building materials in the local property market?
 - How should the property industry react to the economic challenges?
- 12.15 pm **LUNCHEON KEYNOTE ADDRESS**
Property Development in the Selangor State
YAB. Tan Sri Dato'Abdul Khalid Ibrahim
Menteri Besar Selangor
- 12.45 pm Networking Lunch
- 1.45 pm **SESSION 2:**
Globalization and Liberalization of the Property Sector & its Impact on Malaysian Developers
 The abolishment of real property gain tax (RPGT) in April 2007 has been well-received by the property sector and in line with the government's effort to liberalize and boost property asset values in Malaysia. The move seems to augur well for REITs (Real Estate Investment Trusts) in Malaysia as there is a good potential of asset revaluation that will bring about capital growth to the local property value, which has been undervalued for a long time. Thus, what would be the developer's perspective on the short-term and long-term impacts of liberalization? Also, how would the recent announcement of a 10% import tax on cement affect the industry?
- 2.45 pm **SESSION 3:**
Tapping Islamic Real Estate – Structuring Shariah Compliant REITs
 Islamic real estate, I-REITs, is gaining interests as a viable investment alternative for the investor. What would be the success rate of structuring I-REITs in Malaysia? Who would be the target investors? What are the regulatory requirement, shariah and tax compliance requirements in structuring I-REITs?

3.45 pm Coffee Break

- 4.15 pm **SESSION 4:**
Islamic Mortgages and Potential of Islamic Finance in Housing & Property Development
 Islamic finance has become a mainstream financing tool locally and internationally for both muslims and non-muslims. Islamic mortgages offer an alternative to financing to non-muslim without compromising their faith. Thus, what would be the potential of islamic mortgages and finance in housing and property development? What are the impediments to the development of islamic finance in this sector? How does islamic finance compare to conventional finance in financing housing & property development?

DAY 2 14 NOVEMBER 2008 / FRIDAY

- 9.00 am Morning Coffee & Refreshments
- 9.30 am **SESSION 5:**
Innovation & Branding in Property Development – Key Success Factors
 Branding and innovation both play a vital role in property development nowadays especially under current uncertain economic environment. Developers need to map out strategies through cutting-edge product innovation and build a successful brand to harness greater assess and market share in the property market. This session is set out to explore the key success factors of innovation and branding that are crucial to the survival and sustainability of developers in property development.
- 10.45 am Morning Coffee Break and Refreshments
- 11.15 am **SESSION 6:**
Towards Sustainable Development – Best Practices in Sustainability and Green Development
 The talk about sustainability and green development has been in the property sector for quite some time. Far-sighted environmentally conscious developers realise the additional outlay that green buildings incur can be easily recouped from energy savings and maintenance costs. Thus, this session will explore the quintessential green projects undertaken in Malaysia and their best practices in green property development.
- 12.30 pm **LUNCHEON KEYNOTE ADDRESS**
Incorporating Feng Shui in Property Development
- 1.00 pm Networking Lunch
- 2.30 pm **SESSION 7:**
Where are the New Property Hot Spots and How will the Economic Climate Impact on real estate investment
- Where would be the new or next property hot spots in the current time of uncertainties?
 - How do residential properties fare compared to commercial properties?
 - What are the prospects of venturing into property development overseas? Where would it be?
 - What are the surviving factors/tools in time of uncertainties?
- 3.45 pm Afternoon Coffee Break & Refreshments
- 4.15 pm **SESSION 8:**
Success Stories in Malaysia Real Estate
 This session will showcase the success stories of some of the real estate developments in Malaysia and explore new tactics and marketing strategies deployed by developers in order to achieve growth and sustainability in the real estate industry.
- 5.30 pm End of Summit

Notes:

- The Organiser reserves the right to alter the content and timing of the programme in the best interest of the Summit and are not responsible for cancellations due to unforeseen circumstances.
- The Organiser accepts no responsibility for statements made orally or in written material distributed by any speakers at the Summit. In addition, the Organiser is not responsible for any copying, republication or redistributions of such statements.
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- Programme as of 25th September, 2008.

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ASIAN STRATEGY & LEADERSHIP INSTITUTE
1718 Jalan Ledang,
Off Jalan Duta,
50480 Kuala Lumpur
Tel: +(603) 2093 5393
Website: www.asli.com.my

BAYARAN POS JELAS
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KUALA LUMPUR
MALAYSIA
NO: WP 0301

LICENCE AJL : 93589

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No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

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 Finance Personnel Management
 Others, Please specify

REGISTRATION INFORMATION

REGISTRATION FEES:

Full Registration Fee	RM 1800.00 per pax
<i>(NOTE: Fee includes lunch, refreshments & conference documentation)</i>	
Early Bird	RM 1600.00 per pax
<i>(NOTE: By 23 October 2008 and strictly payments made before the event date only)</i>	
Special Group Discount	RM 1500.00 per pax
<i>(NOTE: For 3 or more persons)</i>	
Government Officials	RM 1500.00 per pax

VENUE:

Sunway Resort Hotel & Spa, Petaling Jaya

PAYMENT:

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on 'space availability' basis. Cheques or bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd.**

FOR PRIVATE SECTOR:

The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees prior to the event date.

FOR GOVERNMENT OFFICIALS:

A Local Order (LO) or letter of approval to participate must be presented before the event.

SUBSTITUTION/CANCELLATION:

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in **WRITING** by **10th November 2008**. No refund will be made for cancellation received after **10th November 2008**.

REGISTRATION

Send/fax this entire form (or a photocopy) to:

ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI)

1718, Jalan Ledang, Off Jalan Duta, 50480 Kuala Lumpur
Tel: 2093 5393 Fax: 2093 3078 Toll-free: 1 800 88 3096
www.asli.com.my

Kindly Contact:

Mr Max Say

General Line: +(603) 2093 5393 ext.213
Direct Line: +(603) 2093 5698
E-mail: maxsay@asli.com.my

Anuksha George

General Line: +(603) 2093 5393 ext.210
Direct Line: +(603) 2093 4859
E-mail: anuksha@asli.com.my