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Malaysia's First Virtual Property Expo launched

Shawn Ng of TheEdgeProperty.com / The Edge Financial Daily
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hybrid Net Managed Internet

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PHOTOS BY LOW YEN YENG



Twenty digital pioneering developers receiving tokens of appreciation from Sharifah (front row, sixth from right), witnessed by Au (front row, first from right).

KUALA LUMPUR: The first virtual property exposition to be organised on our shores — the Malaysia Virtual Property Expo 2017 (VPEX 2017) — was launched last Friday by property portal TheEdgeProperty.com.

Acknowledging the need to move ahead in the adoption of digital technology, communications and multimedia ministry secretary-general Datuk Seri Dr Sharifah Zarah Syed Ahmad said in her speech that the revolution and rapid evolution of technology will impact Malaysia and the country has to be ready to embrace the wave of change to avoid being left out from its benefits.

Sharifah was representing the ministry's Deputy Minister Datuk Jailani Johari in officiating the launch of VPEX 2017 which will be hosted on TheEdgeProperty.com website over 11 days from July 21 onwards.

"I would say that VPEX 2017 is the reflection of our readiness. Nothing is constant, so we must ensure that we change our mindset and shape our attitude [to be] in line with what is coming, but definitely, we must be cautious as well," she noted.

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“Property is a good example where we can convert from bricks and mortar to digital.”

VPEX 2017 features more than 50 property projects from 20 established developers.

The participating developers include Gamuda Land Sdn Bhd, 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, Matrix Concepts Holdings Bhd, Tropicana Corp Bhd, Aseana Properties Ltd/Ireka Corp Bhd, LBS Bina Group Bhd, Sime Darby Property Bhd, Paramount Property Development Sdn Bhd, Orando Holdings Sdn Bhd, Putrajaya Holdings Sdn Bhd, PNB Development Sdn Bhd, TAHPS Group Bhd and the UK’s Ballymore Group.

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 Edge Malaysia, TheEdgeProperty.com Singapore and BFM.

Unlike the traditional property fairs, consumers are able to check out these projects 24 hours a day, from anywhere. Visitors to VPEX 2017 also stand a chance to win daily prizes – these include RM10,000 worth of Panasonic products, AirAsia tickets and 500,000 BIG Points, and free Grab rides.

“VPEX 2017 is more than just digitising the footprints of those who visit property fairs or showrooms,” said Au Foong Yee, managing director and editor-in-chief of TheEdgeProperty.com, at the launch. “It is about creating a convenient, seamless and engaging experience for consumers as they shop for their dream property.”

In conjunction with VPEX 2017, The Edge Property Malaysia Facebook page went live over the weekend, featuring chats with property developers, prominent personalities such as feng shui consultant Datuk Joey Yap, international model Amber Chia, The Luxe Nomad founder Stephanie Chai, popular blogger and entrepreneur Timothy Tiah and lawyer Chris Tan.

Au said with artificial intelligence and machines learning fast to make our lives better, even the staunchly bricks-and-mortar businesses cannot afford to hang on to traditional practices.

Leveraging on data and technology to integrate seamlessly an online and offline experience is the way forward, she pointed out.

“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 a content story. It is through VPEX 2017 that TheEdgeProperty.com aspires to raise the competitive edge of especially Malaysian developers,” said Au.



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