



Level Of Readiness Of The Surveying Profession In Facing Liberalization

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Commission No. 1



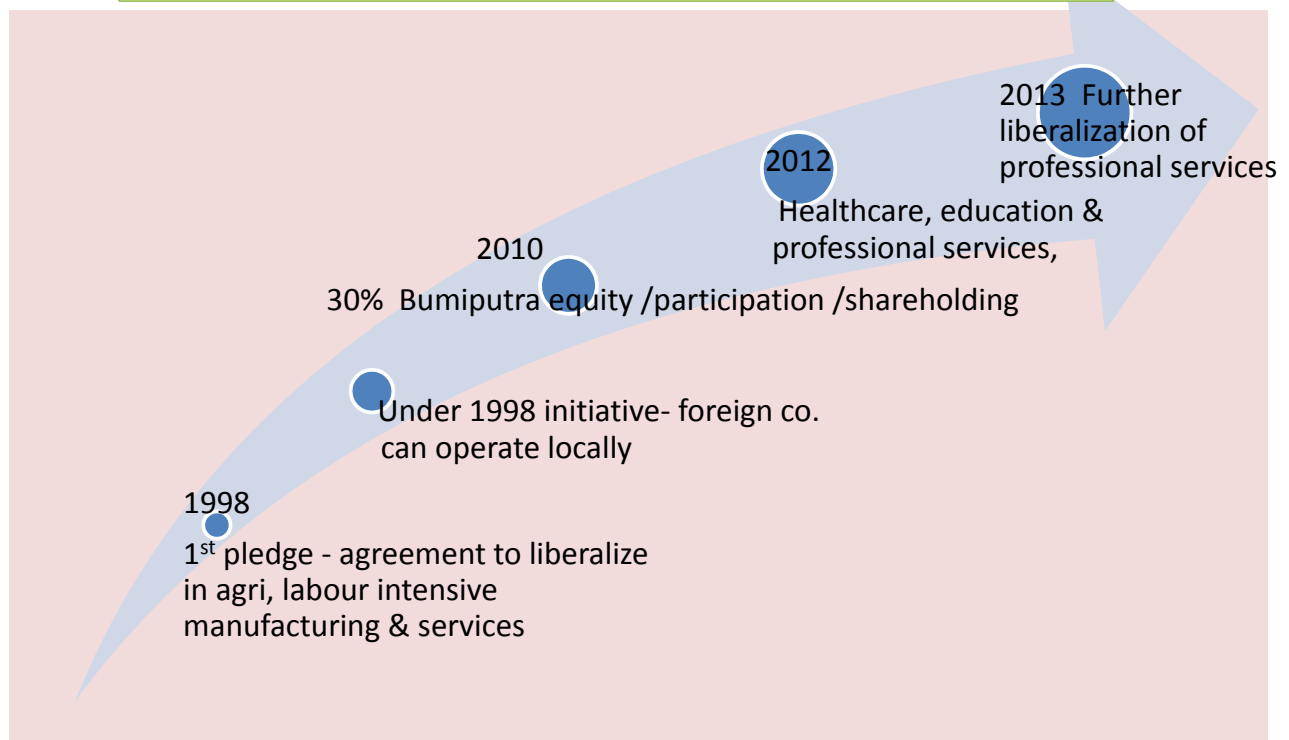
Organization of Presentation



XXV International Federation of Surveyors
Congress, Kuala Lumpur, Malaysia, 16 – 20
June 2014



- World Trade Organization (WTO) globalization policy
- request to liberalize [trade barrier](#)
- Malaysia – proposed FULL liberalization by 2015.
- **Taking note also** that the Trans Pacific Partnership Agreement (TPPA) is almost a done deal soon.



Many Forms Of Trade Barrier

- Laws, regulations, rules
- Policies & procedures
- Tariff & taxes
- Quotas, subsidies
- Protectionism
- Bureaucracy and the likes



Research motivation



In view of the above developments
Together with the aggressiveness of foreign companies in
trying to penetrate domestic trade of Malaysia or other
smaller countries

Focuses on surveying professionals or [surveying communities](#) as one of the affected sectors

Points To Ponder



HOW READY IS THE SURVEYING PROFESSION AS ONE OF THE AFFECTED PROFESSIONAL PROFESSIONS IN FACING FULL LIBERALIZATION ?

Assess the impact of liberalization on the future of surveying professionals and business sustainability

Research Objectives



1. Investigate the surveying professionals';
 - a. level of readiness in facing liberalization locally
 - a. Whether they can competitively compete abroad
 - a. Their business sustainability

Research Objectives



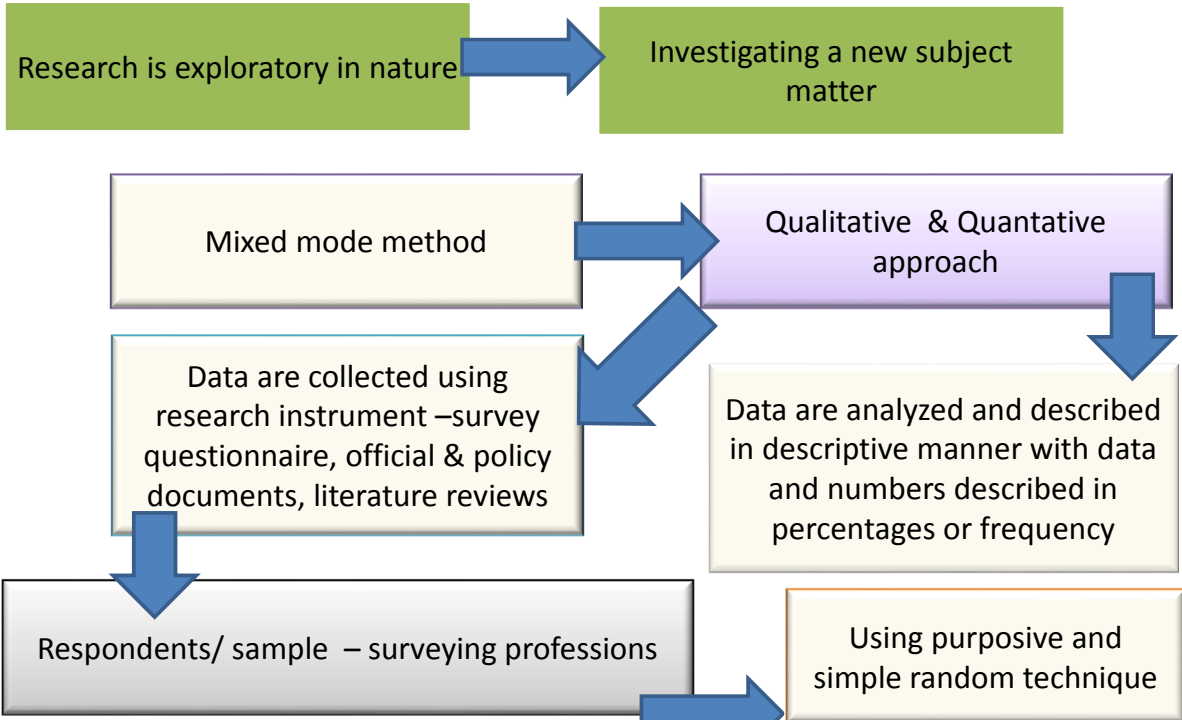
1. Investigate the surveying professionals';
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 - a. Whether they can competitively compete abroad
 - a. Their business sustainability

Research Contribution



- Useful insights for business owners, professional bodies, decision makers & policy makers at national level
- In improving current trade policy, if any, Malaysia's business and economic strategies and action plans

Research Methodology



Literature Reviews



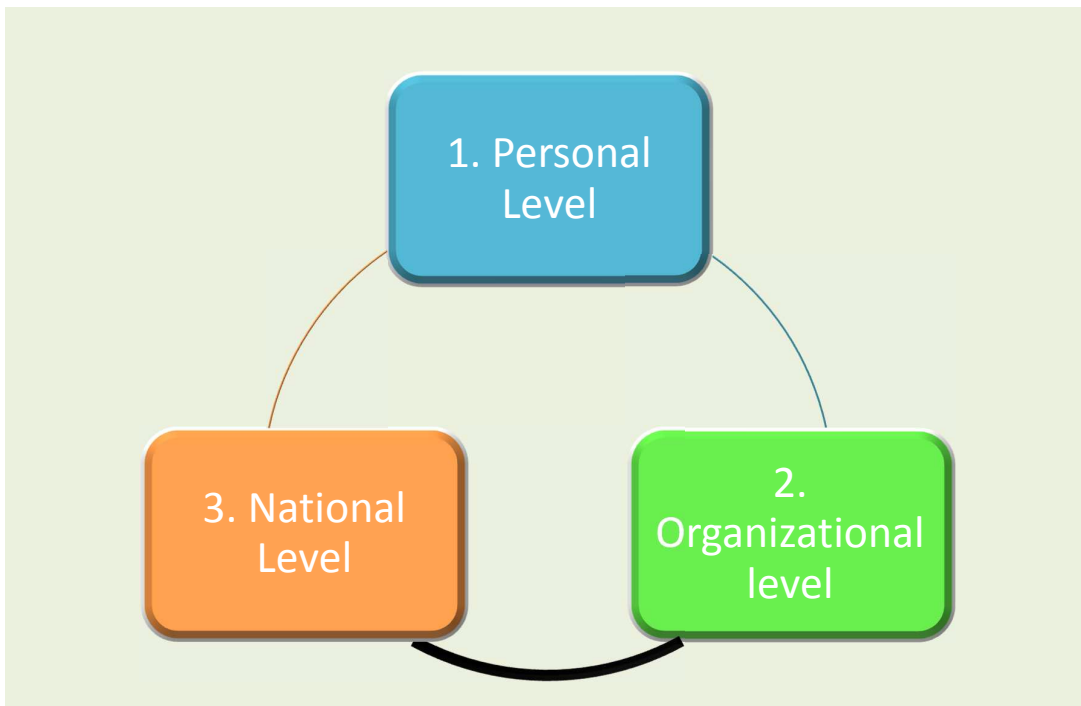
Readiness Is Built Upon



Details of RWA

- 1. Awareness & Understanding = Knowledge**
- 1.2. Prepare = Ability**
- 2. Willing = Ready**

Measurement on Level of Readiness



Examples of data collected

Part A: DEMOGRAPHY

Status

- Local, foreign, Foreign Company with local shares, Local Companies with Foreign shares

Ownership

- Business owners, employees, independent contractor

Types of business entity

- sole proprietor, partnership, private company, public companies

Nature of employees-employer background

- ethnic bias, mixed

Employee – employment

- local, foreign

Examples : Types Of Questions Asked

Diversity of employee

- local, foreign

International exposure

- yes, no

Form of international exposure

- work experience, internship, seminar, / informal

Venue of seminar

- local, abroad

Age group & status of employment

- sets of age group versus their status in employment e.g employee, business owner, partner, senior partner, associate etc

Sources of business capital

- personal pocket/personal loan/family, commercial loan, investment

Part C: LEVEL OF
**KNOWLEDGE ON
LIBERALIZATION**

Measuring the level of knowledge (1) = Look at the awareness

- Awareness of liberalization
- Aware the meaning of liberalization
- Aware the impact of liberalization
- Aware the negative impact of liberalization to business

no idea, unclear, yes, very clear

Part C: LEVEL OF
**KNOWLEDGE ON
LIBERALIZATION**

Measuring the level of knowledge (1) = Look at the understanding

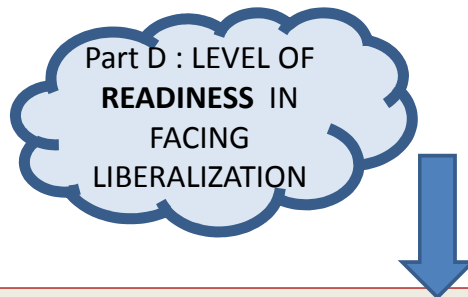
- Meaning of liberalization
- Understand of impact of liberalization
- Understand the negative impact of liberalization to business

no idea, unclear, yes, very clear



Measuring the level of ability (1. 2) = Look at the preparation

- attending short courses ,
- Increase of finance capital
- diversity of finance capital
- appointment as partners/ senior partners
 - Seeking greener pastures elsewhere
 - Leave the industry



Measuring the level of readiness (2) = Look at the willingness

- Increase of finance capital
- diversity of finance capital
- Merger & acquisition,
- JV,
- Sale & purchase of business share exercise
- Expansion or reduction of business size
- Appointment as partners/ senior partners
- Venture & compete abroad



Survey Findings

1846 eligible surveying professionals

317 responded

17 % response rate – a good & valid number by Malaysian standard



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Respondents Profession Breakdown

Land Surveying (%)	Quantity Surveying (%)	Valuers and Estate Agent (%)	Building Surveying (%)
48%	13%	7% & 12%	20%



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Part A:
DEMOGRAPHY

Status

Local (%)	Foreign (%)	Local + 49 Foreign shares (%)	Foreign + 49 Local shares (%)
94.4	1	3.2	1.4

Ownership

Business owners	Employees	Independent contractor
49.9	40.1	11.8

LEVEL OF AWARENESS ON LIBERALIZATION

Poor	Unclear
78.9	19.4

Understanding



- 12% understand liberalization.
- 76.9% of respondent equate ease of trade barrier with total removal of trade barriers.
- 70% do not believe that Malaysia is allowed to impose certain restriction in the name of national interest.

Contraction

- 70.6 % stated that under full liberalization community stands and equal chance of getting business locally and abroad.
- Yet 64% think that opening the domestic market would saturate market thus limit their chance of doing business.

Some General Findings

Not Ready - Level of Readiness is Low

- At personal level
- At organizational level
- At National level

Level of Awareness + Knowledge = Mixed

But still generally low

Considering Liberalization is Coming Fast

Part D : LEVEL OF
**READINESS IN
 FACING
 LIBERALIZATION**

- 75% had attended short courses in last 6 months –more on technical knowledge less on other generic knowledge.
- Only 34% believe that generic, soft and communication skill are integral and important part of business.

Opportunity

- 33.7% respondents have considered quitting job completely.
- 33.1% have thought of quitting local company to join foreign company .

Part D : LEVEL OF
**READINESS IN
 FACING
 LIBERALIZATION**

- 23.8% have briefed their staffs about liberalization. 63% remains uninformed.
- 23.8% selective in informing professionals only.
- 59.8% does not believe on internship abroad for exposure.
- 25.6% thought of reducing number of employees once profession is fully liberalized.
- 36.9% willing to sell share to existing professionals.

Part D : LEVEL OF
**READINESS IN
FACING
LIBERALIZATION**

- Most Ministries, Decision Makers, Policy Makers & Top Management of government have received documents or information on full liberalization
- Less than 25 % of them have briefed their staffs about liberalization.
- Less than 10 % have selective informed staff
- About 23 % are not worried
- Most have positive outlook towards full liberalization

DISCUSSIONS

Ready or not ready?

How much ready **OR** how much not ready?

1. Largely sole proprietaries followed by
 2. Partnerships and very few
 3. Private limited company
- Theoretically 1. and 2. are susceptible to economic crisis or turbulence > 50%.
 - Thus uncertain whether they could face onslaught of bigger and better finance foreign entities.

- Data indicates the professionals and business entities are not responding sufficiently and quickly enough for a full blown liberalization.
- Community not geared on formulating policy, strategy, action plans, capacity building and others to equip business organization to face full liberalization.

Some suggestions to improve the existing situations and strengthen the surveying profession:

- cannot adopt “wait and see” attitude.
- continuously equip oneself with knowledge
- need to understand what liberalization means, its implication and to device strategy and action plan to ensure business sustainability.
- need to be technology savvy and up-to-date with the latest technique in surveying sciences.
- must diversify into other fields.
- amalgamation to form bigger company with multi-talented capabilities.
- should re-examine capabilities and weaknesses and focus on capacity building to allay the problems.
- **To come up with win-win formula for nation as a whole.**

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Thank you for your attention!



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