

MAREC'18

MALAYSIAN ANNUAL REAL ESTATE CONVENTION

EMBRACING CHANGES WITH INNOVATION

2nd - 3rd March 2018

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MAREC'18

MALAYSIAN ANNUAL REAL ESTATE CONVENTION

EMBRACING CHANGES WITH INNOVATION

ORGANISING COMMITTEE



Convention Chairman
Tan Kian Aun



Eric Lim



Lim Boon Ping



Kelvin Yip



Kayte Teh



Billy Low



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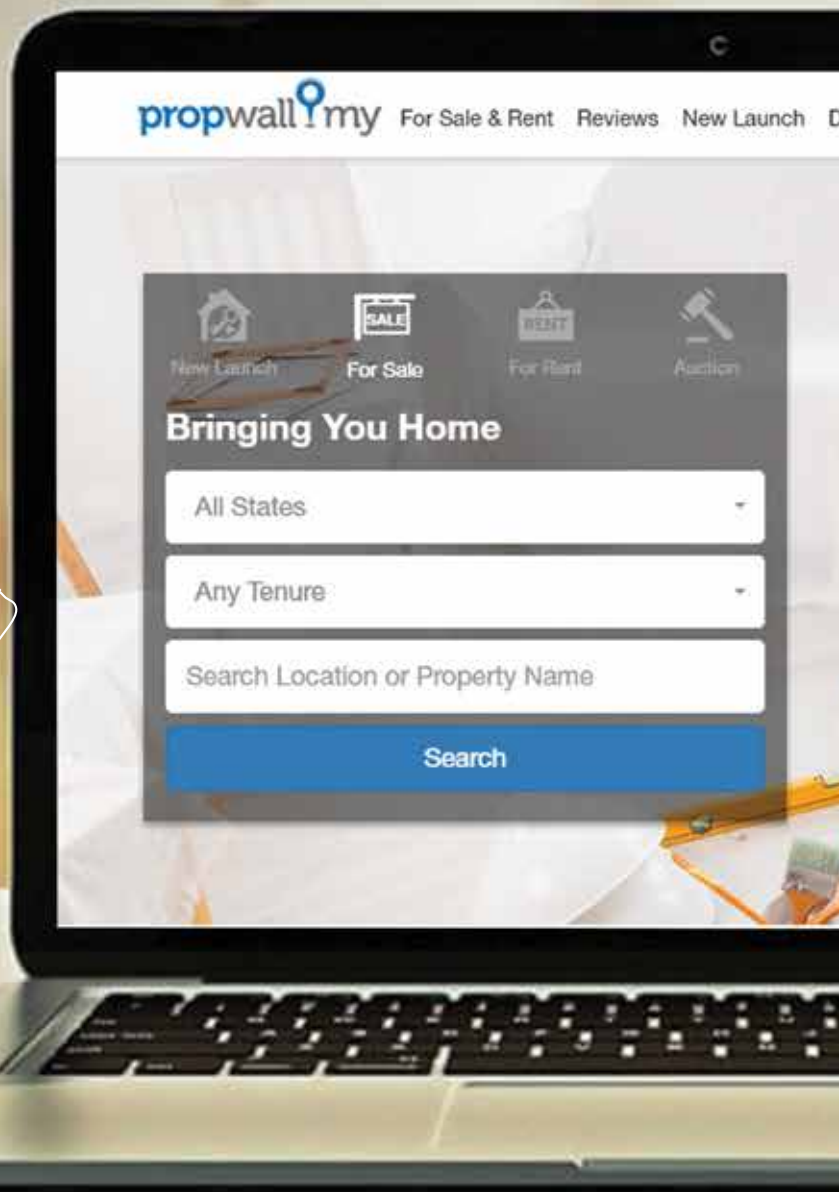


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Message from the Convention Chairman

On behalf of the Malaysian Institute of Estate Agents (MIEA) I would like to express my warmest welcome to each and every one of you to MAREC'18! This will be the 32nd edition of the Malaysian Annual Real Estate Convention acronym MAREC.

I have been part of the organising committee of MAREC editions over the years and I have witnessed how far MAREC as well as the Institute have grown to what it is today. For that, I am really proud to be a part of MIEA, where our objectives are always in promoting professionalism, protecting public interest and representing the voice for practitioners in matters relating to the industry.

MAREC has come a long way in embarking its position being recognised as an international convention with its collaboration with ARENA (the ASEAN Real Estate Network Alliance) members, NAR (National Association of Realtors USA), REIV (Real Estate Institute of Victoria), REIWA (Real Estate Institute of Western Australia), CAREB (Chinese Association of Real Estate Brokers) Taiwan, RESAM (Real Estate Sales And Marketing) Thailand and participation of various international delegates from USA, Australia, Singapore, Hong Kong, Thailand, Myanmar, Vietnam, Cambodia and the Philippines.

MAREC is a platform for real estate practitioners to gain new knowledge, ideas, skills and concepts that will take their real estate business to the next level. It is an event where the real estate fraternity converges once a year to be recharged and motivated for the year ahead. I urge all of you to take this opportunity to participate in each and every session of the convention. We have sponsors and Real Estate service providers participating at the exhibition area. Explore how these providers can further enhance your business to stay ahead. Do also engage and interact with the experienced and well known speakers and other delegates to exchange notes.

The real estate industry has been forewarned of more challenging market conditions ahead in 2018. The property market, digital evolution and the ever changing landscape of the industry, undeniably compel all real estate practitioners to re-examine their real estate business and identify game-changing strategies that will firmly establish the relevance of their services in the marketplace.

MAREC'18 themed "Embracing Changes with Innovation" is all about knowing and understanding what lies ahead. As with any new change, digitalisation can be complicated and with it create uncertainties. No matter where you are or how you look at it, change can be scary and uncomfortable. Success depends on the ability to adapt and always thinking a step ahead. In today's world, embracing change is no longer an option. Change is inevitable, whether you choose to accept and adapt or be left behind.

Digitalisation is impacting the very fundamental of businesses in all industries. The real estate industry is no exception. We are on the verge of one of the most significant technological changes. This revolution provides great opportunities for efficiency, transformation, innovation and growth.

For the last few months we have worked hard to make sure we put together a convention that is relevant, meaningful and worth attending. As the Convention Chairman, I recognise that the success of the convention depends on the many volunteers who have worked together in planning and organizing the convention program, technical support and also social arrangements. I would like to thank the Organising Committee for their commitment and dedication to make this convention a success. Special recognition to MIEA secretariat headed by Ms Ho Wai Ling and Ms Helena, who have been the backbone support working tirelessly to ensure the smooth running of the Convention.

I would also like to take this opportunity to express my sincere gratitude to our Guest of Honour, YB Datuk Seri Johari bin Abdul Ghani, Minister of Finance II, for officiating MAREC'18. Also a very big heartfelt thank you to all distinguished speakers for their willingness in sharing their invaluable knowledge and experiences, all representatives from various professional associations for your participation and all sponsors who had contributed to the success of the convention.

To all delegates, once again welcome to MAREC'18 and we hope you will enjoy the convention and gained insights, ideas and wonderful memories. Lastly on behalf of MIEA, I would like to express our heartiest appreciation to all delegates and distinguished speakers for participating in MAREC'18 as well as the continuous support for the convention. My heartfelt thanks to each and every one of you for making MAREC'18 a success.

Throughout this convention, I ask that you stay engaged, be proactive and open minded. We hope to see you in MAREC'19 soon!

TAN KIAN AUN
Convention Chairman



The Board of Directors 2017 - 2019



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President



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*Vice President
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Perak Chairman



Liew Toh Sen
Johor Chairman



Dato Alex Ting
Sarawak Chairman



Victor Wong
Sabah Chairman



Message from Guest of Honour

Salam 1 Malaysia from the Ministry of Finance Malaysia

Firstly, I would like to congratulate Malaysian Institute of Estate Agents (MIEA) for organising the Malaysian Annual Real Estate Convention 2018 also known as MAREC 2018, one of the largest convention in the real estate fraternity.

Real estate industry is important in the Malaysian economy. In line with the economic growth recorded in 2017 and the positive economic outlook in 2018, the property market is expected to gradually improve from strength to strength.

At the same time, the government will continue to take all necessary steps to enhance the wellbeing of the Rakyat - promote better standard of living, safety, welfare and happiness of the nation. Providing affordable housing for the people remains one of the main national agenda. To this end, the government has allocated approximately RM2.2 billion in Budget 2018.

It is indeed a commendable milestone for MIEA to have organised MAREC for the past 31 years. Each year MAREC is able to attract more and more professionals from various sectors of the real estate industry. I have been informed that this year's MAREC will feature foreign delegates and speakers from Australia, USA, Hong Kong, Singapore, Thailand, Vietnam, Myanmar, Cambodia and Philippines. Welcome all and Selamat Datang! I am sure that both the foreign delegates and local participants will be able to foster better networking and benefit from MAREC.

It is encouraging to note that MIEA has been playing an active and important role in elevating the professionalism of the real estate fraternity and also protecting the interest of the industry. Apart from conducting educational programs, MIEA is also active in dealing with pertinent issues namely liberalisation policies, awareness campaign, pre-budget discussion and matters related to estate agency practice.

Finally, I would like to take this opportunity to congratulate Mr. Eric Lim, the President of MIEA, Mr. Tan Kian Aun, the Convention Chairman and his committee for their commitment in ensuring the success of this convention. For the delegates, wishing you the very best and enjoy MAREC'18.

Thank you.

YB Datuk Seri Johari Bin Abdul Ghani

Guest of Honour - Finance Minister II

Ministry of Finance

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Message from Board of Valuers, Appraisers, Estate Agents and Property Managers

Greetings from the Board of Valuers, Appraisers, Estate Agents and Property Managers

I would like to congratulate the Malaysia Institute of Estate Agent (MIEA) for organising the 32nd edition of Malaysian Annual Real Estate Convention (MAREC).

MAREC has always been the hallmark of the real estate convention in Malaysia. This year's theme "Embracing Changes with Innovation" could not be more relevant and reflects the true challenges before the industry. With the rapid change in technology, we must learn to embrace the change fast and adapt the real estate landscape accordingly in order to stay relevant and competitive. By doing so, we will be able to make great strides in future.

The Board of Valuers, Appraisers, Estate Agents and Property Managers main objective is to enhance the professionalism related to the property service industry in Malaysia and to regulate the profession more effectively.

It is vital for MIEA to play its role in providing education to its members and the general public and also elevates its professionalism in the industry. This platform not only provides education but also opportunities in building friendship through networking, mutual business opportunities and also learning and sharing of new ideas to improve the fraternity.

I am also delighted to be invited to share a topic in the MAREC'18 convention. The presence of foreign delegates and speakers will definitely add value to the convention. Lastly, I would like to congratulate Mr. Eric Lim, President of MIEA and Mr. Tan Kian Aun, the Convention Chairman and its committee for the job well done.

On behalf of the Board of Valuers, Appraisers, Estate Agents and Property Managers, I would like to wish all the participants a fruitful and eventful session for you to take back.

Thank you.

YBrs Sr Hj. Nordin bin Daharom

President

Board of Valuers, Appraisers, Estate Agents and Property Managers Malaysia

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Message from MIEA President

On behalf of MIEA Board of Directors and MAREC Organising Committee, I would like to extend a warm welcome to all participants to this annual event. This year, our event is made more significant than before with the presence of our international delegates from the USA, Australia, Hong Kong and members' countries of the ASEAN Real Estate Network Alliance (ARENA). Malaysian Annual Real Estate Convention or MAREC 2018 is the 32nd consecutively running event organised by the Malaysian Institute of Estate Agents (MIEA) with the theme Embracing Changes with Innovation.

Real estate is the pillar of the national economy. Our country has consistently maintained a high economic growth which augurs well for the real estate industry. This was further supported by our low unemployment rate of approximately 3.4% for 2017. As a result, 153,000 property transactions worth RM67 billions were recorded in 1H 2017. The market is still dominated by residential sector which contributed 61.8% in terms of volume and 48.4% in terms of value to the overall property market for 1H 2017.

Similar to any other regional market, this has also attracted many professionals and fresh graduates to join the real estate industry seeking for a slice of the market. Currently, we have about 2,000 registered Real Estate Agents (REA) and 26,500 Real Estate Negotiators (REN) in the marketplace. Every effort was made by MIEA and other professional bodies together with our regulator, The Board of Valuers, Appraisers, Estate Agents and Property Managers to ensure these people are adequately trained to serve the people. We always believe that education and training is the key to elevate the profession and the industry.

To this end, the organiser has carefully handpicked an experienced pool of speakers who will be sharing important insights during these two eventful days. This platform does not only provides education but also opportunities in building friendship through networking, mutual business opportunities and also learning and sharing of new ideas to improve the overall real estate fraternity.

Education aside, technology and innovation these days have evolved the landscape of business conduct and the real estate industry has no exception. We have no alternative but to embrace the changes. Hence the theme for this convention, Embracing Changes with Innovation. Technology have also made the world a smaller place, making it easier to communicate, market and hence enabling cross border real estate transactions.

To all the participants, we are confident it will be a fruitful convention and look forward to a memorable time together.

Again, on behalf of the MIEA Board of Directors, I would like to extend our sincere thanks to our Guest of Honour YB Datuk Seri Johari Bin Abdul Ghani, Finance Minister II to officiate the event. Also, to all the speakers, sponsors, exhibitors and the organising committee for making this convention a success.

Thank you.

Eric Lim
President
Malaysian Institute of Estate Agents (MIEA)

SPEAKER PROFILE

Evolution Of Leadership In Challenging Times



Roshan Thiran
CEO
Leaderonomics

Roshan Thiran is Founder and CEO of Leaderonomics, a social enterprise dedicated to providing leadership development access to everyone in developing countries. Leaderonomics is one of the largest social enterprises in Asia and drives numerous impactful 'social' initiatives including DoGoodVolunteer.com, DIODE, Dropzone, Leaderonomics' Club and other social and community initiatives.

Roshan began his career with Exxon-Mobil in an operational role. He was later hired into General Electric (GE) and began his GE career at GE Investments in Stamford, CT, USA leading the start-up efforts of a mutual fund as an Investment Analyst. He was later drafted into GE Capital's Financial Management Program (FMP), had a number of Finance assignments with various GE Capital businesses, GE International in Shelton CT and also led an integration effort at GE Global Compression Services in Dallas, TX.

Roshan then joined National Broadcasting Corporation (NBC) at its Rockefeller Center, New York City hub as News & Sports Analyst responsible for 6 news programs, The Today Show, Dateline, and Sunrise and led the MSNBC cable network start-up efforts. He was part of numerous media initiatives at NBC Universal helping to explore new growth areas.

Roshan then moved to London, UK, to take on a cross-functional pan-European role for GE Capital Europe focusing on integration of operations and processes in new acquisitions. Roshan returned to the US in 1998 to join GE Corporate Initiatives Group (CIG), GE's think-tank, and took on the role as project manager of GE's global Y2K efforts.

In April 1999, Roshan moved to Malaysia as Executive Director of GE Engines Services Malaysia (GEESM), successfully transforming a non-performing aviation business. In 2001, Roshan took on a leadership development role with GE Crotonville as its Learning Leader. In 2003, Roshan became Director of HR Asia Pacific, overseeing Finance organisations across Asia. In 2007, Roshan moved out of GE and took a role as the Director of Global Talent Management for Johnson & Johnson, driving its global leadership programmes, global Succession Planning and Performance Management efforts.

He has won numerous awards in business, HR and leadership development, including a Global HR award and the Malaysia HR Leader Award. Roshan currently hosts his own TV show entitled "the Leaderonomics show" where he interviews global leader across the world on a weekly basis. He writes for various newspapers and global journals and has a weekly radio segment. He is a key thought leader in the field of leadership and business and frequently speaks at global conferences. To reach Roshan, email: roshan.thiran@leaderonomics.com

Building Of The Future - KL118



**Tengku Dato' Ab. Aziz
Tengku Mahmud**
President FIABCI
Chief Executive Officer
PNB Merdeka Ventures
Sdn. Berhad

Tengku Dato' Ab. Aziz Tengku Mahmud was appointed as Chief Executive Officer, PNB Merdeka Ventures Sdn. Berhad, a wholly-owned subsidiary of Permodalan Nasional Berhad, on April 1, 2010. He is responsible for the development of Warisan Merdeka project comprising 100-storey tower, retail complex, hotels and condominiums.

Prior to this appointment, he was the Head, Property Development of Sime Darby Property Berhad from August 2008 to March 2010. He was responsible for the Property Development Operations in addition to Hospitality, Leisure and Asset Management of the Property Division. He also served Kumpulan Guthrie Berhad as Head, Property and the Chief Executive Officer, Guthrie Property Development Holding Berhad in 2005 to 2007.

Tengku Ab. Aziz graduated with a Master in Business Administration from Cranfield Institute of Technology, United Kingdom in 1991 and Bachelor of Science (Hons) in Civil Engineering, Loughborough University of Technology, United Kingdom in 1980. He also obtained a Diploma in Management with Merit from Malaysian Institute of Management Kuala Lumpur in 1984.

He is a registered member of Institution of Engineers Malaysia (MIEM), American Society of Civil Engineers (MASCE) and Malaysian Institute of Management (MIM).

SPEAKER PROFILE

Multi-Level Marketing In Real Estate Industry



YBrS Sr Hj. Nordin bin Daharom
*President
Board of Valuers,
Appraisers, Estate Agents
and Property Managers
Malaysia*

Born in Grik, Perak on 5.12.1958. Early education in Sekolah Menengah Teknik, Ipoh, Perak until Form 5. Enrolled in University of Technology Malaysia (UTM) in 1976 and graduated in 1981 with a Bachelor of Surveying (Property Management). Furthered his studies in Aberdeen University, Scotland with an obtained Master of Land Economy in 1993. A member of the Royal Institution of Surveyors Malaysia (RISM), a member of the International Association of Consultant, Valuers And Analysts and also the International Certified Valuation Specialist Certified (Business Valuation).

Joined the Valuation and Property Services Department in 1981. Amongst the posts held are District Valuer Teluk Intan, Perak, Perak State Assistant Valuation Director, State Valuation Director of Kedah, State Valuation Director of Perak, Director of NAPIC, State Valuation Director of Johor, State Valuation Director of Selangor, Deputy Director-General Valuation (Management) and Deputy Director-General Valuation (Strategic Policy). In August 2017 was promoted to his current post as Director-General Valuation and Property Services Department.

A board member of the Board of Valuers, Appraisers and Estate Agents, Malaysia since 2010. Became President of the Board since August 2017.

Active in the Asean Valuers Association (AVA) and was the AVA's Treasurer, a post held from March 2015. Became President of AVA Malaysian Chapter since August 2017.

How PropTech Is Transforming Real Estate Activities



Sr Adzman Ariffin
*CEO
Exastrata Solutions
Sdn Bhd*

Sr Adzman is currently Chief Real Estate Consultant/Chief Executive Officer for Exastrata Solutions Sdn Bhd which undertakes real estate advisory, market research and feasibility studies, development design and planning, retail development consultancy, property management and marketing and leasing serving major clients which include Unit Kerjasama Awam dan Swasta (UKAS) under the Prime Minister's Department, Iskandar Region Development Authority (IRDA), Al Salam REIT, AmanahRaya Berhad, Hektar REIT, Protasco Berhad, Pelaburan Hartanah Berhad, MARA Incorporated, TA Global Berhad, Nadayu Berhad, Strand Aerotech, Malaysian Airport Berhad and Titijaya Group. Exastrata was also advising on selection of potential locations for new outlets and conducting feasibility studies for Central Group of Thailand and Aeon Big.

He received a special award in 2011 for eminent contribution in the field of property management in Malaysia from the Board of Valuers, Appraisers and Estate Agents Malaysia. He served as Council Member of the Royal Institution of Surveyors Malaysia (RISM) for 5 years consecutively, Deputy President of Malaysian Institute of Professional Property Managers (MIPPM) and sits on the Property Management Sub Committee at the Board of Valuers, Appraisers and Estate Agents Malaysia. Sr Adzman was recently awarded the title of "Pengurus Harta Utama Negara" from the Board of Valuers, Appraisers and Estate Agents Malaysia in the 2016 Convocation Dinner which also carried the cash award of RM 10,000.00.

Sr Adzman sits on several advisory boards and committees which include Board of Governors for Institute Penilaian Negara (INSPEN), Prosper Property Working Committee for Perbadanan Usahawan Nasional Berhad (PUNB) on property acquisition and management, Committee Member for Bumiputera Retailers Organisation (BRO), Committee Member for the Strata Title Working Group chaired by the Director General of Lands and Mines Department under The Ministry of Natural Resources and also Member of the Disciplinary Committee, Advocates and Solicitors Disciplinary Board.

The New Financial City of Kuala Lumpur



Dato' Haji Azmar Talib
*CEO
TRX City Sdn Bhd*

YBhg Dato' Haji Azmar Bin Talib serves as the Chief Executive Officer for TRX City Sdn Bhd since 2011. He has over 30-years of experience in real estate, construction as well as banking and project turnaround. As the CEO of TRX City, the master developer of national projects Tun Razak Exchange (TRX) and Bandar Malaysia, Dato' Azmar spearheaded his team to produce world-class masterplans, secure global investors, and build TRX, the new CBD that strives to elevate Kuala Lumpur to become one of Asia's global cities. He is also instrumental in the development of the new facilities for the military and police force that will replace their bases in Sungai Besi. Prior to joining TRX City, he served as CEO of several property GLCs and as a banker that specialized mainly in project financing and turnaround. He has also led the opening of several major townships.

Dato' Azmar holds an Advanced Diploma in Estate Management from Universiti Teknologi Mara as well as a Certificate in Project Appraisal/Risk from Harvard Institute of Internal Development.

SPEAKER PROFILE

Forum: Understanding the Opportunities and Challenges of Project Marketing



Eric Lim
Group Managing Director
Hartamas (Malaysia)
Sdn Bhd

PERSONAL BACKGROUND & ACCOLADES

- Eric is presently holding office in the following capacity:
 - **President** of the **Malaysian Institute of Estate Agents (MIEA)**, a national real estate association based in Petaling Jaya with five (5) other branch offices throughout Malaysia. He was elected as the President for a two (2) years term for 2017-2019.
 - **Chairman** of the Council of Presidents of **Asean Real Estate Network Alliance (ARENA)**. ARENA comprises the real estate associations of eight (8) countries namely Malaysia, Singapore, Indonesia, Thailand, Philippines, Vietnam, Myanmar and Cambodia with a total real estate practitioners exceeding 200,000 people serving a population of 630 million.
 - **Member of the Board of Directors in National Association of Realtors (NAR), USA**. NAR is the world largest real estate association based in Chicago with a membership of 1.3 million people thought the world.
 - **Vice President of FIABCI Malaysia**, an International Real Estate Federation based in Paris and operating in 60 countries.
- He was formerly a **Board Member** in the **Board of Valuers, Appraisers & Estate Agents of Malaysia (BOVAEA)**, regulator of the real estate industry from year 2007 to 2016 (9) years including in the following capacity:
 - Member of the **Executive Committee (Exco)**
 - **Chairman of the Estate Agency Practice Committee (EAPC)**, who is responsible to oversees the real estate practice and make appropriate recommendation to the Board to direct and elevate the real estate industry to a higher professionalism and standard. He was instrumental in initiating and implementation of the Real Estate Negotiator (REN) registration exercise in 2014 and to date 25,000 REN has been duly registered.

OVERVIEW ON HARTAMAS GROUP (HREG) ESTABLISHMENT

- Eric is also the Founder cum Group Managing Director of **Hartamas Real Estate Group (HREG)** which provides a comprehensive range of real estate services covering all facets of the real estate industry.



**Munirah Binti
Mohammad**
Principal
Homefield Real Estate
Sdn Bhd

Munirah Mohamad is one the Licensed Real Estate agent pioneers who established herself over 29 years in the real estate business. For the past 22 years, Munirah has been forging a successful livelihood though her brainchild business - Homefield Real Estate Sdn Bhd.

Her belief that entails discipline and depth aided Munirah in garnering awards from recognized institutions includes the Million Dollar Roof Top Award from MIEA in 2016 and 2017, and All Star Personality (Outstanding Agent) from Starproperty.My Real Estate Award in 2017.

Munirah also was one of the speakers at the Women Economic Forum 2017 (WEF) in New Delhi and Malaysian Annual Real Estate Convention (MAREC) in 2017 and 2018.

SPEAKER PROFILE

Forum: Understanding the Opportunities and Challenges of Project Marketing



Chan Ai Cheng
General Manager
SK Brothers Realty
Sdn Bhd

Chan Ai Cheng has been a Registered Real Estate Agent with the Board of Valuers, Appraisers, Estate Agents and Property Managers Malaysia since Year 2002. She graduated from the University of Auckland New Zealand with a Bachelors in Property, a programme that was all about Property! Ai Cheng is presently the General Manager of S. K. Brothers Realty (M) Sdn Bhd, a company founded by her dad in 1979. They celebrate this year, SKB's 39th Anniversary.

Prior to being in the Real Estate practise, Ai Cheng was with FARLIM, a property developer, where her portfolio was in Property Management and thereafter with REHDA, the Real Estate and Housing Developers Association Malaysia with a Marketing Portfolio.

Ai Cheng now heads the Project Marketing department within SKB where her strength lies in crafting sales packages, formulating sales strategies and executing sales plans with the team. The team handles both small boutique developments, specialised projects and mixed development projects around the Klang Valley.

Ai Cheng also serves as Secretary General, Membership Chair and International Liaison Chair of the Malaysian Institute of Estate Agents (MIEA) 2017-2019. A Member of the Royal Institute of Surveyors Malaysia (RISM) and A Registered Financial Consultant with the International Association of Registered Financial Consultants (IARFC). She was awarded the Certification of Certified Residential Specialist by National Association of Realtors, United States of America in 2009 and Certified International Property Specialist.

Ai Cheng was also recognised for her career achievement and contributions to society by the Malaysian Women's Weekly, being the winner of the Great Women of Our Time Award in the Finance & Commerce Category Year 2007.

She is also a graduate of the Anthony Robbins' Unleash the Power Within – Firewalk Programme.



Stephen Tew
Director
Axis REIT Managers Bhd

Stephen is a Registered Estate Agent with a career in real estate spanning 34 years. He was the President of MIEA in 2001-2003 and Board Member of Board of Valuers, Appraisers and Estate Agents from 1998-2004. Stephen was awarded the prestigious 'Life-Time Achievement Award' by MIEA in 2015. He is presently the Managing Partner of the estate agency firm, Hectares & Stratas.

Besides estate agency work, Stephen is also a founder shareholder of Malaysia's first Real Estate Investment Trust, Axis-Reit which is listed on the KL Stock Exchange. Axis Reit is Malaysia's biggest Industrial Reit with assets in excess of RM2.0billion.

Stephen's focus on the real estate market revolves around investing in the Commercial and Industrial market and therefore is a regular speaker on these areas of the market. He is also a sought after speaker on the subject of "Achieving Success As A Real Estate Agent".

Rethinking and Restrategising The Housing & Property Sector - The Way Forward



Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor
President
REHDA

Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor better known as "Datuk Seri FD Iskandar", is one of Malaysia's most influential and well respected figures. An exemplary leader, he has carved out a place as a nation-builder for vast swathes of Malaysia's modern development. Now, as Group Managing Director and Chief Executive Officer at Glomac Berhad, he continues to lead the way for the company to become one of Malaysia's most pioneering property developers.

Today, Datuk Seri FD Iskandar runs multiple public and private listed companies across several major industries. In addition to his active role at Glomac, he is the Chairman of VADS Berhad from May 1st 2017, a wholly owned subsidiary of Telekom Malaysia Berhad which services the IT and telecommunications industries. He is also the Director of Telekom Malaysia Berhad, Malaysia's broadband champion and leading integrated information and communications. In addition to that he also sits on the Board Member of Axis-Reits Managers Berhad, the first REITs company to be listed on Bursa Malaysia.

Datuk Seri FD Iskandar was also the recipient of the Global Leadership Award for Commercial Property Development by The Leaders International in 2014 and 2015. In 2016, the World Leader Business Person and World Business Leader award by The Bizz 2016 was awarded to Datuk Seri FD Iskandar and in 2017, Datuk Seri received the Asia Pacific Entrepreneurship Awards 2017 Malaysia.

SPEAKER PROFILE

Leveraging on Property Data Analysis To Maximise Productivity



Bernard Tong
CEO
EdgeProp Singapore

Bernard Tong is the CEO of EdgeProp Singapore, one of Singapore's leading and fastest growing property portal. He oversees overall strategy, operations and innovative direction.

Prior to EdgeProp, he was the Head of Operations for one of the largest estate agencies in Singapore. He oversaw the operations, information technology, human resources and legal functions for a real estate agency with 1,300 agents.

He also spent a few years at Boston Consulting Group, a global management consulting firm. He worked on multiple projects in this capacity including helping a government agency transform its procurement process, developing expansion strategy for an investment bank in China/HK looking to grow their presence in South-East Asia via assessing market attractiveness and feasibility of entry as well as developing a post-merger integration strategy for an investment bank in Malaysia.

He holds an MBA from INSEAD and a Bachelor of Commerce Degree from University of British Columbia, Canada.

Opportunities and Challenges in Cross Border Real Estate Transactions



Jeff Foo
Immediate Past President
IEA Singapore

Mr Jeff Foo began his career in real estate from 1980 and granted a license to operate a real estate agency in Singapore in 1984. After four years of partnership, he sold his shares and established; M/S: JEFF REALTY in 1988. His firm deals in a very niche boutique market, serving clientele and managing properties for both individual local and absentee landlords/ owners.

Jeff has played an active and pivotal role in the real estate industry and is well respected among his peers and the industry's elite. He continues to attend seminars and presented talks on real estate related issues both locally and overseas.

In year 2010, he joined the CIPS Instructor fraternity as a Certified International Property Specialists (CIPS) Instructor. He is became an instructor for the Real Estate Advance Practices (REAP) Certified Residential Specialists (CRS) in 2009. He was recently awarded the 2013 International Realtor of the Year by NAR.

His latest achievement for the Institute of Estate Agents, Singapore (IEA) was organising the first Asia Pacific Real Estate Convention & Expo (APRECE) 2013 in Singapore. Over 600 real estate professionals attended the 4-day event with participation from over 15 countries in the Asia Pacific & beyond.

Amendments To Act 242 & Liberalisation On Ownership In Real Estate Agency Firm



Alex Gomez
Board Member
Board of Valuers,
Appraisers, Estate
Agents and Property
Managers

Alex J Gomez is experienced in the real estate industry for over 30 years. He has been a Board Member (EXCO) – Board of Valuers, Appraisers and Estate Agents Malaysia for the past 9 years. He also sits in the Board Committee for Disciplinary, Exams, Estate Agency Practice, Complaints Investigation, Test of Professional Competence, Complaints Management and Finance. With his extensive knowledge and experience in board regulations, he is well versed in the amendments to the ACT 242 (Valuers, Appraisers and Estate Agents Act 242).

He has presented papers on Property Investments in Malaysia at the International Realtors Conference (Manila 2015), NAR India 2016 (New Delhi) and the Asia Pacific Conference 2016 (Bangkok). He also formulated the Registration of Real Estate Negotiators in Malaysia from 2008. (Registration only commenced in 2014) and headed the amendment of the Malaysian Real Estate Agency Standards 2013 (Came into force 2014)

SPEAKER PROFILE

Opportunities And Challenges In Tenancy Administration



Richard Simpson
*President
Real Estate Institute
Of Victoria*

Richard Simpson is the fifth generation of Simpson to join the family real estate business since its inception in 1872. Richard is a Licensed Estate Agent and manages the day to day operation of the firm as well as working closely with the Sales Team overseeing the increase in profile of the firm throughout Melbourne's inner suburbs in both Residential and Commercial sales.

His genuine passion for real estate, combined with superb negotiating skills and his attention to detail, enable him to deliver a premium level of service to his clients. Listening to clients' needs, creative marketing, knowledge of property and careful consideration when providing advice to clients buying and selling real estate, are core strengths that contribute to Richard's continuing success. Richard is an outstanding and entertaining auctioneer, highly skilled at obtaining the very best price for his vendors.

Richard is the current President of the Real Estate Institute of Victoria (REIV) and immediate past Chairman of the REIV's Commercial & Industrial Chapter Committee.

Prior to joining W.B. Simpson & Son, Richard spent 10 years as a chartered accountant with KPMG. He reached the level of Senior Manager in the practice where he specialised in Property and Banking and Finance. While studying to be a chartered accountant, Richard completed a Bachelor of Business (Property) at RMIT specialising in the Valuation Stream to complement his Bachelor of Commerce degree from Melbourne University, obtained in 1988.

Richard is married to Kirsten and they live together with their young daughter, Annabel and son, Lachlan. He is a keen baseball player turning out in winter for Melbourne University and in the summer for the Malvern Braves.

Kuala Lumpur Hotspots - Past, Present & Future



Ho Chin Soon
*Chairman
Ho Chin Soon Research
Sdn Bhd*

Ho Chin Soon is a map maker, author and a fellow of the Royal Institution of Surveyors, Malaysia. He is a registered valuer with the board of valuers, appraisers, estate agents and property managers Malaysia and has a Professional Diploma from the Royal Institute of Chartered Surveyors (UK). He is currently the Chairman of Ho Chin Soon Research Sdn Bhd, a property information company that specialises in land use and ownership maps, 3D Augmented Reality Maps, provides speakers for property launches, aerial photography and customised real estate reports.

He started Ho Chin Soon Research from his house in 1989 until 2016.

IT Forum : How Will Digital Media Revolutionise The Real Estate Industry



Ernest Towle
*Assistant General Manager
Star Property Sdn Bhd*

Ernest Towle is the Assistant General Manager at StarProperty Sdn Bhd where he oversees and manages the property verticals owned by the Star Media Group - namely Starproperty.my, Propwall.my and iBilik.my.

The work he does for the verticals cuts across multiple media platforms ranging from print to events to digital to social and now mobile media.

With over a decade of exposure to the digital engagement and advertising environment and across 2 industries, Ernest has seen firsthand the changing trend of how consumers consume information and the landscape shift of how advertisers reach, engage, connect and influence their target audience via a heavier digital touch point.

Ernest is a passionate adopter of technology where it improves the lives it touches but is more passionate in keeping the family dinner table free from all communication devices to keep the conversations real.

SPEAKER PROFILE

IT Forum : How Will Digital Media Revolutionise The Real Estate Industry



Kunal Bagga
Managing Director
eProperty Track

Kunal is responsible for leading ePropertyTrack's growth in Southeast Asia.

He is passionate about technology and focuses on providing solutions to real estate developers and agencies in the new projects space. Under his leadership, ePropertyTrack has become the leading B2B marketplace connecting developers and agents in Southeast Asia, with solutions for velocity of sales, operational efficiencies in sales and marketing processes, immersive show-flats and Augmented and Virtual Reality.

Kunal is a seasoned entrepreneur and has founded technology companies specialised in Customer Relationship Management and Information Management Technologies. He started his career at Motorola and has a Master's Degree in Computer Science from the University of Illinois-Urbana Champaign.

www.PropertyGuruGroup.com



Crono Lee
General Manager
clickTRUE.biz

Crono Lee is the General Manager of clickTRUE. He has been advising clients comprising both SMEs and Fortune 500 companies, with a significant pool of clients in the Asia-Pacific region. Crono started his internet and digital career since 1999 as a web consultant for Hardware Zone Pte Ltd and he has been involved in extensive projects in the Automotive, Technology and Gaming Industry.

Crono has spent the last 12 years working in digital. This Google Adwords Professional is accountable for the development and deployment of clickTRUE's Online Marketing and Consultancy go-to-market media sales strategy, which assists both Fortune 500 marketers and leading advertising agencies to drive scalable and profitable engagement with audiences across pay per performance media properties and network of third-party publisher sites, including Google, Facebook, Bing, Yahoo!, CNET, HardwareZone.com, AsiaOne and other cost per click digital platforms and adnetworks, including display, search, branded entertainment, video and mobile.



Bernard Lee
Country Manager,
Malaysia
iCar Asia Limited

Bernard Lee has more than 10 years of total experience in the sales management, branding and marketing and regional business development in the digital commerce landscape. An analytical thinker and a hands-on manager with strong leadership and people management skills. His further ability to learn and to understand the changing market dynamics by translating them to actionable strategy to achieve the desired business objectives and performance.

His current portfolio is the Country Manager, Malaysia for iCar Asia Limited. iCar Asia is listed on the Australian Security Exchange, iCar Asia (ASX: ICQ) owns and operates ASEAN No. 1 network of digital automotive portals with clear leadership positions established in each of ASEAN's three largest automotive markets – Malaysia, Indonesia and Thailand.

Prior to iCar Asia, Bernard was attached to 11street.my (Celcom Planet Sdn. Bhd. - a JV Company between SK Planet & Celcom Axiata) and his primary role was to formulate a monetisation roadmap for the new advertising business unit and creating a blueprint for the content management strategy in 11street Malaysia.

Bernard's recognition goes beyond the organisation as he was invited as a panel speaker at numerous eCommerce seminar and conferences event such as the SITEC SEA E-Commerce Conference 2016; EPF ISSC Future of Work Conference 2017; CIMB BEST Public Seminar 2017; Selangor Smart City & Future Commerce Convention 2017; Exabytes E-Commerce Conference 2017; Malaysian Real Estate Convention 2017; and the iRetail World Asia Conference in Singapore October 2013 just to name a few.

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CONVENTION PROGRAMME

DAY 1

Friday 2nd March 2018

8.00	Registration and Networking
9.00	Opening Remarks by Emcee
9.05	Welcome Remarks by Mr Tan Kian Aun, Convention Chairman, MAREC'18
9.15	Address by Mr. Eric Lim, President, MIEA
9.30	Address by Guest of Honour, Datuk Seri Haji Johari Abdul Ghani, Minister of Finance II
9.50	Opening Ceremony
10.00	Morning Tea & Press Conference
10.30	Evolution Of Leadership In Challenging Times By Mr Roshan Thiran, CEO, Leaderonomics
11.30	Building Of The Future – KL 118 By Tengku Dato' Ab. Aziz Tengku Mahmud, FIABCI President / Chief Executive Officer PNB Merdeka Ventures Sdn. Berhad
12.30	Lunch
14.30	Multi-Level Marketing In Real Estate Industry? By Sr Haji Nordin Bin Daharom, President, Board of Valuers, Appraisers, Estate Agents and Property Managers
15.15	How PropTech Is Transforming Real Estate Activities By Sr Adzman Ariffin, Chief Executive Officer, Exastrata Solutions Sdn Bhd
16.00	Afternoon Tea
16.15	The New Financial City of Kuala Lumpur By Dato' Haji Azmar Taib, Chief Executive Officer, TRX City Sdn Bhd
17.00	Forum : Understanding the Opportunities and Challenges of Project Marketing Panelist: Mr Eric Lim, Group Managing Director, Hartamas (Malaysia) Sdn Bhd Pn Munirah Binti Mohammad, Principal, Homefield Real Estate Sdn Bhd Ms Chan Ai Cheng, General Manager, S. K. Brothers Realty (M) Sdn Bhd Moderator: Mr Stephen Tew, Director, Axis REIT Managers Bhd
18.00	Cocktail & Networking



Session 1

Roshan Thiran

CEO Leaderonomics

Evolution Of Leadership In Challenging Times

Organisations are now in a highly change-driven environment requiring strong adaptability and flexibility to obtain a competitive edge. As we now live in a VUCA world, it is vital for leaders to take a leap, open to different perspectives, think fast and are resilient to failures. Leaders today need to understand the dynamics of a changing environment and the importance of aligning the organisation with such situations. Thereafter, be the change agent in creating new successful outcomes and flex leadership style to leverage on team strengths to ensure effective performance in achieving organisational goals.

This talk will focus primarily on exciting the participants and inspiring them to greater heights in their leadership journey. This is an essential action to ensure continued growth of the organisation. Roshan will also bring into the talk his background on leadership development and how that ties in to one's personal leadership journey. The focus of the talk is on leadership and the journey, which may include learning, pain and suffering and growth that needs to be taken by every single person in the journey to greatness as a leader.

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Session 3

YBrs Sr Hj. Nordin bin Daharom

President

Board of Valuers, Appraisers, Estate Agents and Property Managers Malaysia

Multi-Level Marketing In Real Estate Industry?

It is shown in a study that real estate agents are among the most popular profession in the world and also throughout Malaysia. The success of all real estate agents depends on how good their marketing strategy of each and every company they work with and their highly-professional service delivery. It is observed that real estate agency firms in Malaysia are similarly structured with multilevel business companies. Hence this paper aims to examine the suitability and adaptability of Multilevel Marketing concept in Real

Estate Agency in Malaysia. The criteria of good real estate agents are also presented in this article whereby more than ten criteria have been identified. Among the more important criteria that must be possessed by all agency firms are; having good track record, ability to achieve desired results, professionalism in dealings and ability to provide good service. It is hope that this article will provide a new dimension and an eye-opener to the young real estate agents as well as real estate negotiators.

Session 4

Sr Adzman Ariffin

CEO

Exastrata Solutions Sdn Bhd

How PropTech Is Transforming Real Estate Activities

Disruptive changes are happening in the real estate industry, with Fintech experiencing fantastic growth followed by PropTech. Property technology, or PropTech in short, a sector that combines technology and real estate industry, is on the rise in recent years, especially in the Asia Pacific region.

Proptech is already a buzzword in real estate industry. It refers more in general to those companies using technology to “improve or reinvent the services we

rely on in the property industry to buy, rent, sell, build, heat/operate or manage residential and commercial property”, improving a range of related services from the access to mortgages to building energy efficient homes.

This paper seeks to share the various disruptive technologies which have taken the real estate industry to the next level and what to expect in the future.

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Session 5

Dato' Haji Azmar Taib

CEO

TRX City Sdn Bhd

The New Financial City of Kuala Lumpur

With an estimated GDV of RM40 billion, TRX is an iconic 70-acre development in the heart of Kuala Lumpur that is set to become a leading hub for international finance and business. The development includes investment grade A office space underpinned by world-class residential, hospitality, retail, leisure and cultural offerings.

As a strategic enabler supporting the Malaysian Government's Economic Transformation Programme (ETP) and a catalyst for urban regeneration in Kuala Lumpur, TRX will further develop the city's role as

Malaysia's financial capital by creating a seamless business environment for financial services firms, multinational companies and supporting ancillary businesses.

A National Project with its unique set of challenges, this session will explore the challenges and opportunities in the development process of Tun Razak Exchange. It will walk the audience through what out-of-the-box solutions were applied and what can be expected for TRX in 2018/ 2019.

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Munirah Binti Mohammad
Principal
Homefield Real Estate
Sdn Bhd



Dr. Yoon is a board member of the American Society of Human Genetics (ASHG) and a member of the National Human Genome Research Institute (NHGRI) advisory committee. He is also a member of the National Academy of Medicine and the National Academy of Sciences. Dr. Yoon is a professor of genetics and a member of the Center for Human Genome Research at the University of California, San Diego. He is also a member of the National Human Genome Research Institute (NHGRI) advisory committee.

Stephen Tew
Director
Axis REIT Managers Bhd

Forum : Understanding the Opportunities and Challenges of Project Marketing

There is an increased appetite in the emerging primary market especially urban development in hotspots area with great infrastructure, transit oriented development, amenities and job opportunities. What are the major opportunities, challenges and trends in this sector? Where are the investors and buyers coming from and going to? How do you assess risk in uncertain social economic environments and what are key lessons

learned that you can leverage in your own business? What are the challenges that a real estate firm faces in undertaking a marketing project? How do you deal with them? How do you co agent with other agencies to work as a partner to market the project? This session will examine the significant interest and shift towards marketing new project developments as a business opportunity.

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CONVENTION PROGRAMME

DAY 2

Saturday 3rd March 2018

8.00	Registration and Networking
9.15	Rethinking and Restrategising The Housing & Property Sector – The Way Forward By Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor, REHDA President
10.00	Leveraging on Property Data Analysis To Maximise Productivity By Mr Bernard Tong, CEO EdgeProp Singapore
10.45	Morning Tea
11.00	Opportunities & Challenges in Cross Border Real Estate Transactions By Mr Jeff Foo, Immediate Past President, IEA Singapore
12.00	Amendments To Act 242 & Liberalisation On Ownership In Real Estate Agency Firm By Mr Alex Gomez, Board Member, BOVAEP
13.00	Lunch
14.00	Opportunities And Challenges In Tenancy Administration By Mr Richard Simpson, President, Real Estate Institute Of Victoria
15.00	Kuala Lumpur Hotspots – Past, Present & Future By Mr Ho Chin Soon, Chairman, Ho Chin Soon Research Sdn Bhd
16.00	Afternoon Tea
16.15	IT Forum How Will Digital Media Revolutionise The Real Estate Industry Panelists : Mr Ernest Towle, Assistant General Manager, Star Property Sdn Bhd Mr Kunal Bagga, Managing Director, ePropertyTrack Mr Crono Lee, General Manager, clickTRUE.biz Moderator: Mr Bernard Lee, iCar Asia Limited
17.15	Closing Ceremony



Mr Bernard Tong

CEO
EdgeProp Singapore

Leveraging on Property Data Analysis To Maximise Productivity

The real estate industry has been shaped by shifting market conditions and changes in consumer behaviours. Every year, the real estate fraternity tracks and analyzes trends of the real estate data by collecting, assessing and reporting on how and what will impact them. In recent year, as technology and innovation continue to shape the economy, the emerging of real estate technology allows the real estate fraternity to rethink the data analysis methodology and beginning to embrace digital revolution.

What is the next step? Where can we start? How can real estate companies use the power of technology to improve their productivity, efficiency and cost effectiveness in managing their business?

Today, Mr Bernard is sharing his experience on how these trends will impact and affect the industry and what the tools required to analyze these data. How do we interpret these quantitative and qualitative data? Investors and home buyers are making smarter decision by using data analysis to predict risk and market trends. Hence, the real estate professionals shall understand the importance of an accurate market appraisal on how to price the properties as well as using the data on how to predict the market movement to provide clients better services and advisory.

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Mr Jeff Foo

Immediate Past President IEA Singapore

Opportunities & Challenges in Cross Border Real Estate Transactions

Confidence in cross-border opportunities remains high, despite a mixed economic outlook globally. Cross-border transaction is a growing area of work, therefore it is important for Realtors to manage the opportunities, complexity and challenging risk that come with it.

For cross-border practitioners, Realtors will benefit from learning the different market-standards, practices, as well as various international-standard legal and transactional procedures. Deals and drafting are increasingly standardised internationally, with widespread and recognized global norms for transaction structuring, drafting language and governing laws.

While cross-border transactions generate new market opportunities, they often bring heightened risk and a range of challenges. Deals can be hindered by many

hurdles. To successfully navigate your transaction landscape, it's important to understand and prevent potential risks.

The globalisation of real estate will continue to accelerate. As more deals are completed, transparency is further improved and Realtors become more globally connected; driven by property owners and investors requiring guidance for navigating the increasingly complex and growing world of diverse capital requirements.

An important factor that will enhance the success of your cross-border transaction, is to know more about the country's geography, demographics, culture, practices, tax regimes as well as how to exit and repatriate your profit or funds.

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Session 10

Mr Alex Gomez

Board Member

Board of Valuers, Appraisers, Estate Agents and Property Managers

Amendments To Act 242 & Liberalisation On Ownership In Real Estate Agency Firm

Recent amendments to ACT 242 and how it will affect the REAL Estate agencies and Property Managers. Changes in the 7th Schedule.

Tenancy Administration – residual income for Estate Agencies.

REAs with 10 years of registration to become Probationary Property Managers.

For others on how to qualify to become Property Managers in this ‘window period’.

REAs to be called Estate Agency Consultants. RENs included in the ACT.

Powers of the police are enhanced. Citizenship clause removed to allow foreigners to practice here. BOVAEA to be known as BOVAEP. Changes in the Rules and how it may affect the daily operations etc.

Liberalisation – how to allow non-registrants (also foreigners) to hold equity in a firm. How to form companies with such structures. SSM rules on body corporates. How to form branches etc. Rewarding high performers by offering shares for retention purposes. How RENs can grow within the company and make it a life-long career and hold shares which they can pass on. Equity Crowd Funding (ECF) for expansion purposes and branding. Leverage on international platforms to bring Malaysian Properties off-shore. Team-up with Lending experts for Malaysians investing in most countries.

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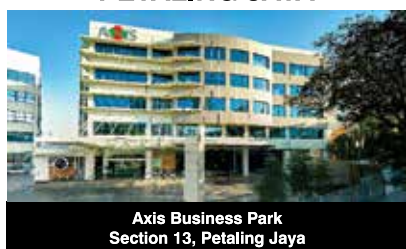
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proportion of households renting and the changing nature of property management and the skills required by agents. Richard will also discuss Government policy initiatives impacting on Victorian property investors examining the largest review of residential tenancy legislation in the state's history. The rise of short-stay accommodation providers, other challenges facing the industry and opportunities for agency's to capitalise on this growing market will also be examined.



Session 12

Ho Chin Soon

Chairman

Ho Chin Soon Research Sdn Bhd

Kuala Lumpur Hotspots – Past, Present & Future

Ho Chin Soon would like to bring the audience back in time using maps and aerial photos of what Hotspots looked like in the past. Chin Soon will then elaborate on the current Hotspots in Kuala Lumpur. As for

future hotspots, Ho Chin Soon will look at planned infrastructure in particular DUKE 3 and the MRT Circle Line.

[illegible]

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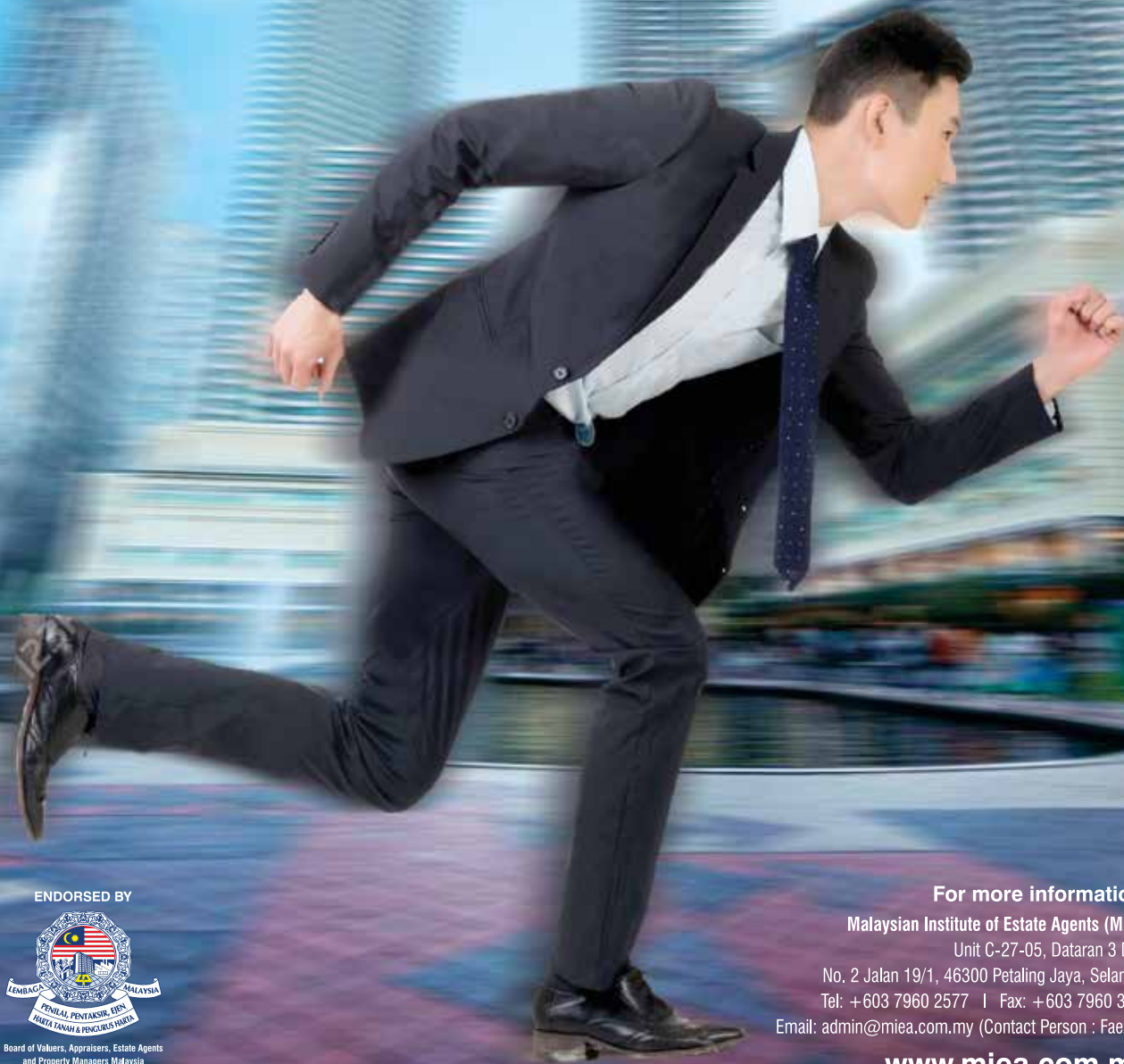


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Mr Chan Wai Seen
Director
CCO & Associates (KL) Sdn Bhd

PUBLIC SPEAKING – EFFECTIVE PRESENTATION SKILLS

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Friday, 6th April 2018
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MIEA, Sarawak



Kelvin Yip
Associate Director,
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	Full Day	RM550.00	RM700.00
Main Hall (50.5ft x 18.6ft)	Half Day	RM550.00	RM700.00
	Full Day	RM750.00	RM900.00



Training Room



Training Room



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Main Hall



Main Hall



Main Hall



Main Hall



Main Hall



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14 - 15 Mar 2018 Wed & Thu	MIEA Training Center - Johor No 33-02, Jalan Putra 1, Taman Sri Putra 81200 Johor Bahru, Johor.	Payable To : Malaysian Institute Of Estate Agents (Johor Branch) Bank : Maybank Account No : 551128615277	Contact Person 07 - 562 8370 Ms. Serina
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7 - 8 Apr 2018 Sat & Sun	MIEA Training Center - Petaling Jaya Unit C-26-07, 7th Floor, Block C, Dataran 3 Dua, Jalan 19/1, 46300 Petaling Jaya, Selangor.	Payable To : Malaysian Institute Of Estate Agents Bank : Public Bank Account No : 3184-1974-10	Contact Person 03 - 7960 2577 Ms. Faezah
21 - 22 Apr 2018 Sat & Sun	MIEA Training Center - Petaling Jaya Unit C-26-07, 7th Floor, Block C, Dataran 3 Dua, Jalan 19/1, 46300 Petaling Jaya, Selangor.	Payable To : Malaysian Institute Of Estate Agents Bank : Public Bank Account No : 3184-1974-10	Contact Person 03 - 7960 2577 Ms. Faezah
21 - 22 Apr 2018 Sat & Sun	MIEA Training Center - Sarawak No.18-S, 1st Floor, Wisma Keretapi, Lrg 14 Jln Tun Ahmad Zaidi Aduce, 93200 Kuching	Payable To : Malaysian Institute Of Estate Agents (Sarawak Branch) Bank : Public Bank Account No : 3184-1974-10	Contact Person 082 - 234 811 Ms. Noreen
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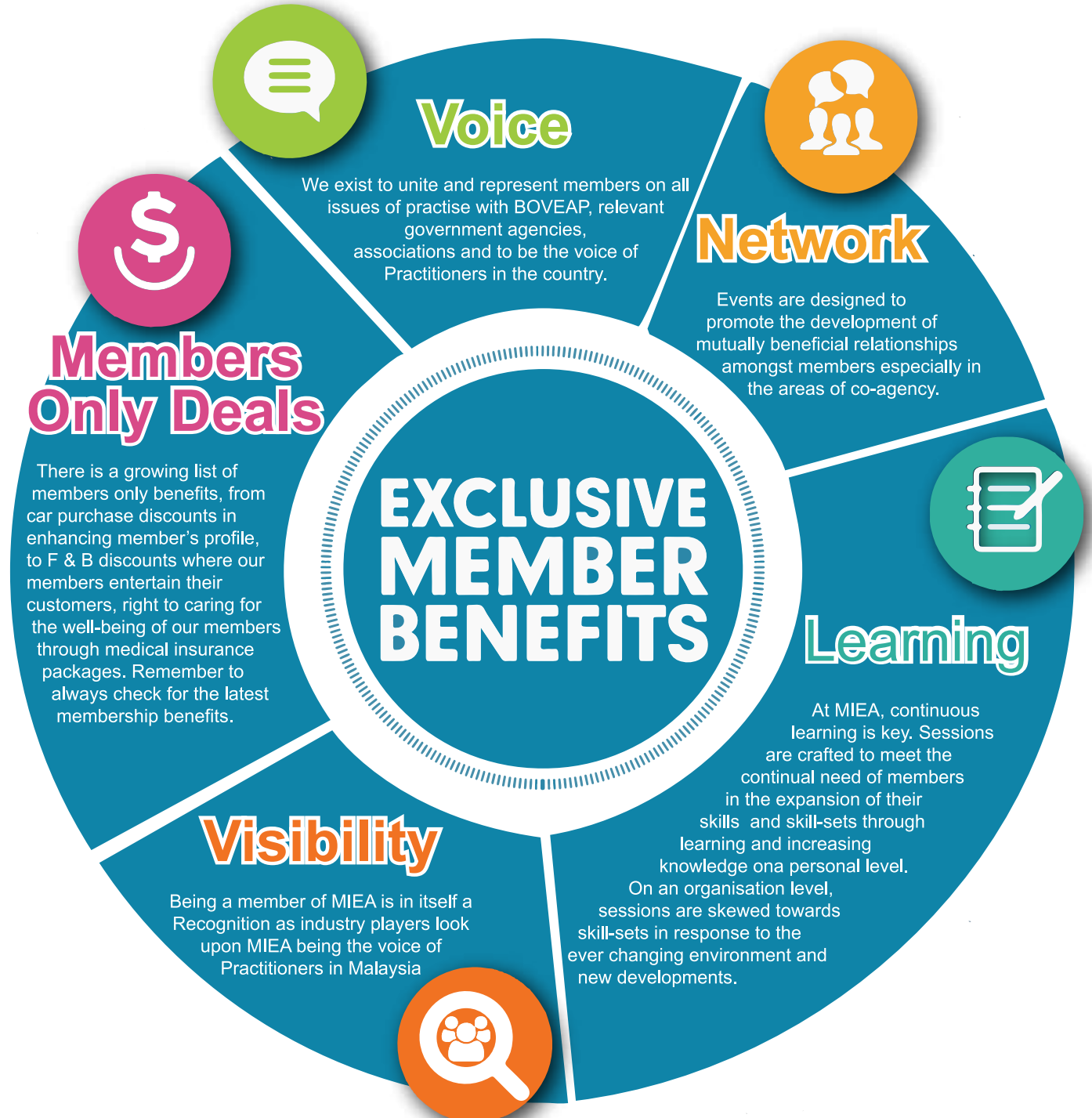
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