

WOOD DRAGON

2024 Feng Shui Guide to Prosperity



Hopeful Tomorrows

Welcome to the Year of the Dragon!

Last year started with expectations of a recession, but it ended with forecasts for a soft landing. Amidst it all, the Singapore market ended flat, outperforming some of its regional rivals, but underperforming North Asia and North America.

In 2024, growth tailwinds are likely to dissipate for Singapore. This means market earnings are set to slow to just +3% YoY vs. +18% in 2023E. However, there is potential for expectations to be upgraded as the year progresses.



Interest rate cuts by the Fed, inventory building by the semiconductor sector and a pickup in new orders in offshore & marine and alternative energy could push up chances of raising earnings. GDP is set to accelerate to +2.2% vs. +1.1% in 2023.

At the same time, we see four big themes that would enhance Singapore's regional hub status. This should help drive better earnings and valuations. First, expect corporates to increase the pace of restructuring by getting rid of unprofitable units and monetising latent assets, helping to improve returns on capital. Second, Singapore could enjoy a bigger share of green investment capital, given its lower environmental risks. Third, the pace of local companies going overseas through M&A should rise as they look to buy growth. Finally, AI could drive more productivity gains and new revenues.

For investors navigating markets in 2024 it is important to be aligned with these trends. We are positive on Gaming, Industrials, REITS, Tech Manufacturing, Transport and Telecom.

Investing is not a journey one makes alone. Be assured Maybank's award-winning investment advisory, research and brokerage teams will be at hand at all times to give you the support you need to achieve your investment goals. May the Year of the Dragon roar with success, winning trades and good fortune!

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Feng Shui

Master Ken Koh

Master Ken has been the practising consultant for House of Feng Shui since 1997.

He is a sought after speaker and writer, appearing in multiple forums and the media, where he shares his life experiences and predictions.

Master Ken has been a consultant to many large corporations, MNCs and banks including Resorts World, HSBC, UOB, Standard Chartered, Wheelock Group and Hong Leong.

In addition, he has advised a number of residential and commercial developments, including SingTel, Capitaland, Keppel Corp. and Kusto Homes, Vietnam.

Master Ken is also the publisher of the widely read Chinese Almanac of Auspicious Days.

Master Ken Koh

Feng Shui Master, House of Feng Shui





Welcome to the Year of the WOOD DRAGON

2024 is a unique year. The year is characterised by all Yang energies, which are symbolic of masculine, rash, and far-reaching decisions. This is due to the Yang Wood controlling the Yang Earth, which is a conflicting pair of elements that signify control, pride, and territorial dominance.

The combining factors of the first day of the Dragon year indicate that 2024 is classified as a commander-in-chief of the system that is domineering in behaviour. The personality of the year falls under the Seven Killing profile, which suggests that it will be a year filled with competition, assertion & manipulation.

The dominating element in 2024 is Earth, which is stubborn and proud. This indicates a pattern of camaraderie among the dominating players of power and control. Fire comes next, so the resources of these power brokers are likely to continue their struggles and bring their fights to new levels in the year.

From a Feng Shui perspective, the conflict star also suggests potential flare-ups in the Middle East. However, things will eventually cool down, and optimism shall make its way back. The world can look forward to an upswing by the third quarter of the year.

Year in Perspective

Yang Wood | Yang Earth

Environment

Earth Movements - April, August, October

Water Incidents - Extreme cold January 2024

Heatwave & Volcanic eruptions - June

Economy

Water Combination - Actualisation of Results January 2024

Fire Combination - Rising Optimism in June

Prepare for Superlative Years - 2025-2029

Behaviour

Proud, Offensive, Aggressive, Stubborn,

Unreasonable, Uncommunicative, Lonesome

Period 9 The Dawn of a New 20-Year Cycle



Dominant Element - Fire

Location - South

People in Charge - Gen Z

Favours Fire Industries

Technology, Artificial Intelligence, Metaverse, Energy, Medicine

Favours Earth Industries

Construction, Mining, Data, Real estate, Mergers and Acquisitions

Attitude

Sharing Purposes, Transparency, Intense, Transient Ownership, Optimism, Branding, Personal Image, Spiritualism, Religion, Exuberance, Quick Results

Health

Mental Well-being, Cardiovascular

Tai-Sui and the Grand Duke Effect

Dog

Clashes

Water and Fire Clash
Expect Physical Contacts and Harm
Watch out for Water incidents in October

Dragon

Offends

Self Punishment leads to regrets
Do not overindulge in bad habits
Watch out for earth movements in April

Ox

Destroys

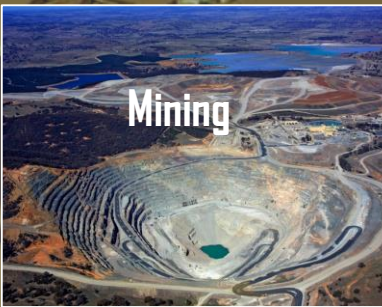
Strong competition upsets your plans
Resolve issues with authorities early
July will be a difficult month

Rabbit

Harms

Betrayal and politics dominate
You have created divisions between friends
Caution when travelling and driving in October

Sector Winners



Metal Industries

In the year of the Wood Dragon, the Wood element will be prominent and will bring prosperity to the Metal industries. The Yang Metal element will benefit the banking, engineering, mining, automotive (including electric and high-end vehicles), private jets, hardware, and military equipment sectors. The Yin Metal element will benefit beauty products and services, cosmetic treatments, jewellery, luxury brands, luxury watches, and minting.

Those who are well-informed and courageous will be favoured by fortune. The wealth potential will be revealed in July and will peak in November 2024. This year presents a great investment opportunity for those who are ready to pick up fair values. The first half of the year provides the best opportunities for those who wish to benefit from the upcoming economic rebound, which can take up to five years to fully realise.

Earth Industries

There are two key sectors on Earth - one is related to businesses in real estate, property, estate management funds, data storage facilities and human resources, while the other deals with crop production, urban farming, plant-based food, recycling, waste management and home-based businesses, and is known as Yin Earth.

Despite rising interest rates and inflationary costs, the dominant Earth industries have shown resilience and continue to break new grounds. In 2024, with the promise of easing interest rates, inflation and good fiscal management, the support for Earth industries, especially property, will continue to rise.

Looking ahead, the next twenty years will see the rise of Fire energies, providing support for Earth industries to evolve into sustainable businesses, contributing to society with the better use of technology and artificial intelligence. Physical possession will plateau in around ten years from now, transitioning into transient ownership, paving the way for a new generation of exponential growth.

Sector Winners



Sector Winners



Fire Industries

Fire is a symbol of economic activity, confidence and optimism. The economy will be moderate in the first half of the year. However, from June 2024, interest will put the shine back into business sentiments. As a result, the stock market and equities will see a wave of hope and confidence, leading to mergers, acquisitions and initial public offers. The businesses that will benefit from this wave include investments, stocks, insurance, energy, chemicals, medicine, pharmaceuticals and life sciences. Other businesses such as entertainment, event management, startups and lifestyle services will also see growth, along with wellbeing, religious practices and alternative sciences like counselling and coaching.

Technology, medicine, entertainment and travel will do well from the start of the year, and the upside will continue to be positive. Insurance will be a star performer. However, being the first year into a new period of energies always means changes and painful transitions. Therefore, we can expect new exciting entrants and fallout of players in the Fire element businesses. It's important to bear in mind that the demand driven by Gen Z must also deal with sharing economies, fleeting ownership and very fluid exchanges.

Water Industries

The industries related to the Water element may not be talked about much, but they remain profitable. Although there might be challenges due to changing consumer demands, businesses related to travel, hospitality, and lifestyle will continue to thrive throughout the year. This includes airlines, cruise operators, accommodation providers, and theme parks, which will attract quality users.

Retailers can be divided into two categories. First, there are brick-and-mortar stores, which are dominated by large corporations that can spread their profits. This means that small, standalone brands will struggle to compete and many may not survive. The second category is online retailers, which do well due to their mass appeal and traffic. This will also benefit logistics companies that fall under the same category.

Although shipping may face some difficulties due to problematic shipping lanes, the water industry will remain profitable as it has the ability to adapt to different conditions. The strong Fire element in this year's chart also indicates financial profits for water industry players. Marine fisheries and aquaculture farming will see an increase in productivity and production to meet worldwide demands, which will add to their bottom line. Water desalination and filtration will also become more important.

Sector Winners

Airlines



Cruise Operators



Theme Parks



E-Commerce



Wood Industries

Sector Winners



Wood-based businesses will make an effort to establish their presence but will struggle due to the strong influence of Fire, Metal, and Earth. This will result in a lot of work, competition, and resource drain. Industries such as education, new economies, fund management, and family offices will be the most successful.

Wood industries will face difficulties in the second half of the year, and those who are looking for prospects must have the necessary resources to reach their goals. Education is a product of intelligence and wisdom, and those in these industries should use artificial intelligence and algorithm tools like ChatGPT to keep up. Performance is key in the Wood industry, which is related to the Fire element. Therefore, businesses in this industry should focus on sharing experiences, knowledge transparency, intense teachings, transient ownership, optimism, branding, personal image, spiritualism, religion, and delivering quick results.

The importance of teaching, personal development, interpersonal relationships, and humanising factors will continue to be essential in our lives.

2024 Chinese Zodiac Outlook



Rat

The General Star can boost your control, creativity, and charisma. When you are assigned bigger tasks and additional roles, take them in good spirits and keep things on the timeline. This way, recognition of your efforts will lead to elevations in status and financial returns. The Tai-Ji Noblemen will help you proceed with confidence and intervene when you're stumped with a crisis. The Golden Chest can be an additional channel for monetizing your talents and abilities.

In 2024, you may reap profits in your investments, collaborate on joint ventures, or increase your bank balance with a side gig or extra work. Be cautious of high-contact activities involving heights and earth movements as the White Tiger deals with excessive force of physical harm. During the winter months of November and December 2024, be careful of water accidents and open seas. Stay clear of physical confrontations as the Sky Warrior makes its presence known.



Key Statistics

Money	4/5
Work	4/5
Health	3/5
Relations	2/5
Lucky Numbers	1309
Lucky Colours	White Gold, Red
Compatibility	Dragon, Monkey

Ox

The year ahead will be prosperous for those born under the Ox sign. Tai-Yi Noblemen will elevate you to nobility and those in civil service can expect promotions. Even if you are not in line for recognition, Eight Seats will bring progress in various aspects of life, be it health or relationships. Jade Hall will lead you to conditions that bring positive outcomes, and by working with the Fortune Virtue, you can convert your experiences into wealth. It's important to plan early and achieve results consistently throughout the year to make the most of the Prosperity Star that will make 2024 an extremely fruitful period.

However, with impending good fortune, jealousy and envy may arise in the form of gossip, which you should ignore. The Crossing Star may also bring competition, but it can be handled easily. As you move ahead, it's important to remember that communications and relationships may be interrupted by the Broken Star. This reminds you to make time for your family and friends. Female Ox may encounter some unfortunate events from the Drapes Star, which is often associated with departures or death. Male Ox, on the other hand, may experience problems from females, so it's best not to offend them.



Key Statistics

Money	5/5
Work	4/5
Health	4/5
Relations	3/5
Lucky Numbers	9018
Lucky Colours	Red, Turquoise
Compatibility	Snake, Rooster

Tiger



The Sky Horse is supporting Tigers in 2024 and is a vibrant star full of energy and activity. How you handle this star will determine whether you succeed or not. Movement equals change, and you must be proactive about it. Be prepared for disruptions at work or at home.

Be ready to travel, as the more you move, the better the outcome. Whether it's a business trip, a leisurely vacation, a transfer or reassignment of work, switching roles, transferring responsibilities, or even changing management, take it in stride. By doing so, you activate the Sky Horse in your favour, leading to Meritorious Rewards, which suggest compensation for the changes or sacrifices you have made.

As disruptive as changes can be, another thing to deal with is Sky Cry. This invokes your emotions and sentimentality. You are easily affected by visuals, sounds, and experiences. So, the solution is to keep yourself busy and stay away from things that sadden or bring you to the past.

Sky Dog gives hidden threats, and the danger month is August. With the Suspended Guest present, it's best to stay away from heights and activities involving ropes.

Key Statistics	
Money	2/5
Work	3/5
Health	3/5
Relations	3/5
Lucky Numbers	8409
Lucky Colours	Orange, Purple
Compatibility	Horse, Dog

Rabbit

Having no positive starts should not bring Rabbits to their knees. Here's some advice - if you don't have what you need, try begging or borrowing, but never resort to stealing. It's important to know that the best partnerships for you are with Pigs, Goats, and Dogs.

Pigs are great when it comes to financial luck, work opportunities, and relationships. So, if you need any of these, consider partnering up with them. Meanwhile, Goats are blessed with some divine luck, which is why you should try to weave them into your activities or ask them for help. This is called borrowing other people's luck.

It's important to handle any downsides that may come your way to ensure that the help you get actually takes you somewhere. This year, the biggest threat from Sickness Charm is related to mental health issues due to the spread of negativity and pessimism. So, it's important to stay calm and take things one step at a time.

Goat Blade may cause you to feel victimised, and the treatment may seem unfair and unjustified. But remember, this too shall pass. Try to live with the scars and share your story next year. Additionally, Six Harms may be created when you unknowingly make enemies with the Grand Duke of the year. So, it's best to manage your time with those born in Dog years and Rooster years, even though the association may not be the best. However, try not to make enemies out of them.



Key Statistics

Money	1/5
Work	1/5
Health	1/5
Relations	1/5
Lucky Numbers	4848
Lucky Colours	Sapphire Blue
Compatibility	Goat, Pig

Dragon

As a Dragon, you should expect some discomfort and be prepared to adapt to different circumstances. This is because assuming the Grand Duke responsibility means that you will be thrust upon the task of confronting the unknown and leading others out of harm's way. However, not all Dragons are natural leaders, so you may need to pick up some courage and confront your fears. It's also possible that you are currently in self-punishment mode, distracted from your current issues and leaning towards bad habits. As a Dragon, you must realise that 2024 comes with the Golden Carriage, a moving target that requires your actions to actualise benefits, financially and professionally. If you are distracted, you may miss your chance.

Duke Arrival also indicates that others will take cues from your next moves, and you will get all the attention. With some wisdom and the Elegant Seal, Dragons are capable of some spectacular stunts by remaining positive and displaying leadership. However, Hidden Corpse indicates that some past secrets may be revealed, and it's time to make right what went unresolved. Sword Edge relates to stiff competition and unfair practices, so you should be careful. Watch out for September 2024, as it can bring potential mishaps involving injuries caused by impact. You should also be alert when driving in unknown territories between 7pm and 9pm all year round.



Key Statistics

Money	2/5
Work	3/5
Health	2/5
Relations	2/5
Lucky Numbers	8512
Lucky Colours	Cyan, Garnet Red
Compatibility	Rat, Monkey

Snake



One of the most powerful and effective noblemen class of stars is coming your way. The Sun Star is a Yang energy that can dissolve issues that are deemed near impossible.

This year, you have the opportunity to clear problems that you have been struggling with. Even a health issue may become more optimistic with a potential treatment. Whether it's a lingering debt, a problematic relationship, a missed opportunity or a chance at achieving success, the Sun Star can make it all a reality. Keep an eye out for this star's positive influence, as it can present itself in various ways, such as a sudden event or an active situation.

Additionally, the Sky Happiness star indicates that there will be celebrations and happy occasions in 2024. This will bring joy to your family and comfort to your personal life. Sharpen your expertise and skills with the help of the Academic Star, which will keep you sharp and precise, leading to satisfaction and happiness throughout the year.

However, be aware of the Bad Energy Star, which may create doubts and regrets, leading to clouded judgement. It is important to remain open to opportunities and not be overly suspicious. Also, watch out for the Robbery Star, which may blind you to good opportunities and result in financial losses. By exchanging kindness for rewards, you can avoid this negative influence and attract positive outcomes.

Key Statistics	
Money	3/5
Work	3/5
Health	3/5
Relations	3/5
Lucky Numbers	2713
Lucky Colours	Pink, Zircon Blue
Compatibility	Ox, Rooster



Horse

If you are facing a potential disastrous outcome in your life that is out of your control, the Relief God may be able to provide divine intervention. This year, the Relief God is in your palace and can offer you insurance against harm and the ability to prevent negative circumstances before they occur, turning a bad situation into a positive one.

Additionally, the Sky Relief Star can help with conditions that have already happened, such as a job layoff. It can provide you with a potential job offer to help get you back on track.

The Blood Knife Star, may lead Horses to suffer cuts or require surgery. To prevent this, consider getting a dental check or donating blood.

The Funeral Door Star, suggests you are sensitive to negative energy and should avoid dark and inactive places. Also, be extra cautious in September when in mountainous or hilly locations, and avoid the open seas in December due to the presence of the Calamity Star.

Finally, the Flying Chaste Star could penalise you with unexpected expenses such as additional taxes or fines. It is also not recommended to pursue business ventures, job switches, or investments in 2024.

Key Statistics	
Money	2/5
Work	2/5
Health	1/5
Relations	1/5
Lucky Numbers	1980
Lucky Colours	Emerald Green
Compatibility	Tiger, Dog

Goat



The Moon Star has multiple benefits that one may not fully comprehend. This year, goats are advised to seek help from women, especially those who are elderly, prestigious, or knowledgeable. This energy is harmonious and graceful and is particularly beneficial for women. The Moon Star enhances the virtues of family bonding and the extension of friendship, which can improve Goats' relationships.

To tap into this positive energy, remain composed in all your decisions, and don't be disheartened by objections and doubts raised against your ideas. Goats are likely to receive successive rounds of inspiration from the Moon Star. To make the most of this energy, partner with a Pig to get the necessary endorsement to make things happen.

Moreover, the Heavenly Yi Noble, one of the most potent Noblemen stars, shines its light on your path. This is yet another powerful driving force towards your success, particularly in your career, business, and relationships.

However, be aware that some people may try to take advantage of your good fortune. The Hook Spirit, in particular, may try to lure you into partnering and collaborating with them, promising quick and massive returns. Stay vigilant, weigh the risks and do not overcommit under pressure. The Piercing Rope may literally strangle you with such promises.

Key Statistics	
Money	3/5
Work	3/5
Health	3/5
Relations	4/5
Lucky Numbers	6519
Lucky Colours	Blue, Diamond
Compatibility	Rabbit, Pig

Monkey



It is important for Monkeys to have patience and good timing in order to make the most of the year 2024. The Three Stages Star represents progress in a sequence and cannot be achieved through random or haphazard ways. You may find April and November of this year to be useful times for making decisions related to work, travel, and investments.

When Monkey combines with the Dragon and Rat, this Triple Combination usually brings about positive outcomes from joint efforts. If you need connections with individuals in high office or authority, turn to Dragons. Rats can provide lots of help and guidance if you are lacking direction or ideas. Staying close to Rats can also bring about surprising elements of luck, especially financially.

Be prepared for some drama in February and June of this year. The Back Poking Star may create animosity among colleagues, suppliers, vendors, and even clients. You may find yourself being accused or sacrificed as a bad example by superiors. In such instances, Dragons will be ready to defend your innocence. Remember to stay within your parameters at work and in your personal life, as the Officer Charm may hand down some punishments. To sum it up, you need to execute well-designed plans and avoid jumping to conclusions in order to keep the Five Ghosts at bay.

Key Statistics

Money	2/5
Work	2/5
Health	3/5
Relations	3/5
Lucky Numbers	1150
Lucky Colours	Yellow Gold, Teal
Compatibility	Rat, Dragon

Rooster

There are two exceptional stars that make the 2024 Roosters stand out from the rest. The Grand Duke Combination has formed an alliance with the Dragon, and this partnership can bring out the best in Roosters when it comes to various aspects of life. Whether you are in the office or running a business, your hard work and contributions are likely to be appreciated, and you will be generously compensated. This is a great time for you to push for a promotion, a salary raise, or even bid for a contract that you have always wanted.

The Peach Blossom Star can help you attract others to join you in your endeavors. It is an ideal time for singles to find a suitable partner, commit to a serious relationship, or even get married this year. Additionally, for most of the year, the Monthly Virtue Star will provide you with immunity against potential crises, while the Earth Relief Star will protect you from physical harm.

However, it is essential to keep in mind that you may face enemies and deceitful individuals represented by the Cascading Cloud Star. So, in September, be cautious of possible work sabotage. While the Peach Blossom Star can work in positive ways, you may also need to deal with the Salty Pool Star, which represents indulgence and sexual distraction. Avoid being seduced by appearances and keep your spending habits under control. Remember that certain friendships may strain, and it is essential to be mindful of this.



Key Statistics

Money	3/5
Work	3/5
Health	1/5
Relations	4/5
Lucky Numbers	9110
Lucky Colours	White Gold, Blue
Compatibility	Ox, Snake

Dog

The National Treasure Star is a recognition and rewards system that offers financial compensation or promotion at work for those working in large corporations, government offices, or civil service. If you are a business owner or self-employed, making this star work means creating opportunities for your products, services, or special skills to be appreciated by larger audiences. Going viral is the most effective way to achieve this. This star can open doors to mainstream and social media, both in print and digitally.

Those involved in performance, stage presence, digital influence, brand collaborations, and content provision can benefit greatly from this star. Be prepared to be interviewed and appear on screens if you have already been singled out. If not, work towards achieving it.

If you have a Dog in your chart, you may be likely or plan to part with a significant amount of money due to the Big Consumer Star. Invest carefully and do your calculations.

Expect changes and obstacles created by competitors, and do not be overwhelmed because the Leopard Tail Star can put you in an offensive mood. If you plan to travel, please note that the months of April, August, and September may expose you to potential mishaps. Avoid mountainous and sea adventures, and drive with caution at night.



Key Statistics

Money	2/5
Work	2/5
Health	2/5
Relations	4/5
Lucky Numbers	2749
Lucky Colours	Silver, Ruby red
Compatibility	Tiger, Horse

Pig

2024 belongs to the Pigs with the Emperor Star behind them. They will be accorded much privilege and authority. For those in structured organisations, your words speak volumes and will be taken seriously. Now is not the time to be conservative and you will be able to outwit the opposition. The Dragon Virtue is your executor of this year, so your talk will turn to actions.

So remain active, make some calculated bold moves, make sure you work in the presence of those who matters to your assessments and make this a time for great paybacks.

There is a need to recognise that for all the respect and control you can command. Some setbacks will be natural due to the presence of Dark Sky Star. In May this year, colleagues and bosses can cast a dampening factor over your best plans. The Brutal Defeat Star is always waiting by the side to strike you over small mistakes and attention to detail.

As you trudge confidently in the first half of the year, expect stoppages and interruptions to your success after June. Funding for your projects may be cut or you may personally encounter family crisis if you are alienated and too focused on your work. March, July and December are the best and stay grounded.



Key Statistics

Money	4/5
Work	4/5
Health	3/5
Relations	4/5
Lucky Numbers	1689
Lucky Colours	Topaz Gold, Blue
Compatibility	Rabbit, Goat

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