

Property, Infrastructure and Construction Interest Group lunch webinar

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

(Programme Code: EWEB24082301)



The Hong Kong property market is facing new challenges despite the government’s removal of the “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 panel discussion, experienced practitioners in this industry will share their insights on topics revolving around residential, retails 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

Date & Time

Friday, 23 August 2024
1:00 – 2:00 p.m.

Format	Live webinar (There will be real time Q&A)
Language	Cantonese
Fee	\$160 (HKICPA member or student or IA) / \$360 (non HKICPA member)
CPD hour	1 hour
Competency*	Industry knowledge
Sub-competency*	Business and product knowledge
Rating*	Foundation to intermediate level
Enrolment Deadline	22 August 2024 (online) / 20 August 2024 (offline)
Registration	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. An email will be sent to you to confirm your registration. You can access the webinar by tablet, smart phone or PC.

* 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.

About the Moderator



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



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**Finance & Operations Department,
 Hong Kong Institute of CPAs**

23 August 2024

Enrolment deadlines: 22 August 2024 (online) / 20 August 2024 (offline)

37th Floor, Wu Chung House,
 213 Queen’s Road East, Hong Kong

Confirmation of enrolment will be sent to you via email. For HKICPA member, you can check your enrolment status at "My CPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.

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Position: _____ Email (Note 4): _____

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(Please tick the appropriate box)

Admission Fee: **HKICPA Member: \$160** **non-HKICPA Member: \$360**

Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA"

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Notes:

1. Enrolment for the activity is accepted on a first-come-first served basis.
2. Full payment must be made before your enrolment will be processed. No telephone reservation will be accepted.
3. Application by email will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted.
4. Confirmation of enrolment will be sent to you via email prior to the event. For HKICPA member, you can check your enrolment status at "MyCPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.
5. In normal circumstance, the admission fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseen circumstance, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
6. Bad weather arrangement: When the typhoon signal no. 8 or above / black rainstorm warning is hoisted, as announced by the Hong Kong Observatory, at or after 6:30 a.m. on the date of event, the event will be cancelled.
7. The Institute reserves the right to change the venue, date, speaker, or to cancel the event due to unforeseen circumstances.
8. No unauthorized audio or video recording is allowed for the seminar.

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For non-member and firm payment by cheque, please fill in your postal address for refund in case the event is full or cancelled.

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