



# AREC:FORUM

**23 and 24 July 2025**

**Kuala Lumpur Convention Centre (KLCC)**

## EVENT OVERVIEW

**AREC : Forum** is part of the inaugural ASEAN Real Estate Conference under Malaysia's ASEAN Chairmanship. Organised by the Ministry of Housing and Local Government, Malaysia the Forum brings together thought leaders, policymakers, industry players, and academics from across ASEAN and partner countries to explore innovative, integrated, and impactful solutions to today's pressing housing and urban development challenges. With a focus on smart technologies, sustainable finance, and inclusive planning, the Forum aims to catalyse a real estate renaissance that fosters resilient, liveable, and equitable cities across the region.

## HIGHLIGHTS

- Challenges and global trends especially recent geoeconomic uncertainties.
- Approaches to advance sustainable development, inclusivity and future living environment.

## WHAT PARTICIPANTS WILL GAIN FROM AREC: FORUM 2025

### **Visionary Leadership Perspectives**

Discover bold policy directions and collective strategies in response to rising geoeconomic uncertainties and the persistent housing trilemma, including issues of affordability, livability, and sustainability.

### **Crisis-Ready Industry Insights**

Understand how ASEAN's real estate and construction sectors are responding to geopolitical disruptions such as tariff shocks, and how these can be turned into opportunities through adaptive design, regional cooperation, and technological integration.

### **Cutting-Edge Technological Exposure**

Explore innovations reshaping housing—like BIM, AI-driven design, and smart prefabrication—that improve cost efficiency, environmental impact, and speed of delivery in urban development.

### **Next-Generation Urban Planning Approaches**

Gain exposure to regenerative urbanism, circular redevelopment, and climate-resilient city models that prioritise nature, community, and adaptability in masterplanning.

### **New Financing Pathways and Partnerships**

Learn about emerging finance models and multi-stakeholder collaboration mechanisms, including public-private partnerships and community-driven development, that unlock inclusive and scalable housing solutions.

## WHO SHOULD ATTEND

AREC: Forum 2025 welcomes a diverse range of participants from across ASEAN and partner countries, including:

- Government authorities and relevant ministries/ agencies
- Real estate developers and construction industry leaders
- Architecture, urban planning, and consulting firms
- Financial institutions, investors, and development banks
- Academicians, researchers, and think tanks

## KEYNOTE ADDRESS

### Navigating Geoeconomic Challenges: ASEAN Visionary Housing Solutions

A thought-provoking opening session delivered by a distinguished leader, focusing on global trends and challenges in the wake of geoeconomic uncertainties. What can ASEAN collectively do in solutioning the on-going housing trilemma? The keynote will emphasise bolder approaches to advance sustainable development, inclusivity, and the future of living environments in rapidly urbanising societies.



**YB Tuan Nga Kor Ming**  
Minister of Housing and  
Local Government, Malaysia  
and President of the UN-Habitat  
Assembly

## SESSION 1: PANEL DISCUSSION

### Industry Countermeasures: Absorbing the Recent USA Tariff Shockwaves

This session explores both challenges and opportunities in the region's construction industry and its spill-over effects on housing and real estate sector as it evolves with sustainable designs, green materials, and cutting-edge technologies, in the aftermath of US unwarranted "Liberation Day" tariff announcement. Learn the insights from renowned experts on the various impacts experienced by ASEAN Member States that will eventually draw a sound conclusion on ASEAN's way forward towards a resilient and progressive construction industry.

#### Panelist



**Datuk Ir. Ho Hon Sang**  
President  
Real Estate and  
Housing Developers'  
Association (REHDA),  
Malaysia



**Dr. Lee Nai Jia**  
Head of Real Estate  
Intelligence  
PropertyGuru Group,  
Singapore



**Enrico Tanuwidjaja**  
Senior ASEAN  
Economist  
United Overseas Bank,  
Indonesia



**S. Jai Shankar**  
Senior Director  
Malaysia External Trade  
Development Corporation  
(MATRADE), Malaysia

#### Moderator

## SESSION 2: EXPERT TALK

### The Digital Builders: Transforming Housing with Smart Tech and Innovation

An insightful exploration of how cutting-edge technologies are reshaping the construction landscape – from digital simulation, Building Information Modeling (BIM), and smart prefabrication to AI-driven design and advanced materials. This segment showcases how innovation is driving faster, greener, and more cost-effective housing solutions, enabling the industry to meet growing demands for sustainability, resilience, and efficiency at scale.

#### Speakers



**Prasoon Kumar**  
Co-Founder and  
Chief Executive Officer  
Billion Bricks Homes  
Pte Ltd, Singapore



**Zhu Wenqi**  
Deputy Director-General-  
Level Counsellor  
Department of Real Estate  
Market Supervision,  
Ministry of Housing and  
Urban-Rural Development,  
China



**Datuk Seri  
(Dr.) Michael K C Yam**  
Trustee  
Real Estate and  
Housing Developers'  
Association (REHDA)  
Institute, Malaysia



**Ar. Sarly Adre Sarkum**  
Chief Executive Officer  
Green Building Index (GBI),  
Malaysia

#### Moderator

## SESSION 3: PANEL DISCUSSION

### Masterplanning the Future: Reawakening Cities That Breathe and Thrive

This session will ignite conversations on reshaping cities into dynamic spaces that adapt, grow, and nurture their inhabitants. Experts will unveil cutting-edge planning philosophies that defy outdated norms including in mitigating and adapting to the prevalent climate change impacts, creating living environments where sustainability and humanity are at the core. Discover the rise of circular redevelopment where derelict districts are being reimagined and renewed with vertical gardens, renewable microgrids, and smart mobility hubs. This is not just redevelopment – it's the art of resurrecting place and purpose, shaping living, breathing neighborhoods that pulse with resilience and possibility.

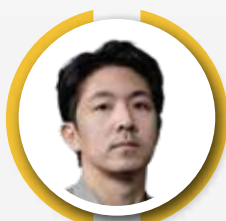
#### Panelist



**Dato' Seri  
TPr (DR.) Maimunah  
Mohd Sharif**  
Mayor of  
Kuala Lumpur,  
Malaysia



**Djoko Prihanto**  
Director  
DP Urban,  
Singapore



**Kody Kato**  
Director  
Office for Design  
Evolution (ODE),  
Malaysia



**Chloe Chen Siu Ping**  
Senior Architect  
Hong Kong Housing  
Authority,  
Hong Kong SAR



**Dr. Suraya Ismail**  
Director of Research  
Khazanah Research  
Institute (KRI),  
Malaysia

#### Moderator

## SESSION 4: PANEL DISCUSSION

### Bridges of Change: Funding, Partnerships, and People Power for Sustainable Housing

A dynamic exploration of the essential pillars that enable lasting transformation in the housing sector – from innovative green financing models, government incentives, and public-private partnerships, to the crucial role of empowered communities as co-creators of sustainable, inclusive living environments. This segment highlights how collaboration and shared responsibility can drive impactful, long-term change across ASEAN's housing landscape.

#### Panelist



**Kameel Halim**  
President and Chief  
Executive Officer  
Cagamas Berhad,  
Malaysia



**Sreedhar Vivek Rao**  
Principal Financial  
Sector Specialist  
Asian Development  
Bank, Philippines



**Wang Yonghui**  
Division Director  
Department of Real Estate  
Market Supervision,  
Ministry of Housing and  
Urban-Rural Development,  
China



**Firdaos Rosli**  
Chief Economist  
AmBank Group,  
Malaysia

#### Moderator

## PROGRAMME DAY ONE

0900	Registration
1000	<b>KEYNOTE ADDRESS</b> <b>Navigating Geoeconomic Challenges: ASEAN Visionary Housing Solutions</b>  <b>Speaker:</b> <b>YB Tuan Nga Kor Ming</b> <b>Minister of Housing and Local Government, Malaysia and President of the UN-Habitat Assembly</b>
1030	<b>SESSION 1: PANEL DISCUSSION</b> <b>Industry Countermeasures: Absorbing the Recent USA Tariff Shockwaves</b>  <b>Panelists:</b> • <b>Datuk Ir. Ho Hon Sang</b> President, <b>Real Estate and Housing Developers' Association (REHDA), Malaysia</b> • <b>Dr. Lee Nai Jia</b> Head of Real Estate Intelligence, <b>PropertyGuru Group, Singapore</b> • <b>Enrico Tanuwidjaja</b> Senior ASEAN Economist, <b>United Overseas Bank, Indonesia</b>  <b>Moderator:</b> <b>S. Jai Shankar</b> Senior Director, <b>Malaysia External Trade Development Corporation (MATRADE), Malaysia</b>
1150	Q&A Session
1200	Conclusion and End of Day One
1205	Lunch Break
1400	<b>Opening Ceremony of AREC 2025 and ARECHIDEX 2025</b>

## PROGRAMME DAY TWO

0900	Registration
0930	<b>SESSION 2: EXPERT TALK</b> <b>The Digital Builders: Transforming Housing with Smart Tech and Innovation</b>  <b>Speakers:</b> • <b>Prasoon Kumar</b> Co-Founder and Chief Executive Officer, <b>Billion Bricks Homes Pte Ltd, Singapore</b> • <b>Zhu Wenqi</b> Deputy Director-General-Level Counsellor, <b>Department of Real Estate Market Supervision, Ministry of Housing and Urban-Rural Development, China</b> • <b>Datuk Seri (Dr.) Michael K C Yam</b> Trustee, <b>Real Estate and Housing Developers' Association (REHDA) Institute, Malaysia</b>  <b>Moderator:</b> <b>Ar. Sarly Adre Sarkum</b> Chief Executive Officer, <b>Green Building Index (GBI), Malaysia</b>
1050	Q&A Session
1100	Morning Break



1115	<b>SESSION 3: PANEL DISCUSSION</b> <b>Masterplanning the Future: Reawakening Cities That Breathe and Thrive</b>  <b>Panelists:</b> <ul style="list-style-type: none"> <li>• <b>Dato' Seri TPr (DR.) Maimunah Mohd Sharif</b> Mayor of Kuala Lumpur, <b>Malaysia</b></li> <li>• <b>Djoko Prihanto</b> Director, <b>DP Urban, Singapore</b></li> <li>• <b>Kody Kato</b> Director, <b>Office for Design Evolution (ODE), Malaysia</b></li> <li>• <b>Chloe Chen Siu Ping</b> Senior Architect, <b>Hong Kong Housing Authority, Hong Kong SAR</b></li> </ul> <b>Moderator:</b> <b>Dr. Suraya Ismail</b> Director of Research, <b>Khazanah Research Institute (KRI), Malaysia</b>
1235	Q&A Session
1245	Lunch Break
1430	<b>SESSION 4: PANEL DISCUSSION</b> <b>Bridges of Change: Funding, Partnerships, and People Power for Sustainable Housing</b>  <b>Panelists:</b> <ul style="list-style-type: none"> <li>• <b>Kameel Halim</b> President and Chief Executive Officer, <b>Cagamas Berhad, Malaysia</b></li> <li>• <b>Sreedhar Vivek Rao</b> Principal Financial Sector Specialist, <b>Asian Development Bank, Philippines</b></li> <li>• <b>Wang Yonghui</b> Division Director, <b>Department of Real Estate Market Supervision, Ministry of Housing and Urban-Rural Development, China</b></li> </ul> <b>Moderator:</b> <b>Firdaos Rosli</b> Chief Economist, <b>AmBank Group, Malaysia</b>
1550	Q&A Session
1600	Conclusion and End of Day Two

## Confirmation of Participation

📌 Kindly confirm your participation in the Forum by **15 July 2025** via the following link:

🔗 <https://cisnetwork.com/eforms/index.php/arec-forum-reg>

**Participation in the Forum is free of charge** and open to all stakeholders across ASEAN and partner countries on a self-funded basis.

## General Enquiries

Secretariat, ASEAN Real Estate Conference (AREC) 2025

Ministry of Housing and Local Government (KPKT), Malaysia

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