



MAPEX Go Green 2009

MAPEX by the Real Estate and Housing Developers' Association (REHDA) is going green from 31 July to 2 August 2009 at the Mid Valley Exhibition Centre, Kuala Lumpur. Dato' Michael Yam, Deputy President of REHDA, reveals what this green campaign is all about.

What is MAPEX?

MAPEX stands for Malaysia Property Expo. It is a series of exhibitions on an annual basis to provide a convenient forum for developers to exhibit properties of various types and for homebuyers to view the latest and available launches and property stock all under one roof.

Over the years, MAPEX has received overwhelming responses from developers, industry players, NGOs and government departments. MAPEX exhibitions are typically held over a period of 3 to 4 days and have become the signature property event each year, recording thousands of transacted properties.

What is the frequency and locations of MAPEX?

In past years, we have a series of 4 MAPEXes in one year in the Klang Valley. REHDA is also conducting its MAPEXes throughout Malaysia by its respective branches. As for the Klang Valley MAPEX, we will have different themes for each MAPEXes. The most recent MAPEX in March 2009, we have come out with the theme 'Value Buy at MAPEX' where we offer value for money properties to buyers.

Why the theme MAPEX Go Green and what's unique about this MAPEX? How will it differentiate itself from previous ones?

In today's context where the preservation of our environment has become a global issue, it makes sense to build 'green'. Significant efforts are being made in all sectors of the construction industry to create products and buildings that are environment-friendly.

In this MAPEX Go Green, we have special sections for green developers' to market their products and we are also looking at conducting public talks in line with the green theme. At the expo, we are hoping to offer buyers with properties that have green values in it. We also planned to have different themes for each MAPEXes so as to provide better platforms for developers to market their products.

How can MAPEX Go Green help developers promote their concept products? Any special freebies given by developers?

This coming MAPEX plans to provide a platform and a forum for green developers to showcase their products and concepts and enable market feedback on these ideas. It will also provide an opportunity for developers to brand themselves during this expo. Developers are also offering freebies to homebuyers such as gifts, discounts on lawyers' fees, waiver of interest rates during construction period and free stamp duty. REHDA is playing its role by giving out RM2,000 cash rebate to the first 20 homebuyers during the event.

From a buyer's perspective, what do you believe will be the most compelling reason for them to buy at this MAPEX Go Green?

Buyers should be looking into buying green properties and products which will give them higher return in terms of investment and at the same time helps preserve the environment. We are also getting banks involved in this expo. The banks should consider offering longer repayment schemes period, lower interest rates and offers 5 years interest free loan to all buyers.

Do you think that with the theme 'MAPEX Go Green' it will attract more buyers to visit the expo?

During this MAPEX Go Green, we expect more buyers to come as we offer properties which are a different concept from what have being offered in previous expos. We want the public to understand more on the green concept, green buildings, green technologies and the importance of being environmentally friendly.

How can the Government encourage sales drive in property expos such as MAPEX?

The government has provided incentives in the stimulus packages announced such as reducing the withholding tax for dividend income from real estate investment trusts, extending the 50% stamp duty exemption to loan agreements for purchase of houses up to RM250,000 and extending the Housing Credit Guarantee Scheme under which buyers could obtain loans from financial institutions to buy houses. Tax deductions on loan interest for houses costing RM250,000 and below will also encourage greater homeownership and help revive the industry during these trying times.