



# IEM

The Institution of Engineers, Malaysia



## Physical Technical Talk on “Current Trend in The Real Estate Industry: Challenges From The Perspectives Of Engineering & Construction, Planning, Govt Policy and Sustainability”



**Date : 7 Sept 2024 (Saturday)**



**Time : 9.30am - 11.30am**

**Venue : Auditorium Malakoff  
Wisma IEM**

**CPD hours : 2**

**CPD Ref No. : IEM24/HQ/319/T**

### Registration Fees

**\*Student Member : FOC**

**\*IEM Member : RM 15.00**

**\*Non-Member : RM 70.00**

Organised by  
**Urban Engineering Development Special Interest Group (UEDSIG)**

## SYNOPSIS

The real estate industry is a very old industry in Malaysia, previously operated by businessmen. It has since evolved over the years and the current trend is the business is run by professionals, including engineers. This industry has contributed RM56.7b in 2023 GDP of the country and since it has a wide coverage of the social and economic aspects of the nation, it has become well regulated by the Government from the areas of engineering and construction, planning, policies and inevitably the sustainability agenda to align with the Government target of achieving zero carbon emission by 2050. This talk dwells with the various challenges faced by the real estate industry and how it navigates itself and yet stay relevant to nation building



**DATUK Ir. HO HON SANG**  
**President, REHDA Malaysia**

Datuk Ir. Ho Hon Sang is the President of REHDA Malaysia for the 2024/2026 term. He held the Deputy President mantle from 2022 to June 2024, and prior to that, was the Chairman of REHDA Selangor from 2020 – 2022. He is currently an Advisor at Equatorial Palms Sdn Bhd.

Datuk Ir. Ho has more than 40 years of experience in property development as well as relevant fields which include engineering, consultancy, road privatisation and general management industry. He was the Group CEO of Mah Sing Group Berhad, and also previously held the posts of CEO of Sunsuria Berhad and Managing Director of Sunway Berhad's property development division. He is a member of the Institution of Engineers, Malaysia (IEM) and a registered Professional Engineer with Practising Certificate under the Board of Engineers Malaysia (BEM).

Datuk Ir. Ho graduated with a First Class (Hons) in Civil Engineering from Universiti Malaya in 1984. He also attended Harvard Business School's Advanced Management Program in 2005.



# SPONSORSHIP BOOKING FORM ( EVENT DAY )

## Physical Technical Talk on “Current Trend In The Real Estate Industry: Challenges From The Perspectives Of Engineering & Construction, Planning, Govt. Policy and Sustainability” 07TH SEPTEMBER 2024 (Saturday) 9.30am – 11.30am

Organised by :  
**URBAN ENGINEERING DEVELOPMENT SPECIAL INTEREST GROUP (UEDSIG),**  
The Institution of Engineers, Malaysia  
No. 60/62, Jalan 52/4, P.O. Box 223 (Jalan Sultan), 46720 Petaling Jaya, Selangor  
Tel No. 03-79684001/2 Fax No. 03-79577678  
Email: shahrul@iem.org.my / syafiq@iem.org.my Website: www.iem.org.my

Chairman, URBAN ENGINEERING DEVELOPMENT SPECIAL INTEREST GROUP (UEDSIG),

We would like to place an advertisement/ booths for the physical event of the PHYSICAL TECHNICAL WORKSHOP on “Current Trend In The Real Estate Industry: Challenges From The Perspectives Of Engineering & Construction, Planning, Govt. Policy and Sustainability” as indicated below and attach herewith a cheque no. .... for the sum of RM ..... made payable to “THE INSTITUTION OF ENGINEERS, MALAYSIA” being our booking fees:-

Tick (✓)	Package	Rates Please add 8% SST to the Rates	Complimentary Participant Seat
	<b>2 Booths (2 Tables + 4 Chairs)</b>	RM 2,000.00	4 seats + Complimentary Buffet Lunch Bonding Session with SPEAKER in WISMA IEM
	<b>1 Booth (1 Table + 2 Chairs)</b>	RM 1,200.00	2 seats + Complimentary Buffet Lunch Bonding Session with SPEAKER in WISMA IEM
	<b>Advertising – 90 seconds videos (1.5 min)</b>	RM 900.00	3 seats + Complimentary Buffet Lunch Bonding Session with SPEAKER in WISMA IEM
	<b>Gold Sponsor: 1 Booth (1 Table + 2 Chairs) + Advertising – 90 seconds videos (1.5 min)</b>	RM 1,800.00	4 seats + Complimentary Buffet Lunch Bonding Session with SPEAKER in WISMA IEM
	<b>Sponsor for Morning Refreshment + 1 Booth (1 Table + 2 Chairs)</b>	RM 2,200.00	4 seats + Complimentary Buffet Lunch Bonding Session with SPEAKER in WISMA IEM
	<b>Complimentary Buffet Lunch Bonding Session with SPEAKER in WISMA IEM</b>	RM 100.00	Per pax/s for Added-On

**\*For special packages (other than above), kindly contact the secretariat.**

**\*Advertisement Artwork and Videos must be accompanied with payment minimum 2 week before the talk.**

**PAYMENT INFORMATION:**

- Account Name : THE INSTITUTION OF ENGINEERS, MALAYSIA**
- Account Number : 232-303-911-0**
- Bank Name : UNITED OVERSEAS BANK (UOB)**
- Bank Address : NO 2-6, JALAN TENGAH, 46200 PETALING JAYA, SELANGOR**
- Swift Code : UOVBMK1025**
- Email Address for Receiving Remittance Advise : finance@iem.org.my/shahrul@iem.org.my**

CONTACT INFORMATION:		
Contact Name		
Organisation:		
Position:		
Mailing Address:		
Contact Nos.:	Tel:	Fax:
Hand phone No.		
E-mail:		

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Company Stamp:

