

Property, Infrastructure and Construction Interest Group e-Seminar

## The post-“harsh measures” property market – Outlook for the second half of 2024

(Programme Code: ESEMPICIG0823L01)



The Hong Kong property market faces new challenges despite the government’s removal of “harsh measures”. Property values have a direct impact on asset valuation, depreciation, investment analysis, taxes, financial statements, as well as real estate transactions. It is important for CPAs to understand current market trends and regulations related to property values, to ensure accurate financial reporting and decision-making. In this e-Seminar, experienced practitioners in the industry shared their insights on topics revolving around the residential, retail, and mortgage markets:

1. Residential market outlook
  - Trends in the sales and rental markets in the second half of 2024
  - Driving factors of the luxury housing market’s performance
  - New factors stimulating demand
2. Retail market analysis
  - Explaining the surge and subsequent plunge
  - Recovery status of the retail and catering industries
  - Forecast of rental and vacancy rate trends
  - Investors' interest in the retail market and their deployment strategies
3. Mortgage market observation
  - Lack of interest in the mortgage business from banks
  - Interest rate trends and their impact on the property market
  - Policies of support from the government and financial institutions
  - The trajectory of the mortgage market in the second half of 2024

### Panelists & Moderator

**Mr. Derek Chan**  
Head of Research  
Ricacorp Properties Limited

**Mr. Dennis Cheng**  
Senior Sales Director  
Ricacorp (C.I.R.) Properties

**Mr. Dick Ip**  
Assistant Vice President, Market Research  
Pan Asian Mortgage

**Mr. Peter Choy** (Moderator)  
Convenor, Property, Infrastructure and Construction Interest Group Organizing  
Committee  
Hong Kong Institute of Certified Public Accountants

**Available period** **9 December 2024 – 31 December 2025**

**Format** **e-Seminar**

**Language** Cantonese

**Fee** \$160 (HKICPA member or student or IA) / \$360 (non HKICPA member)

**CPD hour** 1 hour

**Competency\*** Industry knowledge

<b>Sub-competency*</b>	Business and product knowledge
<b>Rating*</b>	Foundation to intermediate level
<b>Enrolment Deadline</b>	31 December 2025 (online) / 26 December 2025 (offline)
<b>Registration</b>	Enrol online or complete the enrolment form and return it with full payment by the enrolment deadline. Enrolment will be accepted on a first-come-first-served basis.

\* Details of [Competency and Rating](#) information

## About the Panelists



**Mr. Derek Chan**  
**Head of Research**  
**Ricacorp Properties Limited**

Mr. Chan is the Head of the Research Department at Ricacorp Properties Limited, specializes in real estate market data analysis and diligently prepares research reports that closely track market trends. Mr. Chan is a regular contributor to media outlets, frequently interviewed by television, radio, news agencies, and newspapers and magazines, sharing his insights on the property market. Additionally, he pens columns in newspapers and on multiple online platforms, offering his perspectives on the real estate sector.



**Mr. Dennis Cheng**  
**Senior Sales Director**  
**Ricacorp (C.I.R.) Properties**

Mr. Cheng is a seasoned professional in the fields of retail, commercial, and investment real estate, currently serving as the Senior Sales Director of the Retail/ Commercial/Investment Department at Ricacorp Properties. He leads a team of regional directors and senior executives, focusing on the development of the retail lease and sales agency business. Mr. Cheng is known as the "Shop Encyclopedia" in the industry, and he is one of Hong Kong's first-generation real estate agents.

Mr. Cheng's career spans multiple areas of real estate. He started his career in residential and village house properties, then transitioned to industrial and office buildings. Ultimately, he chose to specialize in retail property investment, where he has over 20 years of experience and unique insights.

In recent years, Mr. Cheng has been invited to write columns for various media outlets, sharing his industry experience and anecdotes. He is passionate about learning sales techniques and has completed over 30 courses in psychology, public speaking, MCing, and marketing. He is also a certified NLP (Neuro-Linguistic Programming) instructor. In 2014, he was awarded the DSA Best Salesperson Award by the Hong Kong Management Association (HKMA).

Mr. Cheng, with his extensive industry experience, profound professional knowledge, and outstanding performance, is recognized as a leading expert in retail properties. His success is attributed to continuous learning and self-improvement, establishing a benchmark in the real estate investment sector.



**Mr. Dick Ip**  
**Assistant Vice President, Market Research**  
**Pan Asian Mortgage**

Mr. Ip has been with Pan Asian Mortgage for over 10 years and has worked in various departments including sales, finance and market research. Prior to joining the company, he was a reporter for a local financial newspaper.



**Mr. Peter Choy**  
**Convenor, Property, Infrastructure and Construction Interest Group**  
**Organizing Committee**  
**Hong Kong Institute of Certified Public Accountants**

With over 35 years of comprehensive experience in finance, accounting, corporate finance, operational controls, personnel management, and administration within multinational corporations in Hong Kong and the PRC, Mr. Choy has a proven track record of playing a pivotal role in mergers and acquisitions, fundraising initiatives, and ensuring compliance with listing rules on the Main Board and GEM Board.

His expertise lies in establishing efficient operational and accounting procedures, pinpointing operational weaknesses, implementing robust internal controls, and driving cost reduction strategies.

Mr. Choy is also a skilled negotiator with exceptional problem-solving abilities, adept people management skills, and a strong analytical mindset.

**Professional background**

- Past President of Chartered Institute of Management Accountant
- Fellow Member of CIMA
- Fellow Member of ICAEW
- Fellow Member of HKICPA