

Supporting Organizations:



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The CEO Series 2026

Annual Property Developer Conference

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

****Maximum Amount Claimed As Per HRDC Guideline**



MyColD: 199201003053

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15th January 2026 | 8.00 a.m. - 6.00 p.m. | Le Méridien Petaling Jaya, Malaysia

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 Tuan Loke Siew Fook
Minister of Transport, Malaysia



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



YB Tuan Chiew Choon Man
Deputy Minister of Tourism, Arts and Culture, Malaysia



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



Mr. Niall Emmet Farmer
Head, Gamuda Land,
United Kingdom



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



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



Jing Jun (JJ) Heng,
Director, CBRE Australia



Leonard Tay
Head of Research,
Knight Frank, Singapore

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

- Advancing integrated wellness and medical tourism districts as anchors for high-impact, health-driven real estate ecosystems and long-term asset value.
- Designing nature-integrated, low-impact hospitality assets, including eco-luxury retreats and regenerative tourism developments that balance sustainability, community impact, and guest experience
- Enhancing real estate value through experience-led placemaking, lifestyle hospitality, and mixed-use destination

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 8.00 a.m. - 6.00 p.m. Le Méridien Petaling Jaya, Malaysia
8:00 a.m.	Registration and Welcoming Refreshments	
8:50 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 (AMRO), 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	
9:20 a.m.	Panel Discussion and Q&A: Moderator: Datuk Ir. Ho Hon Sang, President, REHDA Malaysia <ul style="list-style-type: none">• Dr. Wee Chian Koh, Senior Economist, ASEAN + 3 Macroeconomic Research Office (AMRO), 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 Manufacturing (FMM)• Dato Seri Dr. Abd Malik Abdullah, President of Federation of Malaysian Business Associations (FMBA)	
10:00 a.m.	Morning Welcome Addresses Dato' Jeffrey Ng Tiong Lip, Chairman, REHDA Institute Morning Ministerial Keynote Address YB Anthony Loke Siew Fook, Minister of Transport, Malaysia Launch of REHDA Institute Youth Initiative (with University Partners) witnessed by YB Tuan Loke Siew Fook as VIP Guest.	
10:40 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, Managing 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	
11:10 a.m.	Panel Discussion and Q&A: Moderator: Lindy Tan, Chairperson, REHDA Johor (Executive Director, BCB Berhad) <ul style="list-style-type: none">• Prakash Nagarajan, Managing Director, Bradshaw Mitchell, Singapore• Leonard Tay, Head of Research, Knight Frank, Singapore• Jeffrey Teoh, Managing Director and Head of Wholesale Banking, OCBC Bank, Malaysia.	
12:00 p.m.	Lunch Welcome Addresses Dato' Jeffrey Ng Tiong Lip, Chairman, REHDA Institute Lunch Ministerial Keynote Address YB Senator Datuk Seri Amir Hamzah Azizan, Minister of Finance II, Malaysia	
12:25 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 13 January 2026

2:00 p.m.	<div><div>STREAM A - Future of Rental Living: Institutional Capital & New-Economy Real Estate: Recurring and Alternative Income Assets <i>[The conference features two concurrent breakout sessions; participants may choose the one that best suits their interests]</i></div><div><div>Panel introduction by Datuk Hoe Mee Ling, CEO, Property Investment, OSK Property</div><div>Designing High-Demand, Experience-Led Rental Assets for a New Generation of Consumers<ul style="list-style-type: none">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.</div><div><div>a) Global Capital & Rental Housing: Unlocking Investment Potential in BTR, Co-Living, and Hybrid Living Across Singapore & Australia Jing Jun (JJ) Heng, Director, Asian Services & Capital Markets, Victoria, CBRE Australia</div><div>b) European Living Models Shaping the Future of Rental Demand: BTR, Multifamily & Flexible Living Richard Valentine-Selsey, Head of European Living Research & Consultancy, Savills UK</div><div>Panel Discussion and Q&A: Moderator: Datuk Hoe Mee Ling, Chief Executive Officer, Property Investment, OSK Property Panelist: 1. Jing Jun (JJ) Heng, Director, Asian Services & Capital Markets, Victoria, CBRE Australia 2. Richard Valentine-Selsey, Head of European Living Research & Consultancy, Savills UK</div></div></div></div>
2:00 p.m.	<div><div>STREAM B - Future-Proofing Real Estate: Unlocking Tourism Growth and Recurring Income Opportunities in a Changing Market Landscape</div><div><div>Panel introduction by Bryan Chan, Vice President of Development for Southeast Asia & Korea at IHG Hotels & Resorts</div><div>Repositioning Asset Design for the Future of Malaysian Hospitality for Visit Malaysia Year 2026 and the Experience Economy<ul style="list-style-type: none">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.</div><div><div>a) Wellness & Sustainable Tourism Real Estate Development: Ideas for Malaysia Bryan Chan, Vice President of Development for Southeast Asia & Korea at IHG Hotels & Resorts</div><div>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</div><div>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</div><div>Panel Discussion and Q&A: 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</div></div></div></div>
3:30 p.m.	<div>Afternoon Coffee Break</div>

4:00 p.m.

**STREAM A - Future of Rental Living:
Institutional Capital & New-Economy Real Estate: Recurring and Alternative Income Assets**

Panel introduction by Tan Sri Datuk Eddy Chen, Group Managing Director, MKH Berhad

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

- Institutional investors are shifting towards recurring-income and new-economy assets such as industrial, logistics, data centres and rental living. This session unpacks the drivers and return expectations behind these allocations.
- Developers share how they are diversifying beyond sales into resilient income strategies, including industrial leasing and data centre-ready landbanks.
- Global perspectives from Australia, Europe and Taiwan highlight how institutional capital assesses risk, yield and what defines an institutional-grade asset.
- The panel also explores cross-border capital flows and what Malaysia must do 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

Panel Discussion and Q&A:

Moderator: Tan Sri Datuk Eddy Chen, Group Managing Director, MKH Berhad

Panelist:

1. Dato’ Seri Azmir Merican, Group Managing Director & CEO, Sime Darby Property
2. Niall Emmet Farmer, Head of Gamuda Land, United Kingdom

4:00 p.m.

**STREAM B - Future-Proofing Real Estate:
Unlocking Tourism Growth and Recurring Income Opportunities in a Changing Market Landscape**

Panel introduction by Datuk Seri (Dr) Michael KC Yam, Chairman, Triterra

Visit Malaysia Year 2026 Keynote Address

YB Tuan Chiew Choon Man, Deputy Minister of Tourism, Arts and Culture (MOTAC)

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.

Beyond Profit Margins: Datai Langkawi's Strategic Investment in Sustainable Luxury

a) for Enduring Brand Equity and Generational Appeal

Mr. Arnaud Girodon, CEO, Datai Hotels and Resorts Sdn Bhd

Data Driven Strategic Asset Design: Future-Proofing Malaysian Hospitality Through

b) Experience-Led Lifestyle Destinations VMY 2026

Pel Loh, Senior Vice President - Operations, The MUI Group (Malayan United Industries Berhad)

Panel Discussion and Q&A:

Moderator: Datuk Seri (Dr) Michael KC Yam, Chairman, Triterra

Panelist:

1. Pel Loh, Senior Vice President - Operations, The MUI Group (Malayan United Industries Berhad)
2. Mr. Arnaud Girodon, CEO, Datai Hotels and Resorts Sdn Bhd

COMPANY DETAILS

Are you applying for HRD Corp Grant? ☐ Yes ☐ No

Company Name

Address

ATTENDEE DETAILS

1

Name:

Company to invoice:

Mobile (Compulsory) :

Job Title:

Office (Compulsory) :

Email:

2

Name:

Company to invoice:

Mobile (Compulsory) :

Job Title:

Office (Compulsory) :

Email:

3

Name:

Company to invoice:

Mobile (Compulsory) :

Job Title:

Office (Compulsory) :

Email:

4

Name:

Company to invoice:

Mobile (Compulsory) :

Job Title:

Office (Compulsory) :

Email:

5

Name:

Company to invoice:

Mobile (Compulsory) :

Job Title:

Office (Compulsory) :

Email:

REGISTRATION FEES (E-invoice details: TIN F12004029080)

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

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Selangor, Malaysia

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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)**