

# Malaysian Housing & Property Summit to focus on challenges and opportunities in the new normal

The upcoming Malaysian Housing & Property Summit will review the experiences and knowledge gained from the unprecedented challenges faced by the nation from global covid-19 pandemic and opportunities for the future said Kingsley Strategic Institute's (KSI) Tan Sri Dr Michael Yeoh.

This year's event will be a virtual summit and be held on Tuesday July 27th. The theme for the prestigious and highly anticipated event will be Resetting & Rebuilding the Housing and Property Industry in the New Normal.

The opening keynote address will be presented by YB Datuk Hajah Zuraida binti Kamaruddin, Malaysia's Minister of Housing and Local Government.

Commenting further on the Summit, Tan Sri Dr Michael Yeoh said the annual event brings together key industry leaders, senior government officers, property consultants and professionals related to the housing and property industry to take stock of the state of the sector and evaluate key trends, strategic challenges and opportunities.

"The pandemic has caused many disruptions across numerous economic sectors and impacted several industries including housing and property", said Tan Sri Dr Michael Yeoh.

"The new post pandemic normal requires housing and property to strengthen its resilience, rethink, reset and rebuild a better industry for the future".

Increasingly greater digitalization is being utilized in the property sector with virtual sales platforms and digital technology being integrated into the property development cycle – and this will be a key focus of the Summit's program and presentations by the distinguished speakers and presenters.

Additionally, the Summit program has been structured to enable key industry players to exchange ideas, information and experiences on how to reset and revitalize the Housing and Property industry.

The Summit will also enable participants to 'feel the pulse' of the industry and be updated on key issues and new opportunities. It will be a meeting of minds to take stock of the changing marketplace and to plan for the future in a greatly changed landscape.

Tan Sri Dr Michael Yeoh concluded, "Beyond the lessons of the pandemic, the Summit program will also examine how Malaysia's housing system is responding to the issues of sustainable design and energy efficient housing.

"In addition, the Summit will examine a range of topics including affordability and availability; improving the linkages between housing and support systems; and many more".

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The New Malaysia has brought new hopes for the country and new challenges. This requires new strategic thinking, new plans and new ideas. The Kingsley Strategic Institute (KSI) aims to provide strategic advice, high level executive briefings, international conferences, policy roundtables and

national summits.

In line with the revived Malaysia Inc concept to foster closer public- private sector cooperation KSI organises top level exclusive briefings and policy dialogues and provide policy inputs to government derived from policy analysis. KSI is a bridge between Government and Business:

- KSI Institute's value propositions are our commitment to excellence, professionalism and integrity.

- KSI Institute helps companies and organizations prepare for the 4th Industrial Revolution and the Age of Disruption through meetings of minds sharing new ideas, insights and intelligence.

- KSI is also the Secretariat for the prestigious Economic Club of Kuala Lumpur, the Malaysia China Economic Cooperation Council (MCECC), and Dialog Rakyat.

- i The MCECC organizes high level meetings on the Belt and Road Initiatives (BRI) and works closely with think tanks, business organizations and research institutions in China and ASEAN.

- ii The Economic Club of Kuala Lumpur promotes discussions and debate on economic policies and issues and host Roundtables and luncheons with Cabinet Ministers, top CEOs and thought leaders from Malaysia and the ASEAN region.

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