



# The CEO Series 2026

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

www.theceoseries.com

15th January 2026 | 7.30 a.m. - 6.00 p.m. | Le Méridien Petaling Jaya, Malaysia

Version V3.9 (231225)

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**  
Minister of Finance II, Malaysia



**YB Anthony Loke Siew Fook**  
Minister of Transport, Malaysia



**Dr. Wee Chian Koh**  
Senior Economist, ASEAN + 3 Macroeconomic Research Office (AMRO), Singapore



**Mr. Niall Emmet Farmer**  
Head, Gamuda Land, UK



**Denise Cheok**  
Head of Southeast Asia Economics, Moody's Analytics, Singapore



**Dato' Seri Azmir Merican,**  
GMD and CEO, Sime Darby Property



**Jing Jun (JJ) Heng,**  
Director, CBRE Australia



**Leonard Tay**  
Head of Research, Knight Frank, Singapore



**Lindy Tan**  
Chairperson, REHDA Johor (Exec. Director, BCB Berhad)

and more speakers

## TARGET ATTENDEES

**REGISTER NOW**

Designed for business leaders at all levels from mid-level managers to c-suites, bankers and industry professionals, government authorities, property developers, REITS, investors and fund managers.

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 and JSSEZ

- 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.

For any enquiry : Ms. Bong ☎ 6016 933 9243 or ✉ bong@rehdainstitute.com  
please contact : Ms. Esther ☎ 6017 818 8905 or ✉ esther@rehdainstitute.com

# TENTATIVE AGENDA

TIME PROGRAMME 15th January 2026 | 7.30 a.m. - 6.00 p.m. | Le Méridien Petaling Jaya, Malaysia

7:00 a.m. Registration and Welcoming Refreshments

9:00 a.m. ASEAN and Malaysia's Economic Outlook 2026:  
Navigating Global Headwinds and Fostering Regional Resilience

- a) **ASEAN & Malaysia's 2026 Economic Trajectory: Navigating Global Headwinds, Geopolitical Shifts, and Digital Acceleration**  
Dr. Wee Chian Koh, Senior Economist, ASEAN + 3 Macroeconomic Research Office, Singapore
- b) **Malaysia's Economic Trajectory 2026 – Assessing Credit Profiles, Fiscal Strength, and Financial Market Stability**  
Denise Cheok, Head of Southeast Asia Economics, Moody's Analytics, Singapore

## Morning Welcome Addresses

Dato' Jeffrey Ng Tiong Lip, Chairman, REHDA Institute

## Morning Ministerial Keynote Address

Invited YB Senator Datuk Seri Amir Hamzah Azizan, Minister of Finance II, Malaysia

## Panel Discussion and QnA:

**Moderator: Invited Datuk Ir. Ho Hon Sang, President of REHDA Malaysia**

- Invited Datuk Wira (Dr) Haji Ameer Ali Mydin, Mydin Malaysia
- Dr. Wee Chian Koh, Senior Economist, ASEAN + 3 Macroeconomic Research Office, Singapore
- Denise Cheok, Head of Southeast Asia Economics, Moody's Analytics, Singapore
- Dr. Yeah Kim Leng, Senior Fellow and Director, Jeffrey Cheah Institute on Southeast Asia, Member of BNM Monetary Policy Committee
- Mr. Jacob Lee, President of Federation of Malaysian Manufacturers (FMM)
- Dato Seri Dr. Abd Malik Abdullah, President of Federation of Malaysian Business Associations (FMBA)

11:40 a.m. ASEAN and Malaysia's Economic Outlook 2026:  
Special Focus Session on Johor–Singapore and JSSEZ

- a) **Focus: Johor & Singapore: Forging Advanced Manufacturing Hub – Driving Innovation, Talent & Cross-Border Ecosystems**  
Prakash Nagarajan, Director, Bradshaw Mitchell, Singapore
- b) **Real Estate & Urban Development: Transit-Oriented Development and Cross-Border Real Estate Demand**  
Leonard Tay, Head of Research, Knight Frank, Singapore

## Panel Discussion and QnA:

**Moderator: 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)
- Jeffrey Teoh, Managing Director and Head of Wholesale Banking, OCBC Bank, Malaysia.

12:45 p.m. Ministerial Keynote Address  
Invited YB Tuan Loke Siew Fook, Minister of Transport, Malaysia

12:50 p.m. REHDA Institute Youth Initiative (RIYI) Launching

1:00 p.m. Networking Lunch

### 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 23December 2025.

**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) Global Capital & Rental Housing: Unlocking Investment Potential in BTR, Co-Living, and Hybrid Living Across Singapore & Australia**

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

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

Richard Valentine-Selsey, Head of European Living Research & Consultancy, Savills United Kingdom

**STREAM B**

- 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.

**a) Wellness & Sustainable Tourism Real Estate Development: Ideas for Malaysia**

Bryan Chan, Vice President of Development for Southeast Asia & Korea at IHG Hotels & Resorts

**b) Healthcare & Wellness Tourism: New Real Estate Opportunities in Medical Cities and Integrated Health Districts**

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

**c) New Luxury Real Estate Ideas from Thailand: Crafting Regenerative Wellness & Eco-Destinations Developments for Long Recurring Income**

Sunphol Sorakul, Partner & Director, Foster + Partners, Thailand

**Panel Discussion and QnA:**

**Moderator:** Bryan Chan, Vice President of Development for Southeast Asia & Korea at IHG Hotels & Resorts

**Panelist:**

1. Dato' Sri Dr. Vincent Tiew, Executive Director, Branding, Sales & Marketing, KL Wellness City
2. Sunphol Sorakul, Partner & Director, Foster + Partners, Thailand

**STREAM A - Future of Rental Living:**

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

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

Dato' Seri Azmir Merican, Group Managing Director & CEO, Sime Darby Property

**b) The Developer's Edge: Unlocking and Sustaining Recurring Income in UK Commercial Real Estate - A Forward-Looking Strategy for Malaysian Investors**

Niall Emmet Farmer, Head of Gamuda Land, United Kingdom

4:30 p.m. [Breakout Session] | Future-Proofing Real Estate:

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

**STREAM B**

**Repositioning Asset Design for the Future of Malaysian Hospitality for Visit Malaysia Year 2026 and the Experience Economy**

- As Malaysia prepares for Visit Malaysia Year 2026, hospitality is evolving from a rooms-first model to experience-led destinations. This session explores how strategic asset design can drive resilience, profitability, and long-term value.
- Designing for New Lifestyles: Key design approaches for co-living, hybrid long-stays, and remote-work communities that unlock new revenue streams and expand market reach.
- Strategic Repositioning for VMY 2026: How smart asset redesign can enhance property value, strengthen brand identity, and position portfolios to capitalise on VMY 2026 and beyond.

**a) Data Driven Strategic Asset Design: Future-Proofing Malaysian Hospitality Through Experience-Led Lifestyle Destinations for VMY 2026.**

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

**b) Beyond Profit Margins: Datai Langkawi's Strategic Investment in Sustainable Luxury for Enduring Brand Equity and Generational Appeal**

Invited Mr. Arnaud Girodon, CEO, Datai Hotels and Resorts Sdn Bhd – (25-Minute)

**c) The Evolving Traveler: Leveraging Big Data for Future-Proofing Malaysian Tourism Assets**

Ms. Nadia Omer, CEO, AirAsia Move

**Panel Discussion and QnA:**

**Moderator:** Datin Christina Toh, President, Malaysia Association of Hotels (MAH)

**Panelist:**

1. Mr. Atakawee (Eddie) Choosang, Head of Hotels & Hospitality, CBRE Thailand
2. Ms. Nadia Omer, CEO, AirAsia Move
3. Invited Mr. Arnaud Girodon, CEO, Datai Hotels and Resorts Sdn Bhd





# The CEO Series 2026

"Reinventing Growth: Innovation and Investment Opportunities in ASEAN & Malaysia"

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

\*\*Maximum Amount Claimed  
As Per HRDC Guideline



Are you applying for HRD Corp Grant?

☐ Yes ☐ No

## COMPANY DETAILS

Company Name
Address
Contact Number (Compulsory)

## ATTENDEE DETAILS

<b>1</b>	Name:
	Company to invoice:
	Mobile (Compulsory) : Job Title:
	Office (Compulsory) : Email:

<b>2</b>	Name:
	Company to invoice:
	Mobile (Compulsory) : Job Title:
	Office (Compulsory) : Email:

<b>3</b>	Name:
	Company to invoice:
	Mobile (Compulsory) : Job Title:
	Office (Compulsory) : Email:

## REGISTRATION FEES

	REHDA Member	Non Member
<b>Normal Price (1 Pax)</b>	<input type="checkbox"/> RM 1,088.00 per pax + 8% Service Tax (SST) Membership No: _____	<input type="checkbox"/> RM 1,488.00 per pax + 8% Service Tax (SST)
<b>Normal Price Group Discount (3 Pax &amp; Above)</b>	<input type="checkbox"/> RM2,388.00/ 3 pax <b>RM796.00 per pax + 8% Service Tax (SST)</b> Membership No: _____	<input type="checkbox"/> RM3,588.00/ 3 pax <b>RM1,196.00 per pax + 8% Service Tax (SST)</b>

REHDA Institute is a non-profit foundation dedicated to training, research, and education to benefit the real estate industry. It functions as 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.

## COMPANY KEY CONTACT PERSON

Name	Job Title
Email	Tel

## PAYMENT/ACCOUNT CONTACT PERSON IN CHARGE

Name	Job Title
Email	Tel

## PERSONAL DATA CONSENT LETTER

By filing up the registration form above and submitting 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.

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.

### Payments

Paid registrations are not eligible for conversion to complimentary status.

Please note that once a registration has been processed and the invoice issued, no subsequent discounts or vouchers will be applicable.

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 not 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 Stamp For Approval  
(Compulsory)**