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FOR IMMEDIATE RELEASE

3 October 2024

Public Bank Raised Awareness on Sustainable Development for Property Developers in the Southern Region

Public Bank had recently organised a green real estate seminar aimed at raising awareness on the topic of sustainability among the Southern Region property developers in the small and medium-sized (SMEs) category.

The one-day seminar, held at Renaissance Johor Bahru Hotel on 2 October 2024, was the third seminar organised by Public Bank and held as part of the “Embracing Sustainable Development: The Way Forward for SME Developers” series.

The latest seminar in Johor saw the participation of more than 200 SME delegates from Johor, Melaka, Negeri Sembilan, Pahang and Kelantan, as well as representatives from the Real Estate and Housing Developers Association Malaysia (REHDA).

The SME delegates showed enthusiasm on the seminar’s theme, fueled by effective presentations from PwC Malaysia, Knight Frank Malaysia, GreenRE, EcoWorld and Sunway Group.

The panel of expert speakers were able to impart valuable knowledge and information on the best practices for sustainable development including some effective approaches to incorporate sustainability into property development and construction activities, the green building certification procedures, as well as the importance for SMEs to begin the green journey to address the impact on climate change from the sector’s greenhouse gas emissions.

Public Bank’s Managing Director and Chief Executive Officer, Tan Sri Dato’ Sri Dr. Tay Ah Lek expressed enthusiasm for a closer co-operation between Public Bank and property developers throughout the country to drive their transitioning towards a lower carbon economy.

“Public Bank has been proactive in our drive to help green the real estate sector. This includes signing Memorandums of Understanding with several developers listed on the Malaysia stock exchange in 2022 to provide special sustainable financing packages to end-finance their green developments. The Bank’s holistic approach to sustainable development also covers both the supply and demand side to meet the requirements of property developers and buyers of green properties,” said Tan Sri Tay.

Tan Sri Tay added that SME developers can benefit from various large scale economic developments implemented and planned throughout the country, particularly in Johor, such as the Johor-Singapore Special Economic Zone and the huge investments pouring into Johor to transform the State into the largest data centre hub in South-East Asia.

To that end, Tan Sri Tay reiterated Public Bank’s commitment to mobilise RM100 billion in sustainable financing by year 2030.

To date, more than RM53 billion has been mobilised for sustainable financing since 2020.

SME property developers can benefit from Public Bank’s sustainable financing through facilities such as Public Bank’s Green Financing Facilities and Bank Negara Malaysia’s Low Carbon Transition Facility which cover an extensive list of eligible green financing solutions, including the adoption of renewable energy and energy efficient solutions, and the purchase of sustainable construction materials by contractors and developers.

“At the same time, buyers of green properties can also enjoy Public Bank’s preferential pricing and other add-on benefits for end-financing of green-certified homes, commercial buildings and industrial premises,” Tan Sri Tay

said.

The Chairperson of REHDA Johor, Ms. Tan Lindy echoed Tan Sri Tay's sentiments on the important role that SME developers can play in driving the nation's sustainability agenda.

"As Malaysia continues its transition towards a net zero economy, we applaud Public Bank for undertaking the initiative to organise this timely seminar. The topic of sustainable developments will benefit the industry in general, especially in the state of Johor which has observed an upward trend of interest and demand of property," said Ms. Tan Lindy.

In 2023, the Bank organised two seminars in Kuala Lumpur and Penang, attracting over 300 SME delegates from the real estate sector based in Kuala Lumpur, Selangor, Perak, Penang, Kedah and Perlis.

Datuk Ngoh Chun How, Chairperson of REHDA Melaka also lauded Public Bank's continuous efforts to assist SME developers towards adopting sustainable practices in a pragmatic manner in this seminar.

"We noted that the seminar has helped participants to obtain insights of green transitioning and practical methods to begin their green journey, as well as a better perspective on business opportunities arising from sustainable developments," said Datuk Ngoh, who is also the Director of NKS Development Sdn Bhd.

Mr. Dylan Tan, the Group Chief Executive Officer of AME Group concurred with these views, adding that sustainable development by SME developers can help drive Malaysia's transitioning towards a developed country that prioritises a green economy.

"Witnessing the strong interest and support shown by the SME delegates today, we believe that the seminar has encouraged the real estate and construction sector to embrace sustainability and accelerate green transitioning of their businesses," Mr. Dylan Tan said.

With all these positive feedbacks, Public Bank will continue to roll out more of such capacity building programmes to assist SMEs across more economic sectors to get them onboard the sustainability bandwagon in order to future-proof their businesses from the effects and challenges of climate change.

To find out more about Public Bank's future sustainability events and green financing packages, log on to Public Bank's website at www.pbebank.com or call PB Customer Services at 03-2170 8000.



SME delegates listening attentively to the presentation by an expert speaker.

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