



# Affordable HOUSING Conference 2018

Meeting the needs, building opportunities for sustainable affordable housing for the Nation

July 25<sup>th</sup> & 26<sup>th</sup> , 2018  
Kuala Lumpur

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## FEATURES & BENEFITS

- Reassessing the current policies in the delivery of affordable housing supply
- Examining the right approach toward having an integrated housing database and an effective urban planning according to states
- Promoting land banks for affordable housing and other opportunities to encourage developers to build more
- Building affordable homes through effective construction cost, quality and time
- Creating an appropriate delivery platform for housing in each city
- Addressing discrepancies between government and developers in order to take on more strategic approach in developing affordable projects.



Organised by:

PSMB  
APPROVED TRAINING  
PROVIDER  
**CLASS A**  
(Serial No: 1631)



MINISTRY OF FINANCE  
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## BACKGROUND OF THE PROGRAM

Malaysia's real estate market is likely to start improving in the second half of 2018 (2H18) on the back of positive market sentiments, as well as high gross domestic product (GDP) growth forecast. Property players commented that although the market is softening right now, the value of transactions in the sector has increased in 1H17 compared to the previous year.

The affordable home segment, in particular, has been getting more limelight in 2018 as the property market in Malaysia is expected to be sustained by the segment over the next three years, with the country's economy on gradual recovery since early this year. Yet, housing affordability remains a major concern not only in the country, but it is also plaguing key cities around the world. In 2014, it is estimated that 330 million urban households globally live in substandard housing or are financially overstretched by housing costs. In Malaysia, urbanisation and population growth have contributed to a shortage of affordable housing supply, seeing that in 2016, houses in Malaysia remained seriously unaffordable by international standards with a median multiple of 5.0. Bank Negara said the maximum affordable house price in Malaysia is estimated to be RM282,000. However, actual median house price was RM313,000, beyond the means of many households, where the median national household income is only RM5,228.

To tackle the shortage of affordable homes, Bank Negara Malaysia (BNM) deputy governor Shaik Abdul Rasheed Abdul Ghaffour had pointed out public policy as the most crucial element to be addressed, and not financing. They recently outlined five strategies to overcome the issue, including centralising affordable housing initiatives and setting up an integrated housing database and an applicant registry for planning and allocating affordable housing. Apart from that, Budget 2018 also gave the housing sector an allocation of RM2.2 billion, with over 50,000 units being prepared under the affordable housing programme and more financing programmes to help Malaysian citizens afford their first homes. Private developers too finally get a slice of the affordable housing pie as the popular PR1MA end-financing scheme is now extended to eligible private developers to help more Malaysians in purchasing their first homes.

This year's **Affordable Housing Conference 2018** therefore aims to continue addressing and finding solutions on the issues and challenges, and evaluating opportunities as well as trends on how to increase housing opportunities by providing a platform for exchange of knowledge, ideas and information among agencies, developers, and affordable housing professionals across the country and Asia Pacific region on sustainable affordable housing development in the country, through improved public policy, financing, development and preservation of affordable housing.

## KEY ISSUES TO BE ADDRESSED AT THIS CONFERENCE

The Conference provides the chance to be fully updated on Affordable Housing by some of the most Senior Figures in the sector, whilst networking with the leading professionals in Housing from across the region. It will examine what affordable housing really is in 2018, what the Government legislation means, the current policies in curbing housing affordability and other alternatives and opportunities in store for targeted groups by focusing on key issues as listed below:

- Affordable housing agenda – How to be different in delivery and focused on quality
- Housing the nation using Islamic Finance and Sukuk Financing instruments
- Housing affordability and land use planning
- How affordable housing projects now can become a prime location later?
- Developing a thriving rental market as a viable alternative to home ownership
- Case study: Building homes cheaper and faster with Industrialised Building System (IBS)
- Rent-to-own (RTO) scheme – A viable option for affordable housing
- Affordable housing and sustainable design
- Developers' approach to joint ventures & investment
- The need of centralised and affordable housing initiative and database to tackle the mismatch of supply and demand

## WHO WILL YOU MEET

Government Authorities & Ministries, Directors, Secretary Generals, Heads, Officers of:

- Housing
- Affordable Housing
- Finance
- Public Private Partnerships
- Development
- Urban Planning
- Projects
- Investments
- Economic Development
- Urban (Re) development
- Construction
- Public Works
- Rural Development

Property Developers, Construction Firms, Contractors & Builders Chairmen, Presidents, CEOs, MDs, VPs, Directors, GMs and Heads of:

- |                          |                           |
|--------------------------|---------------------------|
| • Planning & Development | • Energy Efficiency       |
| • Urban Planning         | • Environment and Safety  |
| • Engineering            | • Legal and Compliance    |
| • Land Surveying         | • Building & Construction |
| • Operations             | • Investment              |
| • Procurement            |                           |
| • Investments            |                           |
| • Projects               |                           |
| • Sustainability         |                           |

# SPEAKER PROFILE



## Ivan Chan

Ivan Chan's primary focus of legal practice deals with contracts related to conveyancing transactions and bank financing for real estate transactions both in the primary and secondary markets. His practice also includes advising and drafting tenancy agreements for commercial and residential premises, extension and renewal of leasehold lands, and small estates distribution law. Ivan has contributed articles or granted interviews on real estate topics for iProperty.com, Asian Property Review, Home-Finder, Property Insight, MIEA, Starproperty.my, NSTP (New Straits Times Press) and Focus Malaysia.

Ivan has presented papers on real estate matters and topics at real estate events/exhibitions/seminars organised by Asia Pacific Diligence Sdn Bhd, Propwall Sdn Bhd, Swengtee Group, NSTP MyRumah Property Showcase, MIEA, UCSI College Damansara PJ, Hartamas Real Estate (M) Sdn Bhd, Reapfield Properties Sdn Bhd,

CBD Properties Sdn Bhd, Property Hub Sdn Bhd, Hartamas Academy Resources Sdn Bhd, and UCSI University Cheras KL.



## Dr Carmelo Ferlito

Carmelo Ferlito (Verona, Italy) is a Senior Fellow at the Institute for Democracy and Economic Affairs (IDEAS) in Kuala Lumpur and a Lecturer at INTI International College Subang in Subang Jaya, where he teaches Microeconomics.

Carmelo Ferlito earned a Master in Economics (2003) and a Ph.D. in Economic History (2007) from the University of Verona, Italy. From 2004 to 2009, he worked as a researcher with several Italian universities, including University of Verona, Salento University and University of Macerata. In 2017, he was Visiting Scholar at the University of Bergamo.

His research activity is devoted to further expand free market economics with particular reference to business cycle analysis, capital theory and entrepreneurship.

Dr Ferlito is an author of five books and more than thirty scientific papers. His latest books are *Hermeneutics of Capital, A Post-Austrian Theory for a Kaleidic World* (Hauppauge, NY, 2016) and *Phoenix Economics. From Crisis to Renaissance* (New York, 2013).

As IDEAS Senior Fellow, he is active in the policy debate in Malaysia, particularly on topics regarding the property market, the tax system and the business environment. His opinions were reported by several magazines and newspapers, such as *The Financial Times*, *Free Malaysia Today*, *The Edge* and *The Malaysian Reserve*.

His research activity can be followed here: <https://carmeloferlito.academia.edu/>.



## Ku Swee Yong

Swee Yong is the CEO and the Key Executive Officer of International Property Advisor Pte Ltd as well as a Co-founder of HugProperty.com. From Nov 2013 to Nov 2016, he was concurrently the CEO of Century 21 Singapore. Prior to running his own practice, he was a Director in the Real Estate Centre of Expertise at Société Générale Private Banking, responsible for advising clients on real estate investments, the Director of Marketing and Business Development at Savills Singapore and the General Manager at Far East Organization's Indonesia office.

He holds an MBA in Marketing from University of Hull, UK, and completed his BSc in the Imperial College, University of London, UK and the Institut Louis Pasteur, Université de Strasbourg, France.

Swee Yong's opinion is regularly featured in the *Straits Times*, *Business Times*, *Channel NewsAsia*, *TODAY*, etc. He has published 5 books on the property market: *Real Estate Riches*, *Building Your Real Estate Riches*, *Real Estate Realities*, *Weathering a Property Downturn* and *Preparing for a Property Upturn*.

He is also an adjunct lecturer in Lee Kong Chian School of Business at the Singapore Management University and the School of Design and Environment in Ngee Ann Polytechnic. In 2016 and 2017, he taught at the Department of Real Estate in the National University of Singapore.

## SPEAKER PROFILE



### **Dr. Daniele Gambero**

Dr Daniele Gambero, expatriate to Malaysia from Italy since 2000, is the CEO and co-founder of strategic marketing consultancy firm REI Group of Companies. He holds an MBA from L. Bocconi University in Milan-Italy (Macro Economy), a Master in Communication from the University of Michigan Ann Arbor MI – USA and a PhD in Marketing Strategies and Communication from the University of Michigan.

Dr Daniel Gambero has provided strategic marketing consultancies, investment studies, market researches, property market reports and business valuation all around the world. Since 2007, through REI Group of Companies he has been consulting Malaysian developers on design, concept, strategic marketing and pricing, advertising and marketing & sales procedures for their residential, commercial and industrial project in Malaysia. REI Group portfolio includes: UM Land Bhd, I&P Sdn Bhd, En Capital Sdn Bhd, PNB/ Seriemas Development Sdn Bhd, Genting Properties Sdn Bhd, IRDA and Pasdec Holding Bhd.

A well-known and reputable speaker, Dr Daniel Gambero is frequently invited as panellist or key speaker for workshops and events by REHDA, SHARED (Sabah Housing and Real Estate Developers Association), SHEDA (Sarawak Housing & Real Estate Developer Association), ASLI, FIABCI Malaysian Chapter, University Malaya, Asia Pacific Diligence, Star Property, iProperty Group and Property Guru. He has been recently selected by Cityscape as key speaker on Malaysian property Market for their circuit of international expos.

Through his ability in structuring local and global macro / micro economic indicators to look into the Malaysian property market, he centres his speeches on rightness of property investment based on economic drivers' performances, current and future market values, location, upcoming infrastructures and their impact on the market trend. Dr Daniele Gambero is member of FIABCI Malaysian Chapter and has been invited to be part of advisory panels by IRDA (IMPACT Team), PAM (Affordable housing Master Class), UM Land Bhd and so on.



### **Assoc. Prof Dr Baharom Abdul Hamid**

Assoc. Prof Dr Baharom Abdul Hamid is currently the Director of Research Management Centre (RMC) of International Centre for Education in Islamic Finance (INCEIF). He has been actively involved in leading and co-researching, as well as managing applied research projects with government agencies, industry, as well as other academic institutions.

Among the projects that are currently being conducted are in the areas of affordable housing financing, green financing, small and medium enterprise sustainability to name a few.

On a personal front, Dr Baharom is actively involved in applied economics research, especially in the areas of shadow economy, economics of crime and trade, and have both presented and published in well-known conferences and publications in good standing journals.



### **Ar. Mustapha Kamal Zulkarnain**

Ar. Mustapha Kamal Zulkarnain, an Auckland University alumni from the New Zealand has been practicing architecture for the past 27 years and is a fellow member of Malaysian Institute of Architects (Pertubuhan Akitok Malaysia, PAM) and had served 6 terms as PAM Council Member 1997-2000 and 2014-2017. He still sits in various PAM Committees.

He was also a devoted Rotarian. He is currently the committee member in the USHER of PAM. He is also heading the task force in the PAM Strategic Plan 2030 on Architecture: Cities Now and Future. His area of expertise is Urban Resilience. Apart from this he also Co-Chairs the Media and Publications of PAM.

He first mooted the idea of resiliency into the vocabulary of the committee Urban Wellbeing, Sustainability, Housing and Environmental Resilience (USHER) in 2014 as the Co-Chair that was in charge in preparing the report for the government of Malaysia through PAM for the Kuala Krai 2014 floods entitled Strategic Initiatives in Floods Disaster Preparedness and Mitigations for Malaysia. This report is now posted on The International Union of Architects website.

He has delivered papers and attended various conferences, symposiums and seminars that touched on resiliency. Most notably were the RIBA Conference in London entitled Designing City Resilience 2015, Urban Renewal in Singapore 2015, 2016, 2017 and also as panels for Urban Thinkers Campus (UTC) under the UN Habitat for Habitat III in Hong Kong, Bangladesh and Kuching, Malaysia as well as ASLI.

He was the Convener of the PAM Roundtable Discussion with Archnesia and the members of the publications communities during the 2016 Kuala Lumpur Architectural Festival (KLAF) that deals with Future Communities where the Mayor of Bandung, Pak Ridwan Kamil was the guest speaker. He too sits on the committee for KL Low Carbon Society Blueprint, KL Competitive City and also C40 Group in Dewan Bandaraya Kuala Lumpur (DBKL).

He is now the Curator for the yearly event of the Housing and Urbanity 2017 organised by PAM which entitled 'How New Urban Agenda Will Fulfil The Sustainable Communities Goals'.

# SPEAKER PROFILE



## Rajan Paramesran

Rajan Paramesran is currently the Chief Rating Officer of Malaysian Rating Corporation Berhad (MARC), a domestic credit rating institution that undertakes credit risk assessments on corporates, finance institutions, structured and project finance companies. MARC also publishes a wide range of research reports on the economy and sectors.

Rajan holds a Bachelor of Science in Mathematics from University Malaya and Masters in Business Studies from University College Dublin.



## N. Jayaselan

Mr. N. Jayaselan was born on December 1967 in Sentul, Kuala Lumpur, Malaysia. He obtained his Bachelor of Arts in 1993 and Master of Management Studies in Project Management from the University of New South Wales, Australia in 2003.

He started his civil service career since 1995 with the Government of Malaysia. His first posting was at the Ministry of Information. From 1997 to early 2008 he was posted to Ministry of Defence, Malaysia. Since February 2008, he was posted to the Ministry of Urban Wellbeing, Housing and Local Government. On October 2015, he was promoted as the Deputy Director General (Operations) at National Housing Department, and later on October 2017, as the Director General of National Housing Department.



## SCHEDULE OF EVENT

8.00 am – 8.30 am

### Registration & Networking Breakfast

8.30 am – 8.45 am

### Conference Opening: Welcoming Address by Organizer

8.45 am – 9.00 am

### Opening speech by Chairperson

9.00 am – 9.45 am

Session 1:

### The Future of Affordable and Social Housing in Malaysia

- The paradigm shift in Malaysia's housing demographic: How the changes affect the future planning of the country's housing market
- The needs on housing assistance and the decline in the availability of social housing
- Policies reform: Government strategies in meeting the heightened affordable housing demands

Speaker: **Jayaselan Navaratnam**, Director General, National Housing Department, **Ministry of Urban Wellbeing, Housing and Local Government (KPKT)**

9.45 am – 10.30 am

Session 2:

### Pushing the affordable housing agenda forward – How to be different in delivery and focused on quality

- Centralization of affordable housing initiatives
- Establishment of an integrated housing database and an efficiently managed applicant registry for the planning and allocation of affordable housing
- Reducing the cost barrier to affordable housing, i.e. construction cost and land cost
- Rehabilitating household balance sheets by enhancing financial literacy
- Improving the rental market by strengthening the legal framework
- How can the Government further engage with the Private Sector and what opportunities are there for Developers and Investors?

Speaker: **Dr Daniele Gambero**, CEO and Co-founder, **REI Group of Companies**

10.30 am – 11.00 am

Networking Coffee

11.00 am – 11.45 am

Session 3:

### Developing a thriving rental market as a viable alternative to home ownership

- The private rental sector can help reduce the supply-demand gap for affordable housing
- Proposal for a Residential Rent Act: A robust legal and institutional framework to safeguard the rights of tenants and landlords
- Mechanism to protect tenancy deposits
- Proposal for a Landlord and Tenant tribunal: Successful arrangements for dispute resolution in countries that have a thriving rental market

Speaker: **Ivan Chan**, Advocate & Solicitor, **Messrs Amir Toh Francis & Partners**

11.45 am – 12.30 pm

Session 4:

### Partnerships and Collaborations - Mobilizing funds for financing affordable housing initiatives through Public Private Partnerships (PPPs)

- Government plays a strategic role in promoting private sector participation in the development of affordable homes and toward inclusive development
- Increasing affordability and accessibility of low- and middle-income households
- Special PR1MA End Financing (SPEF) – What are the “eligibility criteria” set for private developers for the PR1MA end-financing scheme?
- Strengthening the management and delivery of public housing program
- Promoting efficient and sustainable housing industry

Speaker: **TBA**

12.30 pm – 2.00 pm

Networking Lunch

2.00 pm – 2.45 pm

Session 5:

### Rent-to-own (RTO) scheme – A Viable Option for Affordable Housing

- An alternative where a buyer agrees to rent the home for a set amount of time before exercising an option to purchase the property when or before the lease expires
- Is RTO the answer to home ownership – Assisting the Middle Income Group, especially the Sandwich Generation; house buyers with young children and elderly parents to provide for
- Setting up of an “Affordable Housing Taskforce” for a holistic and sustainable development through the cooperation of all Stakeholders

Speaker: **Dr Sr. Ainoriza Mohd Aini**, Department of Estate Management, Faculty of Built Environment, **University of Malaya**

2.45 pm – 3.30 pm

Session 6:

### Affordable Housing and Cyclical Fluctuations: The Malaysian Property Market

- The Malaysian property market 2007-2017: boom and bust
- The role of expectations and monetary policy
- High-end properties and affordable housing
- Market oriented policy suggestions

Speaker: **Dr. Carmelo Ferlito**, Senior Fellow, **Institute for Democracy and Economic Affairs (IDEAS)**

3.30 pm – 4.00 pm

Networking Coffee

4.00 pm - 5.00 pm

Session 7:

### Panel Discussion: Understanding the Causes, not Just the Symptoms of Housing Affordability

- Assessing housing need and demand – Insufficient data behind supply-demand housing mismatch
- Reviewing the current policies in curbing housing affordability
- Controlling the housing asset bubble: affordability, financial stability and regulation
- Abandoned and delayed housing projects
- Case studies on residential property regulations in Malaysia, Asia-Pacific region and beyond
- Economic factors that are affecting the effectiveness of housing affordability

Moderator: **Dr Daniele Gambero**, CEO and Co-founder, **REI Group of Companies**

Panellists:

- **Dato' Wan Hashimi Albakri**, Vice President and Chairman, Wilayah Persekutuan Branch, **REHDA Malaysia** & COO, **Sime Darby Property**
- **Rajan Paramesran**, Chief Rating Officer, **Malaysian Rating Corporation Berhad**
- **Carmelo Ferlito**, Senior Fellow, **Institute for Democracy and Economic Affairs (IDEAS)**

5.00 pm

Session Wrap Up

## SCHEDULE OF EVENT

8.00 am – 8.30 am

### Registration & Networking Breakfast

8.30 am – 8.45 am

### Conference Opening: Welcoming Address by Organizer

8.45 am – 9.00 am

### Opening speech by Chairperson

9.00 am – 9.45 am

Session 1:

### Affordable Housing and Sustainable Design: The Goals Are Aligned

- Green building is not just for those with means – Integrating smart design in residential units to minimize energy requirements for a more sustainable living environment
- New breakthroughs in technology to produce hyper-efficient, 'smart' apartments that can make city living more affordable, productive and adaptable to lifestyles
- Dealing with the underlying issues of social housing; under maintenance, poor design and inefficient social facilities
  - How could design be critically re-imagined for the existing image and expectation of social housing in Malaysia?
  - How can good design and architecture uplift and enhance relationships within a social housing community?

Speaker: **Ar. Mustapha Kamal Zulkarnain**, Principal, **Arkitek Mustapha Kamal (AMK)**

9.45 am – 10.30 am

Session 2:

### Case study: Building homes cheaper and faster with Industrialised Building System (IBS)

- The incorporation of new methods of design and construction
  - Improving and restructuring the affordable housing concept through Divergent Dwelling Design (D3)
- Refining existing construction methods for reduced cost and time
- How modular construction could help developers coping with the growing demand for affordable multifamily housing and scarcity of funds?
- Since modular projects are replicable, they save design costs, and the process inherently reduces time since site work and building construction occur simultaneously

Speaker: **Rozainah Ibrahim**, Manager, Technology Division, **MyIBS**

10.30 am – 11.00 am

Networking Coffee

11.00 am – 11.45 am

Session 3:

### Looking at future growth – How affordable housing projects now can become a prime location later?

- Developers building affordable housing should look at the future
- Location of an affordable project now will be a prime location with effective infrastructure services in another 20 to 25 years
- The property sector is heading to an extent that there is not much upside for big players anymore
- Supply was overtaking demand
- Developers are supposed to comply with low-cost housing requirements while building luxury properties

Speaker: **Dr Daniele Gambero**, CEO and Co-founder, **REI Group of Companies**

11.45 am – 12.30 am

Session 4:

### Looking at the Developers' Approach to Joint Ventures & Investment

- How are they looking to work with Housing Associations and Local Authorities?
- How have the partnerships evolved in recent years and what structures now work best?
- What are Developers looking for in a JV and what can they bring to the party?
- Why is innovation so important going forward, in order to deliver successful partnerships and much needed housing?

Speaker: **TBA**

12.30 pm – 2.00 pm

Networking Lunch

2.00 pm – 2.45 pm

Session 5:

### Case Study: A Glimpse into Singapore Public Housing Policy and Other Learning Points

- Overview of role of the government in Singapore's public housing and home ownership policy
- Current mechanisms to assist in the delivering on public housing in Singapore e.g. private contractor in building public housing, restrictive eligibility, retirement adequacy, etc.
- Learning points from other countries

Speaker: **Ku Swee Yong**, CEO, **International Property Advisor Pte Ltd**

2.45 pm – 3.30 pm

Session 6:

### Housing the nation using Islamic Finance and Sukuk Financing instruments

- Is Islamic Finance a socially responsible finance?
- How Islamic financing principles could provide suitable solutions to the affordable housing issue?
  - Settling a suitable business model
  - Choosing appropriate Islamic financial products
  - Initiating reforms in legal and infrastructure institutions to facilitate these models and financial products
- Generating liquidity in the housing market by using Sukuk (Islamic bonds) in Malaysia
- Scrutinizing the role that Sukuk can play in funding long-term projects, the use of public-private partnerships in Islamic housing finance, and the importance of credit ratings

Speaker: **Assoc. Prof Dr Baharom Abdul Hamid**, Director, Research Management Centre, **International Centre for Education in Islamic Finance (INCEIF)**

3.30 pm – 4.00 pm

Networking Coffee

4.00 pm - 5.00 pm

Session 7:

### Panel Discussion: Housing affordability and land use planning – Formulating win-win strategies for both the land owner and the developer in developing affordable housing

- Access to cheap land is key to affordable housing
- Local governments to release cheaper parcels of land to developers or facilitate the development of affordable housing by making public land available solely for the purpose of affordable housing
- Authorities can sell land at market price to affordable housing developers before increases in value are realized in the price of the land

Moderator: **Dr Daniele Gambero**, CEO and Co-founder, **REI Group of Companies**

Invited Panellists:

- **Ku Swee Yong**, CEO, **International Property Advisor Pte Ltd**
- **TPr Dr Alias Rameli**, Deputy Undersecretary, Technical Management Section, Strategic Development Division, **Ministry of Territories**
- **Akhmal Abu Basar**, Senior Chief Assistant Secretary (Housing), State Secretariat, **Penang State Government**

5.00 pm

Session Wrap Up