

# VPEX 2017 reflects Malaysia's readiness to keep up with digital technology



Malaysia  
Virtual  
Property  
Expo 2017  
TheEdgeProperty.com

Over 120 guests from the real estate industry attended the official launch at Hilton Kuala Lumpur on July 21.

BY SHAWN NG

TheEdgeProperty.com launched Malaysia's first virtual property expo last Friday, July 21. Showcasing more than 50 projects by 20 prominent property developers, the Malaysia Virtual Property Expo 2017 (VPEX 2017) is hosted on TheEdgeProperty.com website and will run until July 31.

The launch was officiated by Secretary-General of the Ministry of Communications and Multimedia Malaysia Datuk Seri Dr Sharifah Zarah Syed Ahmad, who gave a rousing speech calling on the real estate industry to move ahead in embracing digital technology.

Present at the launch were heads and representatives of the participating property development companies — Gamuda Land, IJM Land Bhd, IOI Properties Group Bhd, S P Setia Bhd, Eco World Development Group Bhd, Mah Sing Group Bhd, Eastern & Oriental Bhd, UEM Sunrise Bhd, Malaysian Resources Corp Bhd (MRCB), Matrix Concepts Holdings Bhd, Tropicana Corp Bhd, Aseana Properties Ltd/Ireka Corp Bhd, LBS Bina Group Bhd, Sime Darby Property, Paramount Property, Orlando Holdings, Putrajaya Holdings, PNB Development Sdn Bhd, TAHPS Group Bhd and the UK's Ballymore Group.

"I am impressed with this initiative. The virtual property expo is a reflection of our readiness in embracing and keeping up with digital technology.

"The revolution and evolution of technology is happening very fast everywhere, so if we are still not ready for it, we will be left behind by other countries and not be able to reap its benefits.

"Nothing is constant but change, so we must ensure that we change our mindset and shape our attitude [to be] in line with what is coming, but we must be cautious as well," said Sharifah.

The property projects showcased at VPEX 2017 (vpex.theedgeproperty.com.my) are from around Malaysia including the Klang Valley, Penang, Johor and Sabah. There is also one project in London.

16TWO Communication Labs Sdn Bhd is the digital partner of VPEX 2017. The Gold and Silver sponsors are Panasonic Malaysia and Lafarge Malaysia Bhd, respectively. AirAsia Bhd, Grab Malaysia and Nippon Paint Malaysia are the supporting partners.

The media partners for the event are



The 20 participating developers with Sharifah (sixth from right), Au (right), TheEdgeProperty.com contributing editor Sharon Kam (second from left) and director of product and business development Alvin Ong (far left).



Sharifah giving her speech at the VPEX 2017 launch.



Au (left) welcoming LBS Bina Group executive director Datuk Cynthia Lim.



(From left) JLL Malaysia country head and managing director Y Y Lau, Au and Mah Sing chief sales officer Gerard Yuen

The Edge Malaysia, TheEdgeProperty.com Singapore and BFM.

TheEdgeProperty.com managing director and editor-in-chief Au Foong Yee in her welcome speech at the event said VPEX 2017 is more than just about digitising the footprints of those who visit property fairs or showrooms.

"It is about creating a convenient, seamless and engaging experience for consumers as they shop for their dream property.

"Digital disruption has become a way of life. Like it or not, ready or not, the reality lies in an urgent need to reimagine the way real estate is branded and retailed.

"VPEX 2017 is in fact a data, digital and content story. It is through VPEX 2017 that TheEdgeProperty.com aspires to raise the competitive edge of especially Malaysian developers," noted Au.

Speaking to reporters after the launch, she said TheEdgeProperty.com targets to achieve one million page views over the 11 days of the expo and expects traffic to keep growing after July 31 as the projects will continue to be hosted on TheEdgeProperty.com's website.

"As this is the first time we are having such an expo, we expect to primarily attract the interest of consumers in Malaysia and perhaps Singapore. However, as the organiser of VPEX 2017, we are targeting everyone and millennials are definitely one of our target groups.

"VPEX 2017 is about putting Malaysia firmly on the map of digitising the branding and retail of real estate. There are a lot of possibilities in VPEX 2017. We do not doubt that with time, the virtual expo will gain further momentum," she added.

In conjunction with VPEX 2017, The Edge Property Malaysia Facebook page went live from 3pm to 5pm over the weekend of July 22 and 23 featuring interviews with Mah Sing Group CEO and executive director Ho Hon Sang, IJM Land managing director Edward Chong and MRCB chief operating officer of property division Lok Ngai Hey. The FB Live shows also featured celebrities such as Amber Chia, Datuk Joey Yap, as well as lifestyle bloggers and entrepreneurs such as Stephanie Chai, Shalma Ainaa, Timothy Tiah and lawyer Chris Tan of Chur Associates. The FB Live shows attracted over 158,000 views.

Visitors to VPEX 2017 also stand a chance to win daily exciting prizes including RM10,000 worth of Panasonic products, AirAsia tickets and 500,000 BIG points, as well as free Grab rides.





(From left) TheEdgeProperty.com director of product and business development Alvin Ong, contributing editor Sharon Kam, 16TWO managing partner Joanne Lim, Sharifah, AirAsia head of commercial Spencer Lee, Panasonic Malaysia general manager of strategic B2B development Tan Chee Hon, Lafarge Malaysia senior manager of commercial and portfolio branding Stella Yew, Nippon Paint Malaysia senior marketing manager Eugene Yong and Au



(From left) Orlando Holdings managing director Datuk Dr Eng Wei Chun, Paramount Corp chairman and executive director Datuk Teo Chiang Quan and Area Management Sdn Bhd senior advisor Kumar Tharmalingam



(From left) Au, Eco World Development Group CEO Datuk Chang Khim Wah, Mah Sing Group CEO Datuk Ho Hon Sang and IJM Land managing director Edward Chong



(From left) UEM Sunrise chief marketing officer Pam Loh receiving a token from Sharifah and Au



Matrix Concepts Holdings Bhd digital marketing and creative manager Sharon Loh (right), Au (second from right), and Matrix Concepts sales and marketing senior manager Deepamala Raghavan (third from right)



(From left) TheEdgeProperty.com associate account director Heidee Ahmad, Nippon Paint Malaysia marketing senior manager Eugene Yong, Nippon Paint Malaysia marketing senior executive Gabriel Ng Chee Kar and TheEdgeProperty.com senior account manager Ian Leong in the VPEX 2017 launch



(From left) PNB Development Sdn Bhd CEO Mohd Salem Kailany and Sime Darby Property chief marketing and sales officer Clare Kenny Tipton



(From left) Panasonic Malaysia manager of Strategic B2B Development Adrian Heong, Gamuda Land branding and communications general manager Nicola Tiong Kek Hui, Panasonic Malaysia business development executives of B2B development Pamela Hoong and Evonne Tan Yi Wen, Gamuda Land head of marketing and sales GG Kam and Panasonic Malaysia head of strategic B2B development general manager Tan Chee Hon



(From left) Gamuda Land head of marketing and sales GG Kam, Au, S P Setia head of group branding and communications Adelene Wong and executive vice president Tan Hon Lim



(From left) Kam, MRCB Property Division chief operating officer Lok Ngai Hey, Sharifah and Au