

Annual Property Developer Conference

Supporting Organizations:



The CEO Series 2026

“Reinventing Growth: Innovation and Investment Opportunities in ASEAN & Malaysia”

www.theceoseries.com

15th January 2026 | 7.30 a.m. - 5.30 p.m. | Le Méridien Petaling Jaya, Malaysia

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The CEO Series 2026 brings together more than 400 key senior stakeholder attendees from both the Government and private sectors (banking & finance, manufacturing, construction, real estate & property development)

Invited speakers & panel members:



YB Senator Datuk Seri Amir Hamzah Azizan

Acting Minister of Economy, Malaysia



YB Tuan Loke Siew Fook

Minister of Transport, Malaysia



Leonard Tay

Head of Research, Knight Frank, Singapore



Dr. Wee Chian Koh

Senior Economist, ASEAN + 3 Macroeconomic Research Office (AMRO), Singapore



Lindy Tan

Chairperson, REHDA Johor (Executive Director, BCB Berhad)



Prakash Nagarajan

Managing Director, Bradshaw & Mitchell, Singapore



Denise Cheok

Head of Southeast Asia Economics, Moody's Analytics, Singapore

and more speakers

We have invited international property developers from Taiwan, Vietnam, Thailand, Indonesia, and Australia to attend this event.

1. ASEAN and Malaysia's Economic Outlook 2026: Navigating Global Headwinds and Fostering Regional Resilience

- Investment Climate & FDI Strategies: Attracting Quality Capital to Malaysia and ASEAN
- Labor & Human Capital: Education-Industry Linkages and Upskilling for a Competitive ASEAN

2. Special Focus Session on Johor - Singapore:

- Beyond Boundaries: Optimizing Cross-Border Synergies and Integration between Johor and Singapore within the ASEAN Framework
- Johor's Next Wave: Building Integrated Industrial Parks and Ecosystems for the Future of Manufacturing
- Real Estate & Urban Development: Transit-oriented Development and Cross-border Residential Demand

3. Real Estate Focus - Ideas for recurring income streams | Breakout sessions:

STREAM A:

Future of Rental Living & New-Economy Real Estate

- Reimagining rental living through co-living, PBSA, hybrid long-stays and institutional-grade BTR/multifamily models shaping future demand.
- Designing competitive, experience-led rental assets driven by tenant lifestyle needs, service standards and flexible living concepts.
- Building resilient portfolios through recurring-income and new-economy real estate, including logistics, data centres and rental housing.

STREAM B:

Wellness, Tourism & Experience-Led Real Estate

- Developing integrated wellness and medical tourism districts that anchor high-impact, health-driven real estate ecosystems.
- Creating nature-integrated, low-impact hospitality assets including eco-luxury retreats, regenerative tourism models and sustainable destination design.
- Elevating real estate value through F&B-led placemaking, lifestyle hospitality, and experience-driven mixed-use destination concepts.

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**Pending HRDC Approval



MyColD: 199201003053

TENTATIVE AGENDA

TIME PROGRAMME 15th January 2026 | 7.30 a.m. - 5.30 p.m. | Le Méridien Petaling Jaya, Malaysia

7:15 a.m. Registration and Welcoming Refreshments

9:00 a.m. Welcoming Addresses

- Dato' Jeffrey Ng Tiong Lip, Chairman, REHDA Institute
- Invited YB Senator Datuk Seri Amir Hamzah Azizan, Acting Minister of Economy, Malaysia

9:30 a.m. ASEAN and Malaysia's Economic Outlook 2026:
Navigating Global Headwinds and Fostering Regional Resilience
Moderator: Datuk Ho Hon Sang, President REHDA

- Dr. Wee Chian Koh, Senior Economist, ASEAN + 3 Macroeconomic Research Office, Singapore
- Denise Cheok, Head of Southeast Asia Economics, Moody's Analytics, Singapore
- Invited Dr. Yeah Kim Leng, Senior Fellow, Jeffrey Cheah and Former Monetary Policy Committee (MPC) Member, Bank Negara
- Invited Judith Green, Country Manager for Malaysia, World Bank Group

10:45 a.m. Morning Coffee Break

11:15 a.m. Ministerial Keynote Address

- Invited YB Tuan Loke Siew Fook Minister of Transport, Malaysia

11:30 a.m. Special Focus Session on Johor-Singapore

Moderator: Ms. Lindy Tan, Chairperson, REHDA Johor (Executive Director, BCB Berhad)

- Prakash Nagarajan, Director, Bradshaw Mitchell, Singapore
- Leonard Tay, Head of Research, Knight Frank, Singapore
- Invited Dato' Idzham Mohd Hashim, President and Chief Executive Officer, Iskandar Investment Berhad (IIB)
- Invited Senior Representative from OCBC Bank

12:45 p.m. Networking Lunch

2:00 p.m. [Breakout Session]

Future-Proofing Real Estate:

Unlocking Tourism Growth and Recurring Income Opportunities in a Changing Market Landscape

[The conference includes two breakout sessions running concurrently. Participants are encouraged to attend the session that best aligns with their interest.]

STREAM A

Future of Rental Living:

Designing High-Demand, Experience-Led Rental Assets for a New Generation of Consumers

- Rental demand is rapidly evolving with the rise of co-living, PBSA, hybrid living and long-stay models. This session explores what modern tenants want and how developers can respond.
- Gain global insights on the needs of students, young professionals and mobile talent and what makes rental assets competitive and resilient.
- Learn how experience-led design, service-driven operations and flexible living concepts can lift occupancy, returns and tenant satisfaction.
- With perspectives from operators, educators, capital markets and researchers, the session shows how global rental living models can be adapted for Malaysia's next phase of growth.

a) Reinventing Co-Living: Designing Community-Driven Rental Assets for Urban Demand

Invited Darren Loh, Chief Operating Officer, Coliwoo Holdings (LHN Limited)

b) Purpose-Built Student Housing (PBSA): What Matters Most to the Next Generation of Regional Students

Invited Dato' Loy Teik Ngan, Group Executive Chairman, Taylor's Education Group

c) Global Capital & Rental Housing: What Investors Look For in BTR, Co-Living and Hybrid Living Assets

Invited Sandy Padilla, APAC Head of Research, CBRE Australia

d) European Living Models Shaping the Future of Rental Demand: BTR, Multifamily & Flexible Living

Invited Richard Valentine-Selsey, Head of European Living Research & Consultancy, Savills UK

TENTATIVE AGENDA

TIME PROGRAMME 15th January 2026 | 7.30 a.m. - 5.30 p.m. | Le Méridien Petaling Jaya, Malaysia

2:00 p.m. [Breakout Session]

Future-Proofing Real Estate:

Unlocking Tourism Growth and Recurring Income Opportunities in a Changing Market Landscape

STREAM B

Wellness & Sustainable Tourism Real Estate: Ideas for Malaysia

- Wellness and sustainable tourism are emerging as key drivers of destination competitiveness and long-term asset value across the region.
- Discover how medical tourism, integrated wellness ecosystems and preventive healthcare-focused districts can anchor high-impact real estate developments.
- Learn from leading examples of regenerative tourism and eco-luxury retreats that balance conservation, community impact and guest experience.
- Gain global design perspectives on creating nature-integrated, low-impact, experience-driven tourism environments.
- Explore practical concepts, planning approaches and development models that can help shape world-class wellness and sustainable tourism destinations.

a) Building Integrated Wellness Cities: Medical Tourism, Preventive Healthcare & Holistic Living

Dato' Sri Dr. Vincent Tiew, Executive Director, Branding, Sales & Marketing, KL Wellness City Sdn Bhd

b) Designing for Wellness: Architecture, Nature Integration & Sustainable Visitor Experiences

Invited Sunphol Sorakul, Partner & Director, Foster + Partners (Thailand) Ltd.

c) Regenerative Tourism & Eco-Luxury: Lessons from One of Asia's Most Sustainable Island Retreats

Invited Andrew Dixon, Director, 8 Islands (Founder of Bawah Reserve, Indonesia)

3:30 p.m. Afternoon Coffee Break

4:00 p.m. [Breakout Session]

Institutional Capital & New-Economy Real Estate: Recurring and Alternative Income Assets

STREAM A

Institutional Capital & New-Economy Real Estate:

Recurring and Alternative Income Assets

- Institutional investors are increasingly focused on recurring-income and new-economy assets such as industrial, logistics, data centres, rental living and long-stay models. This session explores what drives these allocations and the return expectations of major funds.
- Developers share how they are moving beyond pure sales into resilient income strategies through industrial leasing, data centre ready landbanks and integrated new-economy assets.
- Global insights from Australia, Europe and Taiwan reveal how institutional capital evaluates risk, yield and income durability, and what defines an institutional-grade asset.
- The panel also examines cross-border capital trends and what Malaysia must prepare for to attract long-term institutional investment.

a) Institutional Investors' Evolving Allocation Strategy Prioritising Recurring Income & New-Economy Assets

Invited Senior Representative from KWAP / EPF / PNB

b) Developer Pivot: Building Future-Ready Portfolios with Recurring and Alternative Income Assets

Invited Dato' Edward Chong, Group Chief Financial Officer, IJM Corporation Berhad

c) Global Capital Flows: What Institutional Investors Want from Asia-Pacific New-Economy Real Estate

Invited Jing Jun (JJ) Heng, Director, Asian Services & Capital Markets, CBRE Australia

d) The Institutionalisation of New-Economy Real Estate: Lessons from Europe's Advanced Markets

Invited Richard Valentine-Selsey, Head of European Living Research & Consultancy, Savills UK

Notes:

1. The Organiser reserves the right to alter the content and timing of the programme in the best interest of the Programme and is not responsible for cancellations due to unforeseen circumstances.

2. The Organiser is not responsible for any statements made by speakers, whether spoken or written, nor for any copying, republication, or redistribution of those statements.

3. Programme as of 27 November 2025.

TENTATIVE AGENDA

TIME

PROGRAMME

15th January 2026 | 7.30 a.m. - 5.30 p.m. | Le Méridien Petaling Jaya, Malaysia

4:00 p.m. [Breakout Session]

Institutional Capital & New-Economy Real Estate: Recurring and Alternative Income Assets

STREAM B

Institutional Capital & New-Economy Real Estate: Recurring and Alternative Income Assets

- Hospitality is shifting from a rooms-first model to experience-led destinations, with hotels and serviced apartments reinventing themselves to attract both travellers and locals.
- F&B-led placemaking, from destination dining to curated culinary concepts, is becoming a major driver of real estate activation and asset value.
- Co-living, hybrid long-stays and remote-work communities are reshaping how people live, work and travel, opening new revenue opportunities for developers.
- Experience-driven design, amenities and guest-centric services are now essential to creating differentiated and resilient hospitality products.
- Regional insights show how experience-led strategies can uplift real estate value, strengthen brand identity and future-proof hospitality portfolios.

a) Transforming Hotels into Lifestyle Destinations: Rethinking Guest Experience & Revenue Models

Invited Datin Christina Toh, President, Malaysia Association of Hotels (MAH)

b) F&B-Led Placemaking: How Destination Dining and Culinary Concepts Elevate Real Estate Value

Invited Benjamin Yong, Founder & Group CEO, The BIG Group

c) Boutique Lifestyle Hospitality: Crafting Spaces that Blend Stay, Community & Creative Experiences

Invited Datin Dian Lee, Founder, KLoé Hotel / The Playground Borneo

d) Hybrid Living & Long-Stay Demand:

The Rise of Co-Living, Serviced Residences & Remote-Work Communities in Asia

Invited Nattha Kahapana, Managing Director, Knight Frank Thailand

6:00 p.m.

End of Conference

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