

Headline	51 developers and 180 booths await visitors to property expo		
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HOME OWNERSHIP CAMPAIGN

51 developers and 180 booths await visitors to property expo

KUALA LUMPUR: At least 26 private developers have confirmed that they will offer 17,348 houses worth a total of RM11.8 billion at the Home Ownership Campaign (HOC) 2019 expo, here, this weekend.

HOC organising committee chairman Datuk N.K. Tong said another 25 developers were still tabulating the value and number of properties they were planning to offer at the expo.

Tong said the expo had 180 booths and majority had been booked by 51 developers which will showcase a wide range of residential properties.

"The confirmed RM11.8 billion worth of properties are from 26 developers. We have not included the remaining 25 developers, and also those that will be offered by government agencies," he said at the HOC 2019 media update yesterday.

The Housing and Local Government Ministry will set up a

pavilion where 18 booths will be taken up by government agencies such as Perbadanan PRIMA Malaysia, Syarikat Perumahan Negara Bhd, Permodalan Nasional Bhd and UDA Holdings Bhd.

The Federal Territories Affordable Housing Project, or Rumawip, would also be featured at the property expo, said Tong.

Five banks will offer a selection of financial schemes for buyers. They are Malayan Banking Bhd, RHB Bank, Public Bank, Hong Leong Bank and Standard Chartered Bank.

Real Estate and Housing Developers' Association Malaysia president Datuk Soam Heng Choon said the majority of the developers would feature projects in the Klang Valley.

He said he hoped the HOC could achieve up to RM4 billion in sales.

"People will take time to decide, so it is difficult to gauge the expected sales. However, for the



(From left) Home Ownership Campaign (HOC) 2019 organising committee chairman Datuk N.K. Tong, Malaysia Property Exposition chairman Datuk Ng Seing Liong and Real Estate and Housing Developers' Association Malaysia president Datuk Soam Heng Choon at the briefing on the HOC expo yesterday. PIC BY AMIRUDIN SAHIB

entire campaign period, I think it will be good if we can achieve RM3 billion to RM4 billion sales."

Soam encouraged the public to take advantage of the expo as developers would be offering a minimum of 10 per cent discount and freebies, including stamp duty waivers.

"The projects showcased at the expo are either recently completed or under construction.

"A majority of the projects are in Kuala Lumpur, Subang, Puchong, Shah Alam and Klang. There are also properties from Rawang to Seremban. We want this to be a property supermarket where you can shop for a high-rise or landed property in all price ranges."

Developers will offer properties starting from RM300,000 to a few million ringgit.

The three-day expo runs from Friday to Sunday at the Kuala Lumpur Convention Centre.

Prime Minister Tun Dr Mahathir Mohamed will launch the expo on Friday.

The overall HOC 2019 campaign, which runs from January 1 to June 30, is a collaboration between Rehda and KPKT to encourage home ownership among Malaysians. **Sharen Kaur**