

# ANNOUNCEMENT



## ICRESU2024

INTERNATIONAL CONFERENCE ON REAL ESTATE URBANISATION

### THEME:

**HARMONIOUS REAL ESTATE  
EVOLUTION: NAVIGATING GROWTH,  
LIVEABILITY, AND INVESTMENT VIABILITY**

**Date: 26 – 28 August 2024**

**Venue: Fraser Place Puteri Harbour,  
Johor, Malaysia**

A Must-Attend Forum for Government  
and Private Sector Players Involved in  
Real Estate and Urbanisation Management  
Industry.

**WITH 300 DELEGATES  
8 SPEAKERS  
& 10 EXHIBITORS**

Organiser :



WMIT GROUP SDN BHD  
(Co. Reg. 1136118 -A)

Co-Organiser :



ICRESU2024 Secretariat:  
No. 93C, Jalan Diplomatik  
Presint 15, 62050 PUTRAJAYA  
MALAYSIA

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Email: [secretariat.icresu@gmail.com](mailto:secretariat.icresu@gmail.com)

For Details & Registration:  
<http://submit.confbay.com/conf/icresu2024>



## INTRODUCTION

The International Conference on Real Estate Urbanisation, with the theme "Harmonious Real Estate Evolution: Navigating Growth, Liveability, and Investment Viability," aims to address the multifaceted challenges and opportunities arising from urbanisation in real estate context. The conference will focus on various sub-themes, including housing diversity, mixed-use development, urban asset and facilities management, real estate investment opportunities, gentrification, public-private partnerships, smart and inclusive design, community-centric spaces, technological integration, resilience and adaptability, real estate innovation, and cultural preservation. The objectives of the conference are to provide a platform for discussing innovative urban planning and design, promoting social equity in urban development, and exploring real estate investment opportunities in rapidly growing markets. This conference is relevant for real estate key players namely, urban planners, developers, investors, policymakers, and researchers interested in addressing the challenges and opportunities associated with urbanisation and real estate development.

## OBJECTIVES

- To provide a platform for discussing innovative urban planning, real estate development and investment opportunities
- To address the multifaceted challenges and opportunities arising from urbanisation
- To facilitate knowledge exchange and collaboration among industry professionals, policymakers, and researchers on the complexities of large-scale urban development projects and real estate investment opportunities
- To explore strategies for integrating technology and innovation into urban planning and real estate development, towards creating smart, inclusive, and resilient cities
- To incorporate sustainability in real estate industry
- To promote the preservation of cultural heritage within urban areas
- To provide platform for the real estate industry players to exhibit their products, innovations, and services

## WHO SHOULD ATTEND

- Property Valuers
- Property Managers
- Facility Managers
- Estate Agents
- Urban Planners
- Developers
- Investors
- Architects
- Engineers
- Policymakers
- Researchers
- Academicians
- Postgraduate Students

## REGISTRATION FEES

The event's registration fees will be as follows:

Category		ICRESU2024 26-28 August 2024	
		Physical	Virtual
Government		RM 800.00	RM 500.00
Non-Government		RM 900.00	RM 600.00
International		USD 300.00	USD 200.00
Academia	Local	RM 700.00	RM 400.00
	International	USD 200.00	USD 150.00

- ## Early bird (by 31 May 2024) - 10% discount
- ## Group of 5 or more - 10% discount

For Details & Registration:

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## ACADEMIA SESSION

**Date :** 26 August 2024

**Time :** 9:00 am - 4:00 pm

**Theme :** Harmonious Real Estate Evolution: Navigating Growth, Liveability, and Investment Viability

### Sub-Themes :

- Housing Diversity
- Mixed-Use Development
- Urban Asset and Facilities Management
- Real Estate Investment Opportunities
- Gentrification
- Public-Private Partnership
- Smart and Inclusive Design
- Community-Centric Spaces
- Technological Integration
- Resilience and Adaptability
- Real Estate Innovation
- Cultural Preservation

### Call for Paper :

Authors are invited to submit ABSTRACT of the paper for oral and poster presentation. Submission of full papers is only necessary for those who wish to publish in related journals or ICRESU2024 Proceeding and can be submitted after the event. Submission of abstract can be made via e-mail to the Conference Secretariat at [secretariat.icresu@gmail.com](mailto:secretariat.icresu@gmail.com). Acceptance of the abstract will be notified in one week after receiving the abstract.

### Publication Opportunities :

Papers will be published in peer reviewed online proceeding (with e-ISBN). Selected papers ONLY will be recommended for publication (with publication fee) in the following journals:

- Journal of Built Environment, Engineering and Technology (JBETE) – e-ISSN:0128-1003

### Important Deadlines :

Abstract Submission : **31 May 2024**

Early Bird Registration : **31 May 2024**

For Details & Registration:

<http://submit.confbay.com/conf/icresu2024>

## SPONSORSHIP & EXHIBITION PROSPECTUS

### Sponsorship :

Sponsors will benefit from ICRESU2024 sponsorship packages that aim to optimise the value for every sponsorship ringgit you spend and provide maximum exposure for your organisation. The following sponsorship opportunities are available:

Category	Packages
<b>Platinum</b> <b>(RM15,000.00)</b>	<ul style="list-style-type: none"><li>• Free Physical Shell Scheme Booth (9M<sup>2</sup>)</li><li>• Five (5) complementary Physical participants</li><li>• Five (5) complementary virtual participants</li><li>• Company logo and name on ICRESU2024 website</li><li>• Short advertisement slot during Inter-session break</li><li>• Company logo projected in between oral session, coffee and lunch breaks</li><li>• Acknowledgement in e-program book</li><li>• Certificate of Appreciation</li></ul>
<b>Silver</b> <b>(RM5,000.00)</b>	<ul style="list-style-type: none"><li>• Three (3) complementary Physical participants</li><li>• Three (3) complementary virtual participants</li><li>• Company logo and name on ICRESU2024 website</li><li>• Company logo projected in between oral session, coffee and lunch breaks</li><li>• Acknowledgement in e-program book</li><li>• Certificate of Appreciation</li></ul>

### Exhibition :

It will be a unique opportunity for service providers, manufacturers and suppliers to showcase their products and services for this vital industry and market. The ICRESU2024 Organising Committee reserves the right to screen products and services for appropriateness.

Category	Items	Description
Standard Shell Scheme Physical Booth	Fee	RM 5,000.00
	Duration	27 - 28 August 2024
	Size	3000mm X 3000mm X 2400mm
Bare Space Special Booth	Fee	500.00 / sq. meter
	Duration	27 - 28 August 2024
	Size (Minimum)	18 sq. meter

Registration Link for Sponsorship / Exhibition / Post ICRESU2024 Tour:  
<https://forms.gle/JQSCP244gNkwPz46>



SCAN ME

# ICRESU2024 POST CONFERENCE TOUR DAY TRIP TO SINGAPORE

Date : 29 August 2024 (Thursday)

Time : 8:00am - 6:00pm

Fee : RM120.00/Pax



Sentosa Island / Resorts World



Bugis Street



Arab Street



Merlion Park



Jewel Changi



River Cruise

**###LIMITED SEATS###**

**\*\*FIRST COME FIRST SERVE\*\***

Registration Link for Sponsorship / Exhibition / Post ICRESU2024 Tour:  
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