



# 2nd Annual Affordable Housing Projects

a **marcusevans** event

Hilton Kuala Lumpur Hotel, Malaysia

25th - 27th July 2011

*"All that is valuable in human society depends upon the opportunity for development accorded to the individual."*

Albert Einstein 1879-1955, American Theoretical Physicist

All PMPs attending the 2 days conference are eligible for 14 PDU's (see PDU handbook)

All Construction Industry Development Board (CIDB) Malaysia members attending the conference are eligible for 20 CCD points

Spearheading strategies to ensure adequate supply of affordable housing; promote home ownership and capitalise on the endless untapped opportunities in the market



## Keynote Ministerial Presentations

**YB. Dato' Wira Chor Chee Heung** Minister  
Ministry of Housing and Local Government,  
Malaysia

**Dato' S.K. Devamany** Deputy Minister  
Prime Minister's Department, Malaysia

## Featuring Government and Regulatory Authorities

**Michael Lennon** CEO  
Housing Choices, Australia

**Prof Dr. Sr. Kamarul Rashdan Haji Salleh**  
Managing Director  
Syarikat Perumahan Negara Berhad (SPNB),  
Malaysia

**John Rolfe** General Manager, Retail  
HomeStart Finance, Australia  
Initiated by the Government of South Australia

**Nehemia Mchechu** Director General  
National Housing Corporation, Tanzania

**Y. Bhg. Datuk Yeo Heng Hau** Deputy Secretary General  
(Policy & Development)  
Ministry of Housing and Local Government,  
Malaysia

**Dharampal S. Negi** Director  
National Buildings Organisation, Ministry of  
Housing and Urban Poverty Alleviation, India

**Alice Lawson** Director of Affordable Housing and Asset  
Strategy, Housing South Australia  
Government of South Australia

**R. V. Verma** Chairman & Managing Director  
National Housing Bank, India  
Vice Chairman  
Asia Pacific Union for Housing Finance

**Dr. Maher Abouseif** Urban Development Specialist  
Ministry of Municipalities and Urban Planning  
Affairs, Kingdom of Bahrain

**Mansoor Mohamed** Executive Director - Economic, Social  
Development and Tourism  
City of Cape Town, South Africa

**Terver Gemade** Managing Director & Chief Executive  
Federal Housing Authority, Nigeria

## Featuring Multilaterals, Financing Institutions & Specialised Agencies

**Narayanasamy Kokularupan** Consultant - Housing Finance  
International Finance Corporation (IFC), Malaysia

**Steven Choy** President & CEO  
Cagamas, Malaysia

**Erica Soeroto Fachry** President Director  
PT Sarana Multigriya Finansial (Persero), Indonesia

**Christine Engstrom** Senior Structured Finance Specialist  
Asian Development Bank, Philippines

**Kamran Shehzad** Deputy Governor  
State Bank of Pakistan

**Phil Beavers** Head of Small Business Finance Center of  
Excellence  
Shorebank International, US

**Dr A. D. Priyanka Baddevithana** Managing Director  
Housing Development Finance Corporation (HDFC),  
Maldives

**Andreas Zehnder** Managing Director  
European Federation of Building Societies,  
Germany

**Dr. Nguyen Quang** Country Program Manager  
Habitat for Humanity, Vietnam

## Featuring International Expert Presentations & Case Studies

**Anil Kumar Kutty** CEO  
IFMR, India  
Senior Vice President  
IFMR Trust

**Femi Adewole** Director of Business Development & Operations  
Shelter-Afrique, Kenya  
CEO & Executive Secretary  
Lagos Habitat 2011 Project

**Ashish Karamchandani** CEO  
Monitor Group, India

**Prof. Bernard V. Lim** Founding President  
Hong Kong Institute of Urban Design, China  
Principal  
AD+RG Architecture Design and Research Group  
Member of the Building Committee, Hong Kong Housing  
Authority

**Mohammad Asfour** Chair  
Jordan Green Building Council  
Vice Chair Advocacy Committee  
Sustainable Buildings & Climate Initiative - United  
Nations Environment Programme

**Ismail Ibrahim** Chief Executive  
Iskandar Regional Development Authority,  
Malaysia

## Exclusive Post Conference Workshop

**Workshop: Construction Project Management & Delivery**

**Terry Deacon** Founder & CEO  
ProjectPro, South Africa

Delivering successful affordable housing projects from inception to completion by drawing on project management

All PMPs attending the workshop are eligible for an additional 7 PDU's

# Our Business Partners

## Industry Partner



**SPNB**

## Official Supporting Organisation



Ministry of Housing and Local Government  
Malaysia

## Supporting Organisation



## Endorsers



**ISOCARP**



## Media Partners



# Monday 25th July 2011

- 0830 Registration and Morning Coffee**
- 0900 Opening and Welcome Remarks from the Chairperson**  
**Michael Lennon** CEO  
**Housing Choices, Australia**
- 0910 Keynote Ministerial Speech**  
**YB. Dato' Wira Chor Chee Heung** Minister  
**Ministry of Housing and Local Government, Malaysia**
- 0930 Plenary One - Catalysing powerful alliances between business and social sectors to take advantage of the opportunities in an untapped affordable housing market**  
**Dato S.K. Devamany** Deputy Minister  
**Prime Minister's Department, Malaysia**
- 1015 Plenary Two - Enabling nations to achieve their housing goals through adequate, quality housing thereby ensuring sustainable socioeconomic growth: Malaysia's National Housing Policy**  
**Y. Bhg. Datuk Yeo Heng Hau** Deputy Secretary General (Policy & Development)  
**Ministry of Housing and Local Government, Malaysia**
- 1100 Morning Refreshments**
- 1130 Plenary Three - Unleashing and transforming the affordable housing market through Government driven incentives, grants and financing schemes**  
**R. V. Verma** Chairman & Managing Director  
**National Housing Bank, India**  
 Vice Chairman  
**Asia Pacific Union for Housing Finance**
- 1215 Plenary Four - Models for expanding the supply of affordable housing: blended funding and institutional design**  
**Michael Lennon** CEO  
**Housing Choices, Australia**
- 1300 Lunch**

## Stream One Urban Development & Regeneration

- 1400 Chairperson's Opening Remarks**
- 1410 Supporting major urban (re)development through an extensive, integrated programme: The road ahead in Adelaide**
- Integrating mixed tenure developments integrated with important infrastructure developments to enhance (re)development
  - Consolidating new relationships across Commonwealth, State & Local Governments, as well as, with private developers
  - Facilitating affordable housing development by assessing aspects of project feasibility, design and management
- Alice Lawson** Director of Affordable Housing and Asset Strategy, Housing South Australia  
**Government of South Australia**
- 1450 Bringing sustainable urban transformation through physical development reforms and regeneration – A Lagos perspective**
- Establishing the necessary institutional frameworks to improve housing conditions in Lagos and to prevent the proliferation of slums
  - Fostering specialised agencies at national and state levels to handle issues related to housing for the urban poor
  - Designing specific housing policies to increase the provision of affordable housing in Lagos
  - Providing appropriate, affordable shelter to Lagos' urban poor to live up to their subscribed ideal of a city without slums
- Femi Adewole** Director of Business Development & Operations  
**Shelter-Afrique, Kenya**  
 CEO & Executive Secretary  
**Lagos Habitat 2011 Project**
- 1530 Afternoon Refreshments**
- 1600 Building vertical cities to address the issue of land scarcity and to accommodate the growing urban population**
- Combining residential, commercial & recreational spaces into one structure for a more 'liveable' development
  - Transitioning from slums into high rise dwellings to revitalise the city
  - Going up without going down: Alleviating social problems whilst making high-rise high-density living more acceptable
- Speaker to be announced
- 1640 Capitalising on project management solutions to drive down costs and improve efficiency of affordable housing delivery**
- Adopting a value-driven approach to defining and articulating business & project objectives before identifying the most effective means to deliver
  - Structuring processes to provide control, governance and transparency from inception to completion
  - Aligning project goals with the business requirements to identify the clients' options
- Speaker to be announced
- 1720 Chairperson's Closing Remarks**
- 1730 End of Day One**

## Stream Two Innovative Materials & Technologies

- 1400 Chairperson's Opening Remarks**
- 1410 Adopting recyclable and reusable materials that offer equal or superior value for low cost construction projects**
- Increasing the supply of decent, affordable housing while promoting sustainable development through reuse of construction materials
  - Leveraging on affordable building materials for the rehabilitation of existing housing and in the construction of new ones for the LIG
  - Minimising environmental impact and driving down costs through the use of recyclable materials
- Dharampal. S. Negi** Director  
**National Buildings Organisation, Ministry of Housing and Urban Poverty Alleviation, India**
- 1450 Benefiting from smart construction methodologies to reduce the cost of construction and the impact on the built environment**
- Designing energy-efficient housing that can be easily and affordably replicated
  - Applying cost-effective building-efficiency strategies using user-friendly construction techniques
  - Retrofitting homes to conserve resources during design & construction whilst minimising the carbon footprint
- Mohammad Asfour** Chair  
**Jordan Green Building Council**  
 Vice Chair Advocacy Committee  
**Sustainable Buildings & Climate Initiative - United Nations Environment Programme**
- 1530 Afternoon Refreshments**
- 1600 Harnessing on renewable and natural materials to make more environmental and financial sense**
- Drawing on renewable building materials for greater sustainability and to work within the given cost constraints
  - Assessing the long term ROI from using renewable materials in affordable housing
  - Moving towards near zero carbon emission homes through the use of solar panels, biomass, etc
- Speaker to be announced
- 1640 Designing a replicable, economically viable and resource sufficient eco-block to meet the growing demand for sustainable housing**
- Reducing the demand on infrastructure for energy, water, waste water and solid waste disposal through sustainable site planning
  - Minimising life-cycle costs of building operation, liability and maintenance through the conservation of materials and resources
  - Utilising an integrated whole-building approach to planning, design and construction to be more resource efficient
- Speaker to be announced
- 1720 Chairperson's Closing Remarks**
- 1730 End of Day One**

## Stream Three Housing Finance

- 1400 Chairperson's Opening Remarks**  
**John Rolfe** General Manager, Retail  
**HomeStart Finance, Australia**
- 1410 Extending affordable credit to economically weaker sections (EWS) and low income groups (LIG)**
- How big is the opportunity and why is it so attractive?
  - Catering to the different segments by originating mortgage and housing finance instruments
  - Formulating prudent credit underwriting, mortgage origination and servicing standards for better delivery
- Andreas Zehnder** Managing Director  
**European Federation of Building Societies, Germany**
- 1450 Mobilising funds for financing affordable housing initiatives through Public Private Partnerships (PPPs)**
- Analysing the role partnerships play in the production of affordable housing
  - De-mystifying PPPs by devising frameworks to accelerate affordable housing projects
  - Exploiting PPPs as a key form of delivery to accelerate home ownership for the urban poor
  - Ascertaining that governance issues do not inhibit the acceleration of investments in the low cost sector
- Christine Engstrom** Senior Structured Finance Specialist  
**Asian Development Bank, Philippines**
- 1530 Afternoon Refreshments**
- 1600 Facilitating first home ownership for low to moderate income earners through a viable 'shared equity' model**
- Examining shared equity as an alternative financing instrument
  - Originating and structuring a successful shared equity model for mutual benefit
  - Analysing the viability of shared equity in the Asian market
  - Mitigating risks inherent in shared equity – what lenders need to know?
- John Rolfe** General Manager, Retail  
**HomeStart Finance, Australia**  
*Initiated by the Government of South Australia*
- 1640 Appraising the current economic outlook and its impact on the affordable housing market**
- Assessing demand for affordable housing and further growth opportunities
  - Recognising the factors that directly affect home loan uptake and how they are developing
  - Exploring affordable housing prices and how this is influencing mortgage loans
  - Examining market trends to predict the future lending outlook
- Nehemia Mchechu** Director General  
**National Housing Corporation, Tanzania**
- 1720 Chairperson's Closing Remarks**
- 1730 End of Day One**

## Tuesday 26th July 2011

- 0830 Registration and Morning Coffee**
- 0900 Opening and Welcome Remarks from the Chairperson**
- 0910 Plenary One - Promoting access to affordable housing in emerging markets to accomplish the 'Housing for All' initiatives: A multilateral perspective**  
**Narayanasamy Kokularupan** Consultant – Housing Finance  
**International Finance Corporation (IFC), Malaysia**
- 0950 Plenary Two - Fostering an affordable rental and social housing market to address the unmet demand of the growing population of slum dwellers in high-density cities**  
**Prof Dr. Sr. Kamarul Rashdan Haji Salleh** Managing Director  
**Syarikat Perumahan Negara Berhad (SPNB), Malaysia**
- 1030 Morning Refreshments**
- 1050 Plenary Three - Tying mortgage guarantees into affordable housing finance**  
**Steven Choy** President & CEO  
**Cagamas, Malaysia**
- 1130 Plenary Four - Encouraging the private sector to take advantage of the 'affordable housing' deficit to augment profits for themselves and the society at large**  
**Ashish Karamchandani** CEO  
**Monitor Group, India**
- 1250 Lunch**

### Stream One Urban Development & Regeneration

- 1400 Chairperson's Opening Remarks**
- 1410 Revamping existing areas to enable advanced affordable housing developments : A case study of redeveloping Block 301 Manama**
- Designating certain levels in mixed use developments for affordable cross subsidised public housing
  - Adhering to specific requirements to ensure adequate preservation of the built environment
  - Creating coherent and well knit mixed used communities by incorporating sustainable infrastructure
- Dr. Maher Abouseif** Urban Development Specialist  
**Ministry of Municipalities and Urban Planning Affairs, Kingdom of Bahrain**
- 1450 Converting obsolete spaces into affordable and sustainable communities: Understanding the financial modelling; trading bulk rights; opportunities from rapid urbanisation**
- Developing collaborative partnerships with the Government
  - Exploring innovative and flexible financing solutions
  - Management of rental stock and title deed acquisition
- Mansoor Mohamed** Executive Director - Economic, Social Development and Tourism  
**City of Cape Town, South Africa**
- 1530 Afternoon Refreshments**
- 1600 Ensuring sufficient land allocation for affordable housing projects**
- Allocating land in support of sustainable urbanisation
  - Overcoming urban land management problems
  - Developing new land policies and instilling land governance and administration systems to ascertain fair allocation
- Ismail Ibrahim** Chief Executive  
**Iskandar Regional Development Authority, Malaysia**
- 1640 Transforming slums by relocating slum dwellers to suitable housing projects to further 'urban renewal'**
- Estimating the population in informal settlement communities
  - Observing urban migration using sophisticated monitoring systems for planning purposes
  - Mapping informal settlements within communities to determine the effective population and tackle housing shortages
- Terver Gemade** Managing Director & Chief Executive  
**Federal Housing Authority, Nigeria**
- 1720 Chairperson's Closing Remarks**
- 1730 End of Day Two**

### Stream Two Innovative Materials & Technologies

- 1400 Chairperson's Opening Remarks**
- 1410 Design and technology for sustainable affordable housing in China, Hong Kong and Asia**
- Protecting the building shell for a longer lifespan and thereby lower maintenance costs
  - Maximising savings on energy heating and cooling depending on the size of the building, climate and technology
  - Discovering energy-efficient building practices and resources for designing and operating low cost buildings
- Prof. Bernard V. Lim** Founding President  
**Hong Kong Institute of Urban Design, China**  
 Principal  
**AD+RG Architecture Design and Research Group**  
*Member of the Building Committee, Hong Kong Housing Authority*
- 1450 Generating economies of scale (EOS) through the use of engineered metal forming systems and cast-in-place concrete walls as opposed to traditional brick & mortar walls**
- Refinement of construction methods where the end is not affordability, but durability at a premium quality
  - How EOS leads to cost savings with a superior solution to creating decent homes in a safe & healthy environment
  - Cutting-edge building technology from the perspective of housing finance as collateral for mortgage lending
- Dr A. D. Priyanka Baddevithana** Managing Director  
**Housing Development Finance Corporation (HDFC), Maldives**
- 1530 Afternoon Refreshments**
- 1600 Increasing resistance to hazards by using enhanced structural design and disaster resistant materials to augment the durability of your projects**
- Delving into the use of structural lightweight concrete as an alternative construction material to prevent hazards
  - Building low cost disaster resistant housing through the incorporation of properly designed, reinforced concrete
  - Developing an appropriate affordable housing model that is hazard resistant
  - Creating environmentally-sound and resource-efficient buildings using an integrated design approach
- Dr. Nguyen Quang** Country Program Manager  
**Habitat for Humanity, Vietnam**
- 1640 Engineering a residential building using prefabrication and assembly processes to significantly reduce building costs and slash construction time**
- Providing for a higher level of strength, durability and seismic tolerance using pre-fab
  - Creating innovative designs that can be constructed from low-cost, prefabricated targeted at the EWS of society
  - Including contractors at the early design stage to effectively improve the use of prefabrication in concreting, plastering and formworking
- Speaker to be announced
- 1720 Chairperson's Closing Remarks**
- 1730 End of Day Two**

### Stream Three Housing Finance

- 1400 Chairperson's Opening Remarks**
- 1410 Applying behavioural psychology into financial product design for the low income group (LIG)**
- Designing financial products for the LIG by examining market trends on new products offering longer repayment terms
  - Overcoming challenges pertaining to product design, service delivery and manpower constraints
  - Designing and developing 'reliable money-management tools to improve quality financial services' access for the LIG
  - Creating customised solutions by offering shrink-wrapped product and process designs
- Anil Kumar Kutty** CEO  
**IFMR, India**  
 Senior Vice President  
**IFMR Trust**
- 1450 Designing and tailoring innovative financing solutions for specific affordable housing markets – A SBI perspective on successful low-income housing finance**
- Strengthening mortgage and rehab lending capacity in commercial banks by applying tested mortgage lending techniques
  - Facilitating access to long-term funding for mortgage lending to financial institutions
  - Unleashing sustainable economic development by helping EWS in emerging countries to purchase their own homes and thereby establish a strong asset base
- Phil Beavers** Head of Small Business Finance Center of Excellence  
**Shorebank International, US**
- 1530 Afternoon Refreshments**
- 1600 Initiating affordable housing finance in Pakistan – Opportunities and challenges**
- Establishing frameworks for mortgage lending in rural markets in today's financial modernisation era
  - Strengthening the legal and regulatory framework for housing finance
  - Supporting institutional reforms for property acquisitions, transactions and financing property development
- Kamran Shehzad** Deputy Governor  
**State Bank of Pakistan**
- 1640 Furthering housing finance at an affordable cost through the provision of liquidity at reasonable rates to the primary lenders: Securitisation**
- Discovering the readiness and potential of the Asian market for securitisation
  - Identifying the risks associated with mortgage securitisation and devising strategies to mitigate them
  - Gauging how a liquidity facility can eventually pave the way for securitisation
  - Providing liquidity facilities through funding raised from bond issuances
- Erica Soeroto Fachry** President Director  
**PT Sarana Multigriya Finansial (Persero), Indonesia**
- 1720 Chairperson's Closing Remarks**
- 1730 End of Day Two**

## Wednesday 27th July 2011

### Construction Project Management & Delivery

#### Delivering successful affordable housing projects from inception to completion by drawing on project management

##### Session One

##### Scoping affordable housing projects for successful project delivery

- Identifying and analysing stakeholders surrounding a project and the likely impact they will have on your project : Stakeholder Identification
- Managing stakeholders' requirements to construct a project approach suited to the situation and to negotiate better
- Developing the scope statement to enable intelligent decision making during the project life cycle
- Formulating the work breakdown structure to clearly assign responsibilities, allocate resources, monitor and control the project thereby ensuring project deliverables
- Delving into environmental management and sustainability to determine the impact on the built environment

**Group discussion:** Analysing and discussing the typical sources of problems encountered in affordable housing projects.

##### Session Two

##### Integrating financial management with project management to minimise financial risks

- Drawing up a project business case for affordable housing programmes
- Optimising life cycle costing to identify the least-cost alternatives
- Applying Net Present Value (NPV) for projects to improve investment decision making
- Determining the breakeven point and payback period to find the most efficient solution

**Group exercise:** Drawing up a business case for an affordable housing project

##### Session Three

##### Orchestrating the negotiation process for a win-win outcome

- Apply effective contracting strategies and techniques to maximise results and minimise risk within your organisation
- Successfully executing contracting strategies and determining tactics to select the most qualified vendors
- Pricing right: Devising pricing strategies to avoid landing your project in jeopardy
- Drafting contract documentation for complete control and transparency across the entire project
- Establishing the procedures for claims management from the different stakeholders' perspectives to protect your position

##### Session Four

##### Recognising & mitigating risks throughout the life of the project through effective Project Risk Management

- Setting up a planning process to ensure that the project is completed within schedule, scope and with existing resources
- Tracking risks through the project life cycle, implementing contingency plans and allocating project reserves to tackle risks
- Identifying risks in project design and construction which are likely to give rise to disputes and claims to effectively resolve potential conflicts
- Analysing risks using qualitative methods to prioritise risk – Risk Qualification
- Quantifying risks to determine the probability and impact of the risk thereby avoiding project uncertainty based on prior estimates
- Monitoring and controlling risk to effectively manage budget overruns, avoid delays & ensure profitability

##### Session Five

##### Case Study: N2 Gateway Housing Project

The N2 Gateway Housing Project is a large house building project under construction in Delft, a suburb 40km outside Cape Town, South Africa. It has been labeled by the national government's former Housing Minister Lindiwe Sisulu as "the biggest housing project ever undertaken by any Government." Even though it is a joint endeavor by the National Department of Housing, the provincial government of the Western Cape and the City of Cape Town, a private company, Thubelisha, has been outsourced to find contractors, manage, and implement the entire project. Thubelisha estimates that some 25 000 units will be constructed, about 70% of which will be allocated to shack-dwellers, and 30% to backyard dwellers on the municipal housing waiting lists.

The N2 Gateway is a highly controversial project and has been criticised by the Geneva-based Centre on Housing Rights and Evictions, by the South African Auditor General, by civil society organisations such as the Western Cape Anti-Eviction Campaign, by Constitutional Court experts and by affected residents themselves. Its detractors claim that the N2 Gateway was a beautification project for the 2010 FIFA World Cup. They cite government documents prioritising the development in light of its visibility near to the Cape Town Airport. They also cite the mass evictions that have taken place moving shack dwellers off the N2 corridor into Delft.

**Group exercise:** Draw up and discuss the list of lessons learned from the N2 Gateway Project.

### About your trainer

**Terry Deacon** is a certified PMP and a professional civil engineer. He was involved in the planning, design and implementation of multi-disciplinary projects such as township developments, roadworks, pipelines, pump stations, sewerage works, dredging and marine works throughout his career and holds an Honours Degree in Construction Project Management at University of Pretoria. Terry has been an active member of Project Management Institute South Africa (PMISA) since 1985 and served on the Executive Committee as Vice President Projects and Public Relations from 1986 to 1989. He was in the first group of South Africans to write the Project Management Professional (PMP) exams and became one of only 137 internationally recognised PMPs in 1987. He founded the Project Management Excellence award on behalf of PMISA in 1990 and has served as chairman of the Adjudication Committee up to 2004. PMISA is now known as Project Management South Africa (PMSA). In 1991 Terry started ProjectPro Magazine which, through his hard work and dedication, became highly respected and successful in the project-driven industry, nationally and internationally. ProjectPro has won many awards for excellence from the Specialist Press Association and five major organisations, including PMISA, distribute ProjectPro to their members.

ProjectPro Management Services was founded in 1993 and delivers project management consulting and training courses that are structured and integrated based on the internationally recognised Project Management Body of Knowledge (PMBOK) approach. Terry was invited by the SABS to serve on the ISO 10006 Workgroup 8 to develop the Guidelines to Quality in Project Management, an international effort which has been accepted as a full international standard. He is presently serving as a gazetted member of the Project Management Standards Generating Body, which reports to SAQA and Services SETA in order to develop unit standards and qualifications for project management. He is a certified Project Management Assessor with the Services SETA.

Terry has over 35 years of project management experience. He is a sought after trainer and speaker at conferences, companies and universities. Apart from South Africa, Terry has trained in Namibia, Botswana, Tanzania, Zambia, Malaysia, Singapore, Qatar, Saudi Arabia and United Arab Emirates

### About the workshop

Ensuring affordable housing projects are properly managed is extremely crucial. It is a major concern to the broad group of stakeholders ranging from the government, developers, architects, contractors, commissioners to the public at large. It's simply not acceptable that affordable housing projects already on track are delayed or abandoned due to the lack of proper project management. Apart from the fact these homes are urgently needed; this will have a huge impact on people's jobs, economic growth and will weaken the capacity to build homes in the future as skills in the industry are lost.

Project management and delivery strategies can accelerate projects and facilitate the construction of more affordable housing projects. This training will address the construction process from inception to completion. This will also apply to projects that involve maintenance, repair, refurbishment, decommissioning or demolition. This training is designed to improve collaboration and allow you to complete your projects on time and within budget. It will also help you improve efficiency and transparency at all levels of the project. The training will be applicable for projects of any size giving sound principles as a basis together with more specific recommendations that can be tailored to specific projects.

This event will provide you with strategic skills to manage your affordable housing projects effectively to enhance your ROI and bottom lines.

### By attending this workshop you will gain insights into:

- **Adopting** an integrated project management approach to ensure successful completion of projects
- **Customising** affordable housing management strategies according to the unique demographics of individual communities
- **Selecting** the right project delivery system to improve efficiency, eliminate waste, cut costs and improve productivity
- **Delivering** significant bottomline ROI by successfully achieving your strategic objectives whilst saving millions of dollars in operational and process costs
- **Ensuring** that your organisation's alignment conforms with widely accepted industry "best practice" processes & procedures addressing project risk, cost reporting, forecasting, progress of your project and cost-effective scheduling

### Workshop Programme Schedule

0830	Registration and coffee
0900	Morning session commences
1030	Morning refreshments and networking break
1100	Morning session re-commences
1230	Networking luncheon
1330	Afternoon session commences
1500	Afternoon refreshments & networking break
1530	Afternoon session re-commences
1700	Course concludes

## Who Should Attend

This large scale conference is designed to attract all those who are involved in the development of affordable housing projects:

### Government Authorities & Ministries

Director Generals, Secretary Generals, Heads, Officers of:

- Housing
- Finance
- Development
- Projects
- Economic Development
- Construction
- Rural Development
- Affordable Housing
- Public Private Partnerships
- Urban Planning
- Investments
- Urban (Re)development
- Public Works

### Property Developers, Construction Firms, Contractors & Builders

Chairmen, Presidents, CEOs, MDs, VPs, Directors, GMs and Heads of:

- Planning & Development
- Engineering
- Operations
- Investments
- Sustainability
- Environment and Safety
- LEED Certification
- Building Codes and Assessment
- Urban Planning
- Land Surveying
- Procurement
- Projects
- Energy Efficiency
- Legal and Compliance
- Building & Construction

### Architecture and Consulting Firms

- Principals
- Managing Directors
- Heads of Design
- Heads of Sustainability
- Heads of Green Building
- Chief Architects
- Landscape Architects
- Heads of Urban Planning
- Heads of Energy Efficiency

### Banking & Finance

Chairmen, Presidents, CEOs, MDs, VPs, Directors, GMs and Heads of:

- Investment
- Microfinancing
- Mortgage Lending
- Securitisation
- Syndicated Financing
- Rural Lending
- Mortgage Insurance

### Manufacturers and Suppliers of:

- Building Materials
- Cement
- Prefabricated Materials
- Energy Efficient Technologies
- Concrete
- Construction Equipments
- Construction Technologies

## Geographical market of delegates:

- Asia Pacific 60 %
- Middle East & Africa 30 %
- Australasia 5%
- Others 5%

## Why you cannot miss this event

Presently there is a huge unmet need for good-quality, low-cost housing in urban areas for low income households. According to a report by Asian Development Bank, there are currently more than 1 billion people worldwide who live in inadequate housing, the majority in urban slums and squatter settlements.

Much of the increasing urbanisation will take place in developing countries and will be focused on Asia and Africa. Currently 33% of all urban residents are estimated to fall below the poverty level of their country. These regions are in the throes of what could be called, without exaggeration, a housing crisis resultant to rapid population growth and disproportionate urbanisation. Equally shocking is how little attention has been devoted to this problem.

This multi-streamed conference provides the perfect platform to explore the dynamics of low cost housing development, inclusionary housing policies, the various funding options available, greater private sector participation, construction materials & technology, design & sustainability, project management for the enablement of cross cutting collaboration between business and social entrepreneurs.

**Tailor-make your own programme by selecting from any of these streams:**

### Stream 1 Urban Development & Regeneration

This stream will enable you to gain insights into urban redevelopment and regeneration initiatives to effectively implement affordable housing strategies in highly populated cities. Embrace new concepts & learn from the development of new affordable housing initiatives from emerging and existing markets.

### Stream 2 Innovative Materials & Technologies

This stream will showcase cutting edge construction technologies and how best to incorporate them into the design and construction of affordable housing structures. Here we will also explore cost effective materials for an economically viable, sustainable and replicable construction model.

### Stream 3 Housing Finance

This stream will unravel innovative financing models for individuals in the lower income group. Also under discussion will be the alternative funding options, PPP schemes and new investment options for affordable housing developers.

## Benefits of attending this premier marcus evans conference include:

- **Capitalising** on Government driven incentives to take advantage of the enormous potential of the affordable housing market
- **Propelling** growth in the real estate sector through greater private and public sector involvement in affordable housing
- **Recognising** the significance of private sector participation in affordable housing and its implications on socio-economic development
- **Gaining** insights into urban redevelopment and regeneration initiatives to effectively implement affordable housing strategies in highly populated cities
- **Advancing** technical know-how in innovative technologies and applying them into the design and construction of affordable housing structures
- **Drawing** on cost effective green building materials for an economically viable, sustainable and replicable construction model
- **Unraveling** pragmatic financing models for individuals in the lower income group
- **Identifying** alternative funding options, innovative PPP models and new investment options for affordable housing developers
- **Embracing** new concepts and benefiting from the development of new affordable housing initiatives from emerging and existing markets

It has come to our attention that third parties have been informing our clients that they are affiliated with Marcus Evans and our events. This is completely untrue and our lawyers have communicated with them to cease and desist such representation. **Clients must not make any payment to any third party with regard to Marcus Evans events, products and services.**

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## About our business partners

### About the Industry Partner



**Syarikat Perumahan Negara Berhad (SPNB)** was established on 21 August 1997 as a wholly owned subsidiary of the Minister Of Finance Incorporated (MOF Inc.) with the objective of providing quality affordable homes for every family in Malaysia in accordance with the National Housing Objective.

SPNB is responsible in implementing Rumah Mampu Milik Programme and the Rumah Mesra Rakyat Programme to ensure those low income groups are able to affordably own comfortable homes, an agency for Rehabilitation of Abandoned Housing Projects, Government Quarters Programme in Klang Valley via SPNB-LTAT Sdn. Bhd. (USL) for various agency and government bodies and Special Project Programme such as for Program Perumahan Rakyat (PPR), housing programmes for Tsunami victims in Malaysia and Aceh, Indonesia as well as resettlement for flood risk area as per instructed by the Ministry of Finance.

To ensure efficiency, SPNB has five branches all over the country to ensure its operational efficiency, which are in Pulau Pinang, Pahang, Johor, Sabah and Sarawak respectively. For wider public reach and efficient service delivery, SPNB has also opened two more sales and marketing office in Kota Bharu, Kelantan and Miri, Sarawak.

### About the Endorsers



**International Project Finance Association (IPFA)** is the largest and the only international, independent, not-for-profit Association dedicated to promoting and representing the interests of private companies and public sector organisations in Project Finance and Public Private Partnerships throughout the World. Established in 1998, it aims to create a membership forum to represent the interests of both the public and private sector in the project finance industry. Headquartered in London, IPFA now has branches across the globe represented by Council Members in each region. The IPFA has attracted 400 worldwide members including government and multilateral agencies (honorary members) and international private sector companies from a variety of fields within the project finance industry including firms with financial, legal, sponsor, engineering, architecture, consulting, construction and insurance backgrounds. [www.ipfa.org](http://www.ipfa.org)



The **International Society of City and Regional Planners (ISOCARP)** is a global association of experienced professional planners. It was founded in 1965 in a bid to bring together recognised and highly-qualified planners in an international network. The ISOCARP network brings together individual and institutional members from more than 70 countries worldwide. As a non-governmental organisation ISOCARP is recognized by the UN, UNHCS and the Council of Europe. The Society also has a formal consultative status with UNESCO. The objectives of ISOCARP include the improvement of planning practice through the creation of a global and active network of practitioners. ISOCARP encourages the exchange of professional knowledge between planners, promotes the planning profession in all its forms, stimulates and improves planning research, training and education and enhances public awareness and understanding of major planning issues at a global level. The association's main event is the annual World Congress, which focuses on a globally-significant planning theme and which takes place in a different country each year.



The **Project Management Institute Malaysia Chapter (PMIMY)** is the local chapter of the Project Management Institute (PMI), the world's leading not-for-profit organization associated with the project management profession. PMI has a global membership of more than 327,000 as at 30th Sep 2010. PMIMY was founded in 1994 in Malaysia to advocate and advance project management excellence and discipline in Malaysia.



**Construction Research Institute of Malaysia (CREAM)** focuses on the development of the construction industry through enhancing its productivity and competitiveness through research. CREAM mission is to serve the strategic research needs of Malaysian construction industry. CREAM is committed to working with all industry's stakeholders and researchers to explore and encourage the development of a knowledge-based industry responsive changing demand. [www.cream.com.my](http://www.cream.com.my)

### About the Official Supporting Organisation



Ministry of Housing and Local Government  
Malaysia

**Ministry of Housing and Local Government (KPKT)** is being led by Honourable Dato' Wira Chor Chee Heung, Minister of KPKT and assisted by the Honourable Datuk Panglima Haji Bin Haji Lajim Ukin, Deputy Minister KPKT and the Secretary-General, Honourable Dato' Ahmad Hj Kabit.

Ever since its establishment in May 1964, the focus of the ministry has always been on realising a comfortable living environment and prosperity through a balanced social-economic development, implementing of a continuous and consistency in planning, coordinating and implementing a sociable human settlement agenda.

### About the Supporting Organisation



The **Malaysia Convention & Exhibition Bureau (MyCEB)** was established by Ministry of Tourism, Malaysia to further strengthen the country's business events brand and position globally. A non-profit organisation, MyCEB serves as a one-stop centre to assist meeting planners to bid for and stage international business events in Malaysia and act as a conduit for national product development.

### About the Media Partners



**Infrastructuredeals.com**, online community, eNewsletter and database publisher serving industry professionals who plan, build and finance global infrastructure.



Launched in April 2004, **Property Report** South East Asia is the region's leading monthly real estate magazine, providing comprehensive coverage of luxury residential property markets throughout Thailand, Malaysia, Singapore, Indonesia, Vietnam, the Philippines and Cambodia. The trusted source for real estate news, opinions and analysis in print and online.



First published in 1991, it is endorsed by CIDB, IPDM, BMDAM, MATRADE and MIDA. **B & I** Magazine is the leading commercial building publication in Malaysia with a readership of not less than 80,000 from various sectors of the building and construction industry. Welcome to [www.b-i.biz](http://www.b-i.biz).



**EPC World**, a magazine for the entire gamut of Construction & Infrastructure industry which focuses on providing critical information and analysis on a wide range of topics, such as Engineering & Construction, Roads & Bridges, Oil & Gas, Power, Aviation, Ports & Shipping, Telecommunications, Technology & Management, etc. For more details visit [www.epcworld.in](http://www.epcworld.in)



**iProperty.com** Malaysia is the country's No.1 property and real estate website in all key metrics (as confirmed by: ComScore, Frost & Sullivan and Google Ad Planner). Working with Malaysia's top developers and more than 6,000 real estate agents, the website offers the largest online database of properties for sale and rent in the country. iProperty.com Malaysia also publishes a monthly magazine and operates a property exhibition company.

### Acknowledgement

**marcus evans** would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates who have contributed to and supported the **marcus evans 2nd Annual Affordable Housing Projects** regional event. We would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of **marcus evans** we hope you have a rewarding, enjoyable and productive time. We personally look forward to meeting you all and working with you at our future regional events planned in 2011. See you in July!