

housing & property

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Nestled next to the Bukit Cherakah Forest Reserve in Shah Alam, Bukit Tengku @ Shah Alam U10 by Melati Ehsan Holdings Bhd is an exclusive 60-acre bungalow development (133 units)

BY CHEAH CHOR SOOI

WHAT THE FUTURE HOLDS FOR 2012



The global economic outlook remains fluid and increasingly worrying, says the Malaysian Institute of Economic Research (MIER) in its outlook published on October 13 last year. Amid fears of a softening market to measures announced by the government to contain speculation and enhance home ownership, how will the Malaysian property scene fare in the year of the water dragon? **Malaysian Business** speaks to industry players.



Lai Voon Hon, President/ Chief Executive Officer of Ireka Development Management Sdn Bhd

We hold the view that the Malaysian property prices in general will hold out relatively well with probably moderate correction in certain oversupply segment. The office market in Kuala Lumpur for instance will remain soft for 2012 unless the global economy recovers sufficiently to spur business expansion at new business set-ups to take up the current supply in the city.

We see strong growth potential in certain 'under-served' sectors like mid-market residential and commercial, data centres, green buildings and modern industrial parks.

Yes, we still believe strongly in the "location, location, location" theory. The prices and values for properties in prime, strategic locations such as

KLCC, Mont' Kiara, Ampang, Penang and Malacca will remain relatively stable.

But we envisage that new, promising locations will be the next 'hot spots'. In fact, we see more and more developers acquiring large tracts of land in areas outside of Klang Valley near to infrastructure nodes. The affordable, mid-market segment will be the 'gold mine' for the property market from 2012 onwards, at least until the medium-term.

Leveraging on our current development expertise of providing unique and innovative products, Ireka will be embarking on modern industrial parks and mid-market residential and commercial sectors in year 2012.