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REHDA INSTITUTE

REGIONAL HOUSING CONFERENCE 2026

"Housing Impact on Sustainable Urban Development & City Planning"

29 July 2026 | 8:00 a.m. - 5:30 p.m. | Malaysia International Trade and Exhibition Centre, KL

Invited Keynote Address

YB Tuan Nga Kor Ming

Minister of Housing and Local Government of Malaysia

Invited Speakers

Datuk Seri TPr Fadlun bin Mak Ujud
Kuala Lumpur City Hall (DBKL)
Mayor

United Kingdom

Professor Dr Jennifer Schooling
- **Darwin College, Cambridge University**
  Fellow
- **Anglia Ruskin University**
  Professor of Digital Innovation and Smart Places

Datuk TPr. Dr. Alias bin Rameli
PLANMalaysia
Director General

Kameel Abdul Halim
Cagamas
President and Chief Executive Officer

Hong Kong

Ryan Ip
Our Hong Kong Foundation (OHKF)
Executive Director
Public Policy Institute

United Kingdom

Professor Dr. Li Wan
University of Cambridge
Professor of Planning
Department of Land and Economy

Ts. Brian Iskandar
PR1MA Corporation Malaysia
Group Chief Executive Officer

United Arab Emirates

Dr. Wan Zokhri Idris
Global Asia Consulting
Managing Partner

Singapore

Dr Lee Nai Jia
PropertyDoctors (Singapore)
Director

Dr Jayaprakash A/L Murulitharan
Ministry of Housing and Local Government (KPKT)
Principal Assistant Secretary
Urban Sustainability Division

Singapore

Ivy Koh
Surbana Jurong
Deputy Chief Operation Officer

Mr Alvin Ong
EdgeProp Malaysia
Managing Director

and more speakers

EVENT OVERVIEW

The REHDA Institute Regional Housing Conference 2026 is a regional annual high-level conference on housing that brings together more than 300 key senior stakeholder attendees from both Government and private sectors.

CONTACT

For Delegates Registration:
REHDA Institute | 6013 899 9808 | register[@]rehdainstitute.com

For Sponsorship:
Ms. Esther | 6017 818 8905 | esther[@]rehdainstitute.com

www.rehdainstitute.com | info@rehdainstitute.com

Theme 1

Smart & Urban Cities – Using Data, AI and Digital Twins to Tackle Housing Overhang

Malaysia's housing challenge today is no longer just about building more homes, but ensuring the right homes are delivered in the right locations, at the right price points, and with proper supporting infrastructure. Despite increasing supply, rising overhang in affordable and mid-range strata properties highlights a growing mismatch between market demand and housing delivery, particularly in high-density urban areas. This reflects the urgent need for more data-driven planning, stronger governance, and better alignment between housing supply, affordability, and liveability.

This session will explore how data, AI, and Digital Twins can help Malaysia shift towards a more proactive, demand-driven housing model by integrating market data, demographics, transport, and land-use insights to improve decision-making. Bringing together policymakers, city leaders, researchers, and industry practitioners, the discussion will focus on practical strategies to reduce housing overhang, optimise site selection, strengthen cross-agency collaboration, and build smarter, more sustainable, and future-ready cities.

Objectives

- Understand the latest patterns and drivers of Malaysia's housing overhang, particularly unsold RM300,000 and mid-range strata units and the emerging regional and product-type divides.
- See how integrated data, AI and Digital Twins can improve housing planning, site selection, estate management and service delivery in high-density urban neighbourhoods.
- Explore federal–state governance and collaboration models that enable scalable smart-city and housing pilots, grounded in prudent, evidence-based decision-making rather than headline supply targets.

Invited Speakers

Mr Alvin Ong

EdgeProp Malaysia

Managing Director

Moderator

United Kingdom

Professor Dr Jennifer Schooling

- **Darwin College, Cambridge University**

Fellow

- **Anglia Ruskin University**

Professor of Digital Innovation and Smart Places

Sr Norhisham bin Shafie

- **National Property Information Centre (NAPIC)**

Director

- **Valuation and Property Services Department (JPPH), Malaysia**

Dr Jayaprakash A/L Murulitharan

Ministry of Housing and Local Government (KPKT), Malaysia

Principal Assistant Secretary
Urban Sustainability Division

Datuk Fadlun Mak Ujud

Kuala Lumpur City Hall (DBKL)

Mayor

Theme 2

Unlocking Land and TOD for housing – Zoning, Land Release, Value Capture and State Implementation

Malaysia's housing challenge is not just how many homes are built, but where and how they are delivered. Significant well-served urban land remains under-used, while many households still live far from jobs, transit and services. Effective land management and transit-oriented development (TOD) are therefore essential to unlocking well-located, affordable and mixed-income housing, and to maximising investments in rail and BRT.

This session brings together policymakers, planners, transport agencies, state governments, developers and international experts to explore housing-led land activation and TOD. Drawing on experiences from the UK, China, Hong Kong, Singapore and Malaysia, it will examine planning frameworks, land-release tools, value-capture approaches and implementation models that:

1. Prioritise housing delivery around transit.
2. Align federal–state powers on land and planning.
3. Channel rising land values into affordable homes and community facilities.

Objectives

- Provide a clear federal planning vision for land supply and TOD that targets housing delivery and affordability.
- Share international best practices on zoning, density, value capture and governance in TOD areas to deliver more, better-located housing.
- Showcase Malaysian state, transport-sector and housing-agency perspectives on land activation and infrastructure-led housing development, including TOD-linked affordable and middle-income projects.

Invited Speakers

Datuk Zaini Yusoff

- **REHDA Malaysia**
President
- **S P Setia Berhad**
President and
Chief Executive Officer

Moderator

United Kingdom

Professor Dr. Li Wan

University of Cambridge

Professor of Planning
Department of Land and Economy

Singapore

Dr Lee Nai Jia

PropertyDoctors (Singapore) Pte Ltd

Director

Singapore

Ivy Koh

Surbana Jurong

Deputy Chief Operation Officer

Ts. Brian Iskandar

PR1MA Corporation Malaysia

Group Chief Executive Officer

Lena Ng Hwei Ling

Railway Assets Corporation (RAC)

Chief Operating Officer, Property

Theme 3

Financing the Scale-Up – Blended Instruments, Green Capital and State Fiscal Models

Delivering affordable, well-located housing at scale and upgrading existing neighbourhoods requires financing models that go far beyond traditional subsidies and bank lending. Malaysia needs a more sophisticated mix of public budgets, development finance, capital-market instruments and private investment that can specifically support affordable, social and middle-income housing, including in TOD areas.

This session will bring together federal and state governments, financial institutions, multilateral organisations, housing agencies, investors and academia to examine how countries such as the UAE, Hong Kong and China structure their housing finance ecosystems from blended finance platforms and market-based instruments to secondary mortgage markets. Drawing on these international examples and Malaysian experience, the discussion will focus on practical instruments and fiscal frameworks that can:

1. Mobilise blended and green capital for housing projects.
2. Deepen market-based housing finance.
3. Strengthen secondary mortgage and liquidity solutions to expand access to home finance and support long-term housing affordability.

Objectives

- Present Malaysia's federal vision for financing affordable and middle-income housing, including links to sustainable urban development and TOD.
- Explore international and local perspectives on blended finance models (e.g. UAE), market-based and green housing finance (e.g. Hong Kong and China), and PPP structures that have successfully funded housing programmes.
- Identify priority financial instruments, pilot schemes and federal–state co-funding mechanisms (e.g. guarantees, land-for-equity, green/Islamic products, secondary mortgage solutions) to accelerate housing supply and neighbourhood upgrading.

Invited Speakers

Dato' Wan Hashimi

PR1MA Corporation Malaysia

Member of Corporation (MoC)

Moderator

United Arab Emirates

Dr. Wan Zokhri Idris

Global Asia Consulting

Managing Partner

Hong Kong

Ryan Ip

Our Hong Kong Foundation (OHKF)

Executive Director
Public Policy Institute

Kameel Abdul Halim

Cagamas

President and
Chief Executive Officer

REGISTRATION FORM

REHDA INSTITUTE
REGIONAL HOUSING CONFERENCE 2026

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REGISTRATION FEES (E-invoice details: TIN F12004029080)

Please tick (/) the appropriate box below for the applicable registration price.

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Normal Price (1 Pax)	☐ RM 1,188.00 per pax + 8% Service Tax (SST) Membership No:____________	☐ RM 1,388.00 per pax + 8% Service Tax (SST)
Normal Price Group Discount (3 Pax & Above)	☐ RM2,364.00/ 3 pax **RM788.00 per pax** + 8% Service Tax (SST) Membership No:____________	☐ RM2,964.00/ 3 pax **RM988.00 per pax** + 8% Service Tax (SST)

REHDA Institute is a non-profit foundation dedicated to training, research, and education to benefit the real estate industry. It functionsas a social enterprise. All contributions made through participation in REHDA Institute activities, as well as any surpluses generated, are channelled back for the benefit of the industry.

Contact REHDA INSTITUTE
FOR REGISTRATION

Tel: 03-7803 6006 / 7006
E-mail:
register@rehdainstitute.com

Wisma REHDA,
No. 2C, Jalan SS5D/6,
Kelana Jaya 47301 Petaling Jaya,
Selangor, Malaysia

www.theceoseries.com
www.rehdainstitute.com

REHDA Institute reserves the right to replace/change speakers or some aspects of the itinerary in the best interest of the conference.

Confirmation of Registration
Participants/Participating company will need to send us back the registration form with their official company stamp as confirmation of their agreement with the organiser's terms and conditions.

No cancellation
Once we have received the registration form with the company's stamp and seal, the organisers will allocate food, seating arrangements etc. for the delegates. Hence you will still be charged whether or not your participants turn up on the day. No cancellation is allowed but a replacement can be arranged at no extra charge.

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Paid registrations are not eligible for conversion to complimentary status.

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For registrants intending to take advantage of the discounted early bird price, please make full payment before the end of the early bird period. If payment are made AFTER the early bird period, the price invoiced will be changed to the full price. Kindly ensure that payments are made early to take advantage of the discounts.

All full payments must be made to the organisers before the actual event day. For those paying through bank transfers, please make sure you send us a copy of your bank in slip and details, else the payment may no be acknowledged by us.

For any late payments, REHDA Institute has a right to charge 10% interest per annum, calculated on a daily basis which will accumulate until the full payment has been cleared.

The confirmation e-mail will be issued 7 days before the commencement of the event. In the event you do not receive the confirmation letter, please contact us immediately.

COMPANY KEY CONTACT PERSON

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Email	Tel

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Email	Tel

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PERSONAL DATA CONSENT LETTER

By filing up the registration form above and submiting it to REHDA Institute, I hereby acknowledge and consent that REHDA Institute reserves the right to retain and process my personal data for purposes related to this event, including but not limited to communication, reporting, and follow-up activities, in accordance with applicable data protection laws and REHDA Institute's privacy policy.