



Potential buyers at one of the booths at The Curve in Mutiara Damansara yesterday.

Visitors checking out residential property at the exhibition. PIC BY SALHANI IBRAHIM

OPEN UNTIL SUNDAY

SHOWCASE FINAL SERIES LAUNCHED

15 exhibitors, 23 speakers and 14 panellists to be featured at event

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THE New Straits Times Press (M) Bhd (NSTP) launched its fourth and final series of the MyRumah Property Showcase for the year yesterday.

Aiming to make NSTP a leader among media companies for property consultation, the final three-day showcase is being held at The Curve, Mutiara Damansara.

Featuring 15 well-known property developers and non-property exhibitors, as well as 23 property speakers and 14 forum panellists, the showcase is open to the public for free from 10am to 10pm, until Sunday.

Urban Wellbeing, Housing and Local Government Minister Tan Sri Noh Omar said more media outlets should follow NSTP's lead and organise property exhibitions similar to MyRumah Property Showcase 2017.

"Through property showcases like this, the public will be well-informed."

The seminar and public talks organised by the MyRumah Property Showcase feature many



6 - 8 OCTOBER 2017 • 10.00 AM - 10.00 PM
THE CURVE, MUTIARA DAMANSARA,
SELANGOR

experts and property gurus who will be able to guide the public. Even the ministry might not have expertise such as this," said Noh before launching the fourth series of the MyRumah Property Showcase 2017.

NSTP chief executive officer Datuk Abdul Jalil Hamid said the group aspired to be the preferred platform for both advertisers and property developers to meet and market their products directly to their target markets.

"The smart partnership between NSTP, property developers and their knowledgeable representatives, is mutually beneficial since it has been proven time and again that print advertising can boost marketing campaigns as well as raise awareness of the properties on offer," he said.

He said NSTP's broad range of products, which could cut through every layer of society and income groups, could assist property developers to use these platforms and make profits from them.

He said NSTP's two special pull-outs, *New Straits Times Property* and *Berta Harlan's Hartanah*, had made significant contribu-



Urban Wellbeing, Housing and Local Government Minister Tan Sri Noh Omar (second from right) and New Straits Times Press (M) Bhd (NSTP) chief executive officer Datuk Abdul Jalil Hamid (second from left) at the launch of the MyRumah Property Showcase 2017 at The Curve, Mutiara Damansara, yesterday. With them are National Housing Department director-general Jayaseelan Navaratnam (right) and NSTP chief commercial officer Alfian Abu Talib. PIC BY ASYRAF HAMZAH

tions to the property sector, featuring extra editorial coverage, sought-after locations, investment, *feng shui* tips and latest news about the housing market.

The core of this year's MyRumah Property Showcase are three E's - Exhibition, Education and Entertainment.

At the exhibition, visitors and

potential buyers will be able to view models and designs, and also check affordable financing schemes offered by banks.

Developers taking part in the exhibition include DK-MY Properties Sdn Bhd, Magna Prima Development Sdn Bhd, Perbadanan Kemajuan Negeri Selangor, PNB Development Sdn

Bhd, Sime Darby Property Bhd, Uda Holdings Bhd and Worldwide Holdings Bhd.

The other companies include Amanah Raya Bhd, Bank Muamalat, Cuckoo, Grab Malaysia, LePro System Bhd, National Higher Education Fund Corporation and Volkswagen Passenger Cars Malaysia Sdn Bhd.