2nd SOUTHEAST ASIAN HOUSING FORUM 2013

JOHOR BAHRU
MALAYSIA
29-31OCT2013



THEME

HOUSING FOR PEOPLE - present & future challenges

COLLABORATION OF:

ISKANDAR REGIONAL DEVELOPMENT AUTHORITY

UTM UNIVERSITI TEKNOLOGI MALAYSIA

JOINTLY MANAGED BY:

UTM KALAM UNIVERSITI PENYELIDIKAN — CENTRE FOR THE STUDY OF BUILT ENVIRONMENT IN THE MALAY WORLD

ISI INSTITUTE SULTAN ISKANDAR OF URBAN HABITAT AND HIGHRISE
UNIVERSITI TEKNOLOGI MALAYSIA

ARCH Asian Research Center for Housing
KYUNG HEE UNIVERSITY

SPONSORED BY:

THE SECOND SOUTHEAST ASIAN HOUSING FORUM

29 - 31 OCTOBER 2013
THISTLE HOTEL, JOHOR BAHRU
MALAYSIA

OVERTURE

The Southeast Asian Housing forum was designed to address issues pertaining housing in its namesake region. These issues may range from cultural and heritage aspects to future projection research and assessing current administrative problems. Under the previous and first season of the forum held in October 2011 by the Asian Reseach Center for Housing, housing culture and heritage of the component countries of Southeast Asian was discussed by academicians and professionals in an intellectual atmosphere at Kyung Hee University, Seoul.

The length and breadth of the topic opened under the previous round of talks demanded a continuation of similar discussions, and to establish a tradition in this regard, Universiti Teknologi Malaysia decided to host the second season here at the city of its base, Johor Bahru, Malaysia.

Johor Bahru deserves a special attention as the site for the largest development corridor south of Peninsular Malaysia, termed Iskandar Development Region, and Universiti Teknologi Malaysia boasts as the pioneering institute of higher learning and research in the country in the fields of architecture, planning and housing.

Background of Iskandar Malaysia

Iskandar Malaysia (IM) corridor was established on 30 July 2006 and the project is administered by Iskandar Regional Development Authority (IRDA). It is set to become South Peninsular Malaysia's most developed region, where living, recreation, the environment and business seamlessly converge within a bustling and vibrant metropolis.

Economic Growth

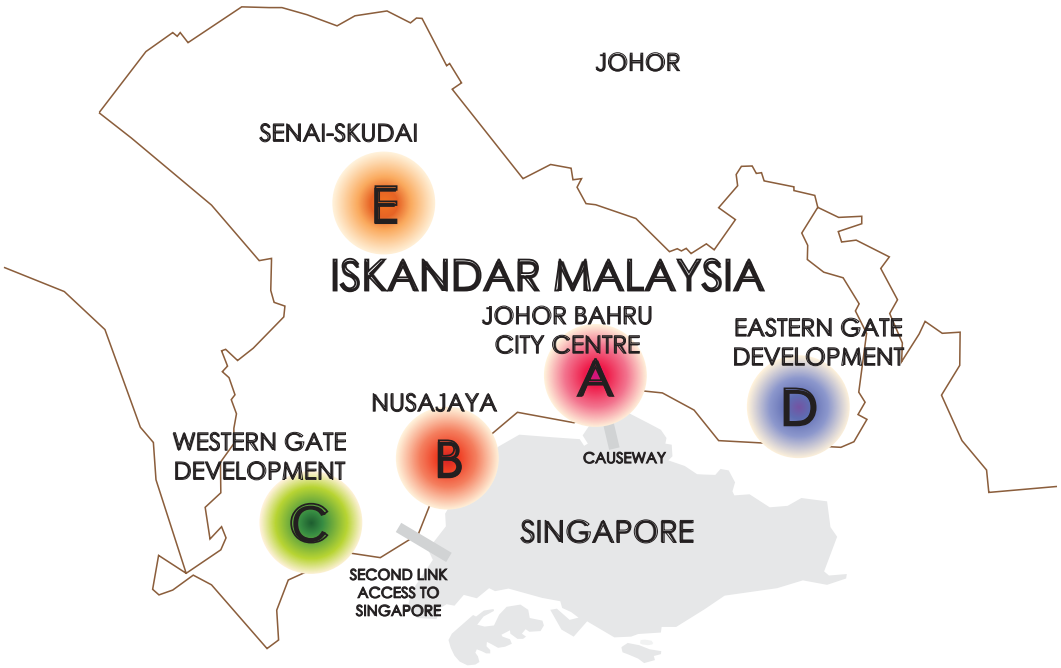
The first of its kind, Iskandar Malaysia has been allocated RM6.83 billion by the Government. Encompassing a vast area as the largest single development project ever to be undertaken in the region.

Because of its strategic location, accessibility to world renown Asian cities, proximity to some of the world's most important and rapidly growing economies, and a range of attractive fiscal incentives, Iskandar Malaysia is poised to attract the influx of foreign and high-level corporate investments as discerning investors look to benefit from its many advantages and high growth potentials.



Flagship Zones

Five flagship zones have been designated as key focal points for development in Iskandar Malaysia. These have been envisaged to both further strengthen existing economic clusters as well as to diversify and develop target growth sectors.



Key landmarks and developments within each flagship zone are as follows:

FLAGSHIP A

JOHOR BAHRU CITY CENTRE

+ Central Business District
+ Danga Bay Integrated Waterfront City
+ Upgrading of Central Business District
+ Tebrau-Plentong Mixed Development
+ Customs, Immigration and Quarantine Complex (CIQ)
+ Johor-Singapore Causeway
+ Lido Boulevard
+ Conservation and Heritage Zones

FLAGSHIP B

NUSAJAYA

+ Kota Iskandar
+ Puteri Harbour
+ Medini
+ Educity
+ Southern Industrial Logistic Clusters (SiLC)
+ Afiat Health Park
+ International Destination Resort
+ Housing and Residential Projects

FLAGSHIP C

WESTERN GATE DEVELOPMENT

+ Port of Tanjung Pelepas
+ Tanjung Bin Power Plant
+ Malaysia - Singapore Second Link
+ RAMSAR World Heritage
+ Tanjung Piai - Southernmost Tip of Mainland Asia
+ Free Trade Zone

FLAGSHIP D

EASTERN GATE DEVELOPMENT

+ Tanjung Langsat Industrial Complex
+ Tanjung Langsat Port
+ Johor Port
+ Pasir Gudang Industrial Park
+ APTEC (Lakehill Resort City)

FLAGSHIP E

SENAI-SKUDAI

+ Senai International Airport
+ Senai Cargo Hub
+ Senai HighTech Park
+ Sedenak Industrial Park
+ MSC Cyberport City
+ Johor Technology Park
+ Johor Premium Outlets®

2nd SOUTHEAST ASIANHOUSING FORUM 2013

THEME: HOUSING FOR PEOPLE - PRESENT AND FUTURE CHALLENGES

Southeast Asian consists of 11 countries between the Indian and the Pacific Oceans. Around 620 million inhabitants make Southeast Asia one of the most populated regions in the world.

With an urban population ratio of about 43% (2010) this region is the second least urbanized in the world after Africa. This follows in turn its second place in the world's fastest urbanization rates with a 2.5% per annum (2005-2010). This rapid growth puts some serious constraints on the housing market in the region that happens to possess one of the highest population density rates in the world as well. It could easily be claimed that nearly all the countries in the region face significant issues in the housing sector in one way or another, from oversupply and market glut to excessive demand and inflation on housing rates, all the way to transportation issues, shortage or defiance of standards and legislations, human constraints and psychological pressures to security and urban politics. This forum in continuation of a tradition established in 2011 seeks to address these issues and challenges as posed today and predicted of the future. It therefore pursues the following goals:

+ to establish long term collaborative learning
+ to provide a platform for information sharing
+ to discuss emerging issues and challenges
+ to enhance academic undertaking on housing studies in Southeast Asia

South East Asian Countries



Country:	11
Population in 2012:	620 million
Area:	5 million sq km
Climate:	Mainly tropical–hot and humid all year round with plentiful rainfall

SUBTHEMES:

In keeping with the theme – 'Housing for People - present & future challenges' – the contents of this Forum are broadly divided into 4 sub-themes namely Human Factors in Housing, Housing Affordability, Urban Politics and Sustainability in Southeast Asian. The subjects within the sub-themes are listed below:

Sub-theme 1: Human Factors in Housing

Agenda: The utilitarian nature of contemporary housing supply in the region has caused disturbances in the optimal social interactions or comfort expected from a healthy human society. Detailed study of these issues is welcomed by the current forum.

Subjects:
+ Index of Happiness
+ Crime and Security
+ Child-friendliness
+ Congestion and Psychology
+ Machination/Virtualisation of Urban Life and Human Sociability
+ Building Community
+ Generalisation versus Personalization

Sub-theme 2: Housing Affordability

Agenda: The unmitigated population growth in the region driven by the motors of cultural encouragement and financial or health illiteracy puts pressure on both the housing supply as well as the financial capacity of the families. In most component countries, e.g. Myanmar, Philippines, Indonesia, Vietnam, Combodia and Laos, the majority of the population lives below the poverty line in spite of the occasionally significant national GDP rates. In the others that do better, e.g. Malaysia, Singapore, Thailand and Brunei, skyrocketing inflation presents a bleak future in the financial capacities of the families. Issues on this subject are to be discussed.

Subjects:
+ Supply and Demand
+ Density and Convergence
+ Regional Urbanization
+ Household Income and Wealth

Sub-theme 3: Urban Politics

Agenda: The interdependence of urbanism and politics in the region are to be studied from a scientific perspective.

Subjects:
+ Urban Constituencies
+ Urban Population Needs and Demands vs. National Needs
+ Political Rally on Urban Issues
+ Compact City

Sub-theme 4: Sustainability

Agenda: One of the main issues concerning urban life today is sustainability. Sustainable buildings are not just energy-efficient; they form part of a city's positive infrastructure, contributing positively to the community and to the environment. They coexist within an integrated system and run on clean, renewable energy. They make the best use of local resources, using materials which are recycled and reused.

Subjects:
+ Energy Efficient
+ Renewable Energy
+ Form and Function
+ Materials
+ Locality

Benefits for the Attendants

Attending this forum can illuminate the vital role all housing providers have to play, whether in helping improve people's lives or through providing good housing schemes. The three-day forum held in Malaysia will focus on disseminating of housing solutions, knowledge, and the best practices of other countries.

Who Should Attend

The forum will be of interest to all parties concerned and engaged in housing delivery and policy. Architects, developers, planners, policymakers, NGOs, donor agencies, private and public sectors in housing will find the 2nd SEAFORUM 2013 in Malaysia a MUST ATTEND event. This forum addresses anyone involved in the housing sector including academics, housing professionals and policy makers:

+ City councils / local planning commissions
+ Consumers of subsidized housing
+ Housing authorities
+ Academicians
+ Professional associations
+ Public agencies
+ Residential builders & developers
+ Sustainable development experts
+ Civil engineers
+ Housing economists

CLASS	MINIMUM SPONSOR VALUE	BENEFITS
PLATINUM	**USD** 25,000	*Premium Booth, Name and Logo on All Published Material*
GOLD	**USD** 10,000	*Special Booth, Name and Logo on Selected Published Material - Including after the main sponsor*
SILVER	**USD** 3,000	*Booth, Name and Logo on Back pages of Published Materials - First list of sponsor*
BRONZE	**USD** 1,000	*Name and Logo on Back pages of Published Materials - Second list of sponsor*

Ministry:

+ Ministry of Housing and Local Governmen (KPKT)
+ Ministry of Energy, Green Technology and Water (KeTTHA)

Supporters and Recognitions:

+ Board of Architects Malaysia (LAM)
+ Department of Public Works (JKR)
+ Malaysian Institute of Architects (PAM)
+ Board of Engineers Malaysia (BEM)
+ Malaysian Institute of Planners (MIP)
+ Real Estate and Housing Developers' Association Malaysia (REHDA)
+ National Education Savings Scheme (SSPN)
+ Institution of Surveyors, Malaysia (ISM)
+ Construction Industry Development Board (CIDB)
+ Institute of Landscape Architects Malaysia (ILAM)
+ Universiti Malaya (UM)

2nd SEA Forum 2013
Housing for the People - Present and Future Challenges

TIME			Tuesday, October 29, 2013 (DAY 1)	
	8:00-9:00		Registration	
	9:00-9:15		Welcome Message by: **Prof. Hamdan Ahmad** [Executive Director of Institute Sultan Iskandar]	
	9:20-9:50		Keynote Speaker: **Datuk Ismail bin Ibrahim** [Chief Executive IRDA]	
	9:50-10:05		**Morning Tea Break**	
			SESSION A	**SESSION B**
			Theme 1: Human Factors in Housing	Theme 2: Housing Affordability
	10:10-10:30		**Invited Speaker** Prof. Ju, Seo Ryeung [Kyung Hee University]	**Invited Speaker** *TBA* [UP School of Urban and Regional Planning]
	10:35-10.55		**Invited Speaker** *TBA* [Arkitek M. Ghazali]	**Invited Speaker** *TBA* [Housing Development Department, Brunei]
	11:00-11:20		**Invited Speaker** *TBA* [Real Estate and Housing Developers' Association, REHDA]	**Invited Speaker** *TBA* [1 Malaysia, People Housing Program, PR1MA]
	11:25-11:45		**Paper 1**	**Paper 4**
	11:50-12:10		**Paper 2**	**Paper 5**
	12:15-12:35		**Paper 3**	**Paper 6**
	12:35-2:00		**Lunch & Prayer**	
	2:05-2:25		**Invited Speaker** *TBA* [University of Indonesia]	**Invited Speaker** *TBA* [Kasetsart University]
	2:30-2:50		**Invited Speaker** *TBA* [Ministry of Culture Fine Arts]	**Invited Speaker** *TBA* [Department of Architecture, Mandalay Technological University]
	2:55-3:15		**Invited Speaker** ***TBA*** [Sky Bridge Co. Ltd]	**Invited Speaker** ***TBA*** [The National House Buyers Association]
	3:20-3:40		**Paper 7**	**Paper 10**
	3:45-4:05		**Paper 8**	**Paper 11**
	4:10-4:30		**Paper 9**	**Paper 12**
	4:30-5:30		**Forum Discussion on Theme 1**	**Forum Discussion on Theme 2**
	5:30-5:45		**Tea Break**	
	8:30-10:00		**Meeting Group & Supper**	

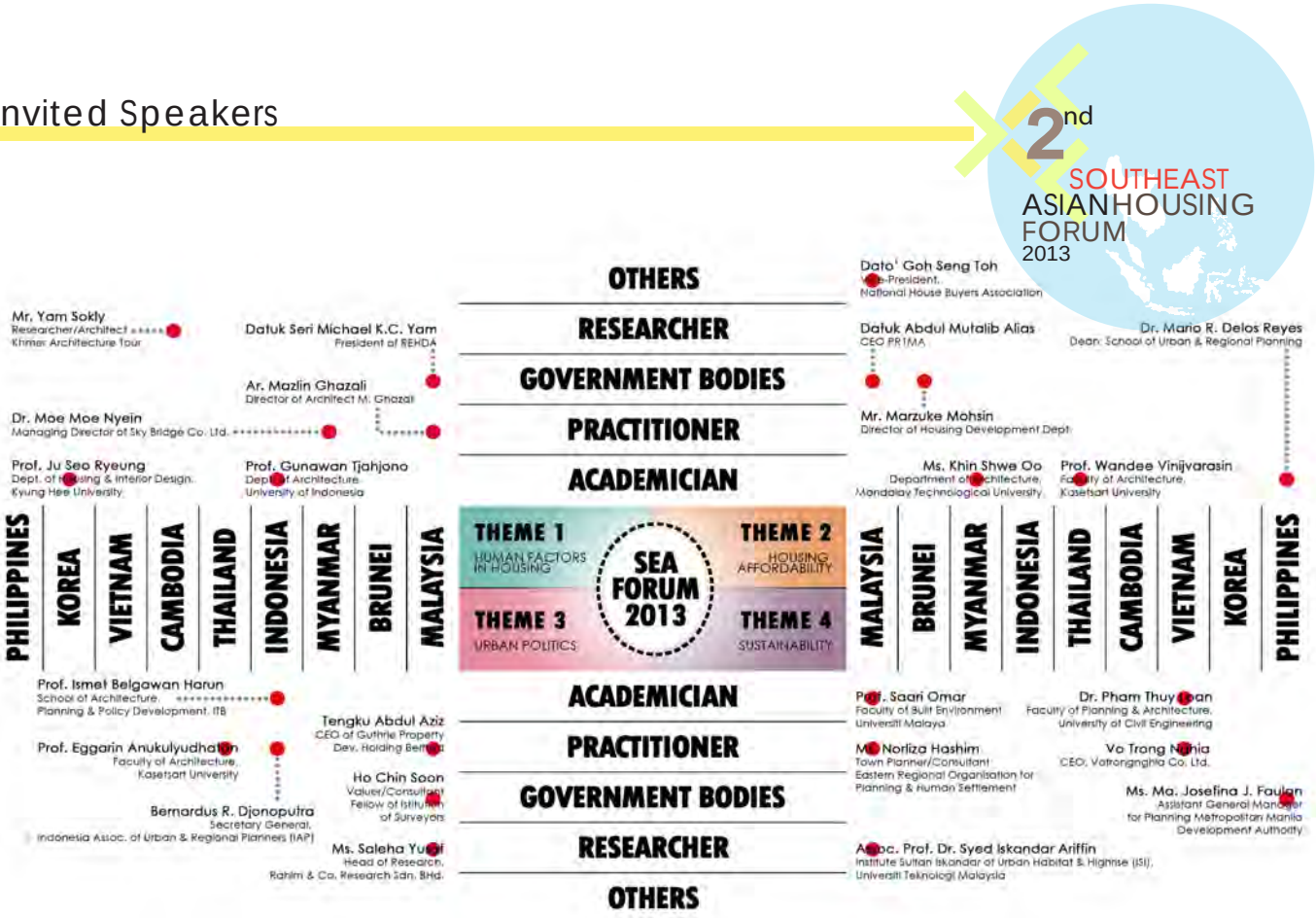
Exhibition and Poster Session

2nd SOUTHEAST ASIAN HOUSING FORUM 2013

TIME		Exhibition and Poster Session		
Wednesday, October 30, 2013 (DAY 2)				
	8:00-9:00		Registration	
	9:05-9:35		Keynote Speaker: **Roxana Waterson** (National University of Singapore)	
	9:35-9:50		**Morning Tea Break**	
			SESSION C	**SESSION D**
			Theme 3: Urban Politics	Theme 4: Sustainability
	9:55-10:15		**Invited Speaker** **TBA* [Institute of Technology Bandung]	**Invited Speaker** **TBA* [Planning Metro-Manila Development Authority]
	10:20-10:40		**Invited Speaker** **TBA* [1 Malaysia Development Bhd (1MDB)]	**Invited Speaker** **TBA* [University of Malaya]
	10:45-11:05		**Invited Speaker** **TBA* [Institution of Surveyors, Malaysia]	**Invited Speaker** Dr. Syed Iskandar Ariffin [Deputy Director of Institute Sultan Iskandar, Universiti Teknologi Malaysia]
	11:10-11:30		**Paper 13**	**Paper 16**
	11:35-11:55		**Paper 14**	**Paper 17**
	12:00-12:20		**Paper 15**	**Paper 18**
	12:20-2:00		**Lunch & Prayer**	
	2:05-2:25		**Invited Speaker** **TBA* [Kasetsart University]	**Invited Speaker** **TBA* [University of Civil Engineering]
	2:30-2:50		**Invited Speaker** **TBA* [Indonesian Association of Urban & Regional Planners]	**Invited Speaker** **TBA* [Votrongnghia Co. Ltd.]
	2:55-3:15		**Invited Speaker** **TBA* [Guthrie Property Development Holding Bhd & Sime Darby Property Bhd]	**Invited Speaker** **TBA* [Commonwealth Association of Planners/ AJM- Planning and Urban Design Group Sdn. Bhd.]
	3:20-3:40		**Paper 19**	**Paper 22**
	3:45-4:05		**Paper 20**	**Paper 23**
	4:10-4:30		**Paper 21**	**Paper 24**
	4:30-5:30		**Forum Discussion on Theme 3**	**Forum Discussion on Theme 4**
	5:30-5:45		**Tea Break**	
	8:00-10:00		**Farewell Dinner** **Speech by IRDA** **Speech by main sponsor** **Giving Awards**	

Thursday, October 31, 2013 (DAY 3)	
TIME	
8:30-12:30	**Iskandar Tour**
End Of Conference	

Invited Speakers



INDONESIA



Dr. Ismet Belgawan Harun
Head of Housing and Human Settlements Research Group
School of Architecture,
Planning and policy Development
Institute of Technology Bandung



Bernardus R Djonoputra
Secretary General, Indonesia Association of Urban and Regional Planners (IAP) and Director, PT Nusantara Infrastructure TBK



Prof. Gunawan Tjahjono
Professor of Architecture
Faculty of Engineering
University of Indonesia

MALAYSIA



Ar. Saari Omar
Associate Professor
Department of Architecture
Faculty of the Built Environment
University of Malaya



Datuk Abdul Mutalib Alias
Chief Executive Officer of
1 Malaysia People Housing Program (PR1MA)



Datuk Seri Michael KC Yam
President of Real Estate and Housing Developers' Association (REHDA)



Brig. Gen. Dato' Goh Seng Toh
Vice-president of the National House Buyers Association



Dr. Syed Iskandar Ariffin
Deputy Director of
Institute Sultan Iskandar,
Universiti Teknologi Malaysia



Ho Chin Soon
Fellow of the Institution of Surveyors, Malaysia



Ar. Mazlin Ghazali
Director of Arkitek M. Ghazali



Ms Norliza Hashim
Secretary General/
Vice President,
Commonwealth Association of Planners/ Managing director of AJM-Planning and Urban Design Group Sdn Bhd



Tengku Abdul Aziz Tengku Mahmud
CEO of Gutherine Property Development Holding Bhd and Sime Darby Property Bhd.

Invited Speakers

MALAYSIA



Ms. Saleha Yusoff
Senior Vice President
of Commercial Real
Estate Management,
1 Malaysia Development
Bhd (1MDB)

THAILAND



Dr. Eggarin Anukulyudhathon
Dean of Faculty of
Architecture,
Kasetsart University



Dr. Wandee Pinijvarasin
Assistant Professor
Faculty of Architecture,
Kasetsart University

CAMBODIA



Mr. Sokly Yam
Researcher/Architect
Heritage Mission,
Ministry of Culture
Fine Arts
Khmer Architecture Tours

VIETNAM



Dr. Pham Thuy Loan
Deputy director of Urban
and Architectural Institute (UAI)
Urban Planning Division,
Faculty of Planning and Architecture,
University of Civil Engineering (UCE)



Vo Trong Nghia
CEO of Votrongnghia Co. Ltd.

BRUNEI



Mr Marzuke Hj. Mohsin
Director of Housing
Development Department

KOREA



Prof, Ju, Seo Ryeung
Department of Housing
and Interior Design College
of Human Ecology,
Kyung Hee University

MYANMAR



Dr. Moe Moe Nyein
Managing Director of
Sky Bridge Co. Ltd.

Ms. Khin Shwe Oo
Department of Architecture,
Mandalay Technological
University

PHILIPPINES



Dr. Mario R. Delos Reyes
Dean,
UP School of Urban
and Regional Planning



Ms. Ma. Josefina J. Faulan
Assistant General Manager
for Planning
Metro-Manila
Development Authority

Early Bird Registration Opens Call for Abstract Call for Poster Call for Exhibitors	15 April 2013
Early Bird Registration Ends	13 May 2013
Normal Registration Opens	14 May 2013
Final Call For Abstract	15 May 2013
Call For Full Paper / Poster / Exhibitors Deadline	17 June 2013
Submission of Full Paper	5 August 2013
Full Paper Acceptance Notification	17 September 2013
Announcement of Best Paper & Best Posters Awards	25 September 2013
2nd SEA Forum 2013	29-31 October 2013
Announcement of Best Presenters	30 October 2013

Submission of Abstracts

Abstract addressing the forum theme are welcomed from all interested authors. The Abstracts must be between 200-300 words in length starting clearly the objectives of the proposed paper and summarising the subject matter, the substantive issues raised, the conclusion made by the paper and a comment on how it will address the theme of the forum. The document format should be in MS-Word. All Abstracts and Full Papers will be peer reviewed by the committee before being accepted and published in the forum proceedings. It is encouraged to use Arial font 10 throughout the text with particulars appearing on the header of the Abstract in the following sequence:

Title of the Paper (upper caps, Arial 10)
Author's Name & Affiliation (Upper and lower caps as appropriate)
Correspondence Address
Telephone No.
Facsimile
E-mail Address

Based on A4 size format, the text must be contained within a work space bounded by the following margins: 40mm from the left, 50mm from the top, and 30mm from the right and bottom of the page. The text should be at 1.5 spacing with paragraphs separated by a blank line.

* Submission MUST BE made through ON-LINE

ON-LINE REGISTRATION IS AVAILABLE THROUGH

www.utm-isi.my/seaf2013.html

PARTICIPANTS CAN ATTEND AND PARTICIPATE IN ALL EVENTS WITHOUT SUBMITTING PAPERS

An updated information on the events can be found on the website:
www.utm-isi.my/seaf2013.html

Important Dates

Deadline for Submission of Abstract	15th May 2013
Deadline for Submission of Papers	17th June 2013
Decision of Referees	17th September 2013

Language

English will be the official language of the forum.

Registration Form

CONTACT
www.utm-isi.my/seaf2013.html
www.seaforum2013@gmail.com
phone: (07) 558 4286
fax: (07) 557 0020

2nd SOUTHEAST ASIAN HOUSING FORUM 2013

Please Tick:

Paper Presenter ☐ Poster ☐ Student ☐

REGISTRATION DETAILS

First Name		Last Name	
NRIC/ Passport		Date of Birth	
Designation		Organization	
Address			
Postcode		City/ Town	
State/ Province		Country	
Tel/ Fax		E-mail	

ACCOMPANYING PERSON/ SPOUSE

Name of Accompanying Person/ Spouse : _____ Tel: _____

Address: _____ Fax: _____

_____ Email: _____

CONFERENCE FEES

PACKAGE RATE	Please Tick (√)			
	INTERNATIONAL		MALAYSIAN	
Early Bird Registration *(Before May 13, 2013)*	USD 500	( )	MYR 1500	( )
Normal Registration	USD 565	( )	MYR 1700	( )
Accompanying Person	USD 400	( )	MYR 1200	( )
Spouse	USD 250	( )	MYR 750	( )
Student	-	( )	MYR 250	( )
SOCIAL EVENTS Farewell Dinner *(October 30, 2013)*	USD 25	( )	MYR 70	( )
TECHNICAL TOUR Iskandar Tour *(October 31, 2013)*	USD 30	( )	MYR 50	( )
TOTAL				

* *The full conference package offers participation in technical programme, forum kit, conference proceeding, refreshment and lunches throughout the forum.*

* *The accompany person registration offers participation in technical programme, forum kit, refreshment and lunches throughout the forum. Accompanying person must registered simultaneously with the participant using the same registration form.*

* *Spouse registration offers participation at the forum including refreshments and lunches without forum kit, technical tour and conference proceedings.*

* *Student registration offers only for students enrolled in Malaysia Higher Education Institutions.*

MODE OF PAYMENT

☐ **Cheque** *(Cheque must be made payable to Institute Sultan Iskandar)*

NOTE:
Please indicate the respective name(s) of delegates(s) at the back of cheque.

☐ **Telegraphic Transfer** *(Telegraphic Transfer must be made payable to)*

Account name : Institute Sultan Iskandar
Account No : 0118-0000779-05-8
Bank name : CIMB Berhad, UTM
Bank Address : Bangunan HEP, UTM Skudai 81300, Johor, MALAYSIA
Swift Code : CIBBMYKL

Refunds & Cancellation Policy

Cancellation must be in writing. A full refund less MYR300 administration fee will be granted, if received by 1st July 2013. Cancellation received after 1st July 2013 and non-shows are non-refundable. Substitutions are permissible prior to 20th July 2013.

The 2nd SEA Forum 2013 is calling for submission of posters for the conference. The topics must relate to aspects of housing limited to: (1) Human Factors in Housing, (2) Housing Affordability, (3) Urban Politics, and (4) Sustainability. The panel of judges will select the best among the presented posters and the winners will be awarded at the award ceremony.

Poster Display Times: Tuesday, October 29, 2013, 8:00am - 5.30pm
Wednesday, October 30, 2013, 8:00am - 5.30pm

Submission Deadline: 17 June 2013

Guidelines:

1. Posters size must be in A1 size (maximum 2 pages)
2. The posters must be presented in portrait layout
3. Poster must include the following elements:
   a. Title at the top of the poster, lettering should be at least 2 inches high
   b. Authors(s) and affiliations, lettering should be at least 1 inch high
   c. Simple readable fonts to be used, such as Arial, Times New Roman, Tahoma, etc. Avoid all uppercase letters for subheadings or text. Use dark color for text for rea -ding facility.
   d. No material/attachment should extend beyond the perimeters of the poster
   e. Keep charts/drawings/illustrations simple
   f. Preferred resolution: 300dpi
4. Suggested components:
   a. Background of the project or study
   b. Purpose
   c. Methods
   d. Results
   e. Implications and Implementation suggestions

E-mail the softcopy of the posters together with complete Poster Submission form as an attachment to: posterseaforum2013@gmail.com

2nd SOUTHEAST ASIAN HOUSING FORUM 2013

POSTER SUBMISSION FORM

Name of person submitting this application	
List name(s) of authors to be listed on poster	
Affiliation	
Address	
Email address	
Mobile no.	
Office phone	
Fax no.	
Title of project or study	
Area of focus (choose one)	[ ] Human Factors in Housing [ ] Urban Politics [ ] Housing Affordability [ ] Sustainability
Please provide a brief summary of your poster (no more than 300 words, no graphs or illustrations)	

1. Standard Shell Scheme design (3m x 3m) - (MYR6,000 / USD2,000 per booth)

Inclusive of :

- Rear and dividing walls 2500mm high using white coated aluminum system space
- Fascia to include exhibitor's name on colored sticker
- Two 40 watt fluorescent light
- One 13Amp single phase power point
- One information desk
- Two folding chairs
- One waste paper basket
- Carpet for booth area



2. Payment Terms

(a) Deposit of **MYR 2,000.00 / USD 500.00** per booth is required to secure your booking. Balance payment is required by 17 June 2013

(b) By cheque or bank draft transfer payable to "Institute Sultan Iskandar"

Bank account : 0118-0000779-05-8
Bank address : CIMB Berhad, UTM
Bangunan HEP, UTM Skudai,
81300, Johor, Malaysia
Bank swift code : CIBBMYKL
(Copy of bank-in slip to be faxed to 607-5570020 as proof of payment)

3. Booth Selection System

Selection of booth is on a first come first serve basis. Payment terms as per no. 2 above

4. Closing Date

All exhibition booking forms plus full payment must be received by 17 June 2013

5. Cancellation Charges

The following charges will be imposed for every booth cancelled, according to the following schedule:

Cancellation received	Cancellation charge
Before 17 June 2013 After 17 June 2013	50% of booth cost 100% of booth cost

6. Set-up Time

10.00 am to 6.00 pm on 28 October 2013 (Monday)

7. Dismantling Time

6.00 pm to 9.00 pm on 30 October 2013 (Thursday)

8. Trade Viewing of Exhibition

Please note that the exhibition will be open for trade viewing from 9.30 am 5.00 pm on 29 - 30 October 2013

9. Liability/Insurance

Although the Organizers will ensure the security of the area, they shall not be held responsible in the event of any loss or theft of exhibitors' belongings. All exhibitors are to ascertain that their items are adequately insured.

EXHIBITION BOOKING FORM

Booking Dateline: **17 June 2013**

Please complete this form and fax to 607 557 0020 or email: Seaforum2013@gmail.com

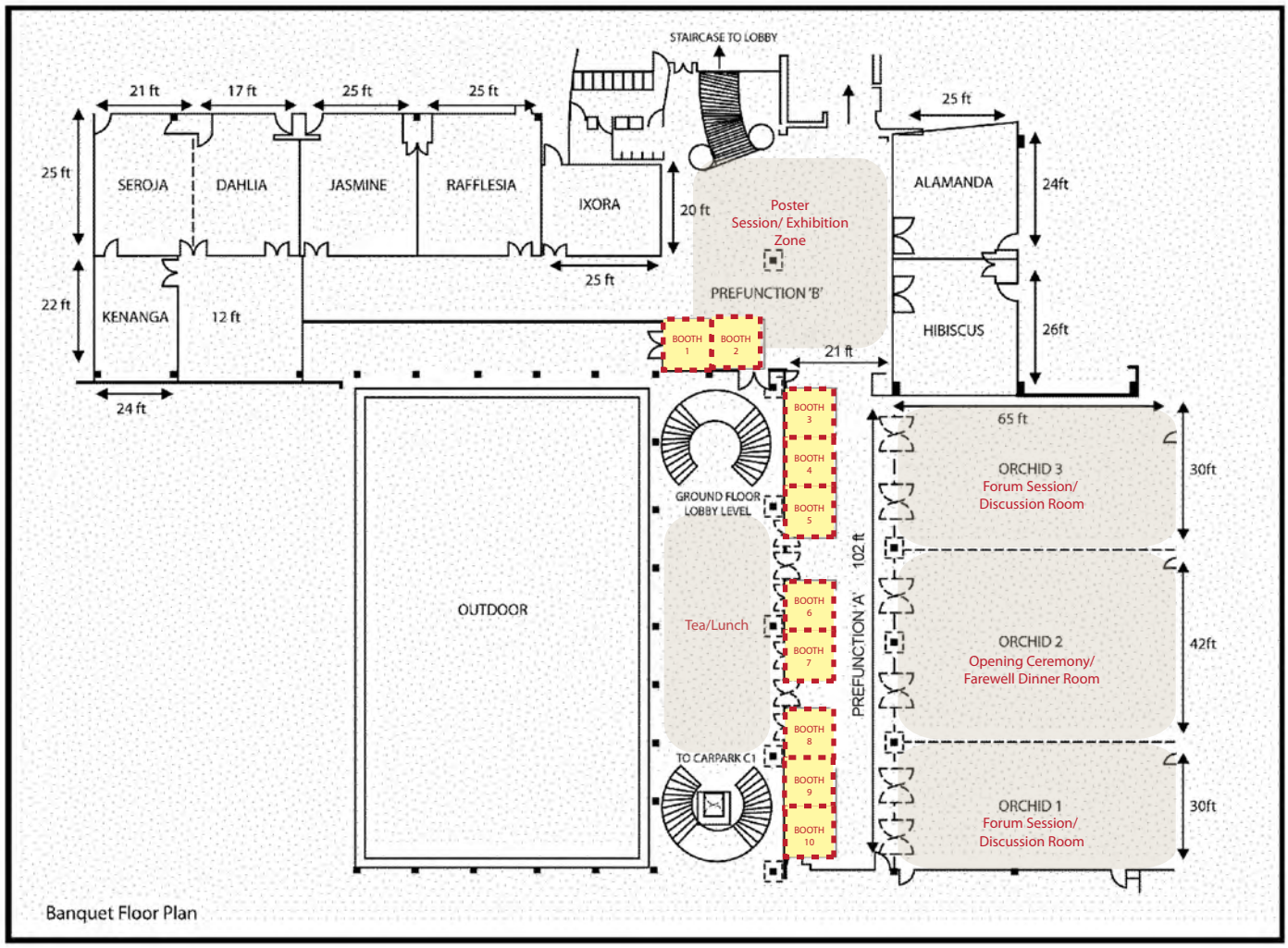
1. Company : _____
2. Address : _____
   _____
   _____
   _____
3. Telephone : _____ Facsimile : _____
4. E-mail : _____
5. Website address : _____
6. Contact Person : _____
7. Designation : _____
8. Number of booths required : _____
9. Booth Numbers : _____
11. Name of Exhibitor Company to appear on Fascia Board of the Booth (not more than 30 letters) :
    _____
    _____
    _____
12. Please indicate 3 key product categories that you will be exhibiting :
    _____
    _____
13. Country of origin of the products / services :

Submitted by : _____ Signature : _____

Designation : _____ Date : _____

Company Stamp :

Events Layout Plan



Forum Organization

CONFERENCE CHAIR

Assoc. Prof. Dr. Syed Iskandar Ariffin
Deputy Director of Institute Sultan Iskandar on Urban Habitat and Highrise
Universiti Teknologi Malaysia

Prof. Dr. Seo Ryeung Ju
Department of Housing and Interior Design
College of Human Ecology
Kyung Hee University

ADVISORY COMMITTEE

Datuk Ismail Bin Ibrahim
Chief Executive Iskandar Regional Development Authority (IRDA)

Prof. Dr. Mohd Hamdan bin Ahmad
Executive Director Institute Sultan Iskandar on Urban Habitat and Highrise
Universiti Teknologi Malaysia

STEERING COMMITTEE

Prof. Dr. Seo Ryeung Ju
Department of Housing and Interior Design
College of Human Ecology
Kyung Hee University

Assoc. Prof. Ar. Saari Omar
Department of Architecture
University of Malaya

Prof. Dr. Mohd Hamdan bin Ahmad
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Universiti Teknologi Malaysia

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DATUK ISMAIL BIN IBRAHIM
Chief Executive
Iskandar Regional
Development Authority (IRDA)

He received his early education at the Malay College Kuala Kangsar and went on to further his studies in town planning at the Heriot-Watt University in Edinburgh, Scotland. He is registered with the Board of Town Planners Malaysia and started his career in the civil service in 1983 as a town planning officer attached to the Federal Department of Town and Country Planning, Ministry of Housing and Local Government. Seven years later, he was awarded the British Council Fellowship to specialise in Planning Law in Newcastle University in England. In April 2003, he was appointed as Penang State Town and Country Planning Department Director and also Secretary to the Penang State Planning Committe. In February 2006, he was seconded as Khazanah Nasional's Senior Vice President of Special Projects to oversee the planning of the southern economic zone in South Johor, known today as Iskandar Malaysia. The following year, he was seconded to Iskandar Regional Development Authority (IRDA)as Senior Vice President and in October of the same year, as the first Federal Commissioner for the Authority. Effective 1 January 2010, Ismail Ibrahim assumed his position as the Chief Executive for IRDA. His interests are in the areas of organizational development, economic and land use, planning administration, heritage and environmental preservation law. He is an active speaker in local and international seminars, forums and workshops on the mentioned areas.



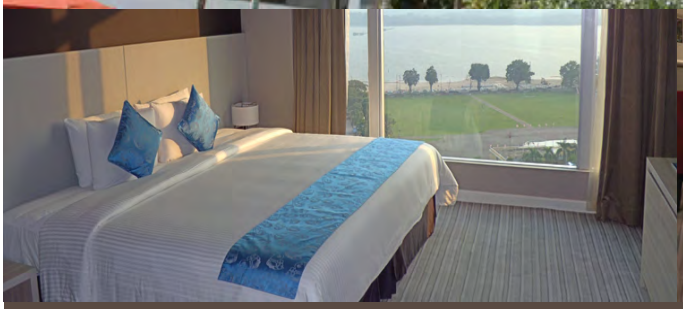
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Dr. Waterson studied Social Anthropology at New Hall, Cambridge, and did fieldwork with the Sa'dan Toraja people of Sulawesi (Indonesia) starting 1978. In 1983-84 she worked as curator of the anthropology collections in the Cambridge University Museum of Archaeology and Anthropology. She received her Singapore residency in 1984 (originally as a Visiting Fellow at the Institute of Southeast Asian Studies), and has taught in the Department of Sociology since 1987. Her principle research interests are in the ethnography of Indonesian societies, the anthropology of architecture, life histories and the politics of social memory. She also teaches courses on ethnographic film and the use of digital video as a research tool. Her newest research involvement is in the ethnography of childhood

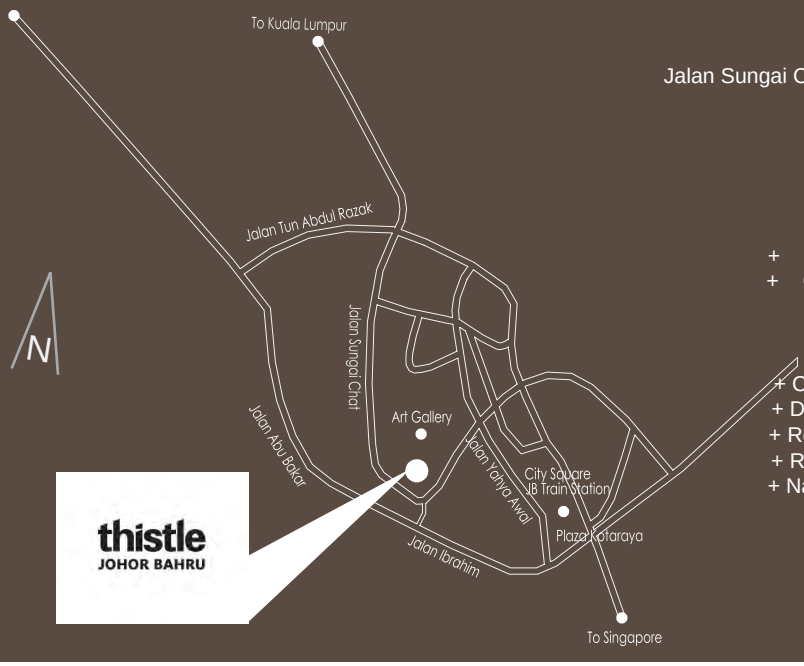
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+ Royal Sultan Abu Bakar Museum- 0.9 mi
+ Nature & Parks - 14.1 mi

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