

MALAYSIAN  
**BUSINESS**

THE RIGHT ADDRESS

# housing & property

January 1st 2010

## BRIGHTER DAYS AHEAD?

By Cheah Chor Sui

How will the local property market fare in 2010? Is recovery in sight or are prospects still elusive for property investors? Will a 360 degrees turnaround ensue following setback resulting from global recession in the previous year? *Malaysian Business* speaks to various industry players to gauge their opinions:



**Lai Voon Hon, President/  
CEO of Ireka Development  
Management Sdn Bhd**

The Government's pump priming is beginning to take shape in the form of large-scale infrastructure projects. We are also seeing the momentum from the private sector, especially in the development of offices and residential projects.

We would certainly hope that properties will continue to be an asset class of choice for Malaysians and foreign investors into Malaysia. To become too bright of a shining star would also mean that you must be prepared to be a lacklustre star when the economy turns for the worse.

Hence, I would prefer for there to be a sustainable growth in the property sector, one that is supported by strong fundamentals rather than speculative bubbles.

I believe the Government has all the right intentions in making the industry much more competitive, and at the same ensuring that growth is kept to a healthy rate. However, clarity and timing of many of these measures will need to be examined.

The re-introduction of RPGT has created much confusion in the market, especially when RPGT was exempted less than three years ago in April 2007. Although the quantum is relatively small, there will still be a dampening effect until all concerns and questions are clarified.

We are indeed seeing a number of exciting opportunities arising from this crisis. For example, the industry as a whole and consumers have benefited from the 5:95 scheme that many property developers have put in place together with the financiers. There are also some developers that took the opportunity to attract property buyers, by providing additional incentives.