

18~20 May 2010

Suntec Exhibition & Convention Centre, Singapore

CONFERENCE PROGRAMME

[www.cityscapeasia.com](http://www.cityscapeasia.com)

# ASIAN REAL ESTATE COMES OF AGE

## HOW YOU WILL BENEFIT

- Hear from the region's most influential investors, financiers, developers and public sector bodies
- Discover new strategies for investing and developing in one of the most-watched regions in the world
- Build your own tailor-made programme by choosing the sessions focused on your growth priorities
- Engage with new business partners in our extensive programme of special networking forums

Asia's Premier International Real Estate Investment & Development Event

Supporters



# Creating a world-class investment market

As economies show signs of recovery, investor sentiment gradually lifts and transactions begin to happen, global real estate players are emerging into a fundamentally changed market. Whether you're looking to source new capital, rationalise portfolios or assess new ventures in emerging markets, now is the time to realign your business strategy to capitalise on the opportunities Asian real estate has to offer.

Under our theme of **Asian real estate comes of age**, Cityscape Asia will provide you with all the **information, insight and contacts** you need to capitalise on the **newest opportunities** in this increasingly institutionalised market.

### What's new for 2010?

- **MORE topics:** 33 conference sessions covering the breadth of the market
- **MORE choice:** 2 concurrent streams so you can choose the most relevant agenda for you
- **MORE speakers:** A global network of 68 board and senior level market-leaders from 15 countries

### 5 top reasons to attend:

- Learn how to **enhance the value** and **offset the risks** associated with investing and developing in Asia
- Assess the viability of new ventures and partnerships through **macro-economic analyses** and **market updates**
- Hear **exceptional success stories, industry insight** and **planned activities** from visionary speakers transforming Asian real estate
- Gain **exclusive access to forthcoming opportunities** in developed, emerging and untapped markets
- **Create new partnerships** and ventures through special events tailor-made to ensure you meet the contacts you need

### Brand new speaker faculty for 2010



**Niel Thassim**  
Head of Real Estate,  
Asia Pacific, RREEF,  
Hong Kong



**Chong Siak Ching**  
President and CEO,  
Ascendas, Singapore



**Richard Iley**  
Chief Asia Economist,  
BNP Paribas,  
Hong Kong



**Pietro A. Doran**  
Chairman and Principal  
Partner, Doran Capital  
Partners, Korea



**Scott Girard**  
Chief Investment  
Officer, Prupim,  
Singapore



**David Wong**  
Chief Economist, Shui  
On Land, China



**Don Lam**  
CEO, VinaCapital,  
Vietnam



**Philip F. Blumberg**  
Founder, Chairman  
and CEO, Blumberg  
Capital Partners, USA

### Look who you will meet at Cityscape Asia

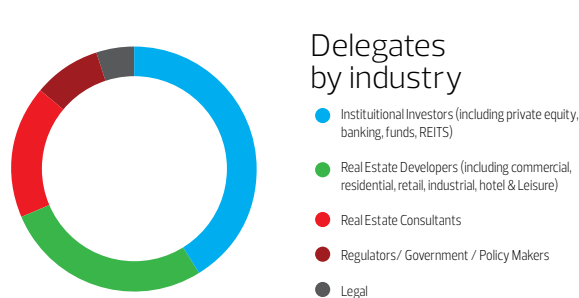
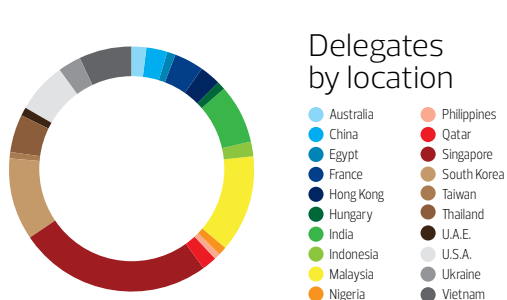
Morgan Stanley · **Credit Suisse** · RREEF · **Ascendas** · BNP Paribas  
· **Doran Capital Partners** · Prupim · **VinaCapital** · Blumberg Capital  
Partners · **Swisslake Capital AG** · Macquarie Capital · **Deutsche Bank**  
· ING Real Estate Investment Management · **Cambridge Industrial  
Trust Management Limited** · Sime Darby Property · **Aberdeen Asset  
Management** · Gale International · **Standard Chartered First Korea  
Bank** · Eurohypo · **Shui On Land**

"The conference themes were highly relevant and thought provoking. We will definitely attend Cityscape Asia again next year and I encourage you to do the same."

**Roy Ling**, CFA Managing Director, **RL Capital Management**.

## Cityscape conference delegate profiles

### Who you will meet



# Cityscape Asia Conference Programme Highlights

## Day One

### INVESTMENT STREAM:

#### Creating opportunities, raising capital, structuring deals

- Redefining the role of private equity in Asian real estate
- Maximising returns from Asian REITs
- Uncovering debt financing opportunities

### ARCHITECTURE STREAM:

#### Designing, developing and maintaining sustainable communities

- Calculating the economics of measuring sustainability
- Creating a handbook for leadership in sustainable design
- Addressing densification by creating vertical communities

## Day Two

- Developed vs emerging markets: Assessing the opportunities and risks
- Maximising investment opportunities by raising domestic funds in China
- Assessing China's economic power
- Market updates and macro-economic analyses: China, Vietnam, Malaysia, Singapore, Australia, Japan, South Korea
- Exclusive tour to the URA Singapore City Gallery

## Day Three

- Raising opportunity funds for cross-border investment
- Facilitating Foreign Direct Investment into Asia
- **SECTOR CLINICS**
  - Residential: Capitalising on changes in social demographics
  - Hospitality: Protecting profitability and capital values
  - Offices: When will investor appetite return?
  - Retail: Re-thinking location, positioning and brand-mix

## New format and simplified pricing structure

### VIP Pass

Attend the **Conference**  
Visit the **Exhibition**  
Network in the **VIP Lounge**  
All for just **US\$695**

### VIP+ Pass

Attend the **Conference**  
Visit the **Exhibition**  
Network in the **VIP Lounge**  
Celebrate at the **Cityscape Awards for Real Estate in Asia**  
Relax at the **Cityscape Asia Cocktail Party**  
All for just **US\$995**

**EARLY BIRD AND GROUP DISCOUNTS APPLY!**

See the back page for more details on how to save up to US\$200

"The annual place to gather and take stock of the past and look towards what is in store for next year. An event I would recommend to anyone serious about real estate in Asia."

John Evans, Managing Director, Tractus Asia

# Programme

## Day One. Tuesday, 18 May

1000 Opening Ceremony Cityscape Asia 2010

1045 Conference Registration

1115 Chairman's Opening Remarks

**Niel Thassim**, Head of Real Estate, Asia Pacific, **RREEF**, Hong Kong

1130 **Keynote Address: Attracting direct investment to Singapore**

**Andrew David Fassam**, Director Urban Planning & Design, **Urban Redevelopment Authority**, Singapore

1200 **Keynote Leader's Interview: Thriving in an increasingly advanced investment market**

**Chong Siak Ching**, President and CEO, **Ascendas**, Singapore

1230 Networking and refreshment break

### Stream A

#### Creating opportunities, raising capital and structuring deals

Moderated by **Niel Thassim**, Head of Real Estate, Asia Pacific, **RREEF**, Hong Kong

1330

**Afternoon Keynote: Forecasting the economic outlook for Asia in 2010 and beyond**

- Analysing the health of Asia's economies
- Understanding emerging economic trends
- To what extent will China lead the global economy out of recession?
- Predicting geographical and commercial growth areas
- Calculating the potential impact on the real estate market

**Richard Iley**, Chief Asia Economist, **BNP Paribas**, Hong Kong

1415

**PANEL SESSION: Re-defining the role of private equity in driving Asia's real estate recovery**

- Reviewing private equity activity in Asian real estate: Volume, size and structure
- Capital raising strategies for private equity real estate funds in challenging times
- Efficient capital deployment strategies: Identifying the big opportunities in 2010
- Effective portfolio management: Maintaining a diverse portfolio to maximise opportunities and minimise risk

**Pietro A. Doran**, Chairman and Principal Partner, **Doran Capital Partners**, Korea  
**Dr Bernhard Koehler**, CEO, **Swisslake Capital AG**, Switzerland  
**Goodwin Gaw**, Managing Principal and Founder, **Gaw Capital Partners**, China  
**Li Li**, Founder and CEO, **ISG Capital**, China

1500 Networking and refreshment break

1530

**PANEL SESSION: Maximising returns from the development and growth of Asian Real Estate Investment Trusts (REITs)**

- Analysing the activity and performance of Asian REITs over the past 12 months
- Lessons learnt from innovations and developments in global REIT structures
- Creating and converting to Shariah compliant REITs
- Navigating the legal and regulatory challenges governing REITs across Asia

**George Stewart LaBrooy**, CEO, **Axis REIT Managers Berhad**, Malaysia  
**David Moritz**, MD, Head of Real Estate Group, South East Asia, **Macquarie Capital**, Singapore  
**Curtis Freeze**, Chairman, **Prospect Co**, Hawaii  
**Roy Ling**, MD, **RL Capital Management**, Singapore  
**Chris Calvert**, CEO, **Cambridge Industrial Trust Management**, Singapore  
**Ronald Tan**, Assistant Vice President, Listings, **Singapore Exchange**, Singapore

### Stream B

#### Designing, developing and maintaining sustainable communities

Moderated by **Mr. Ashvinkumar**, President, **Singapore Institute of Architects**

1330

**How green is green? Creating a viable method of measuring sustainability**

- Consolidating and prioritising sustainability agendas and objectives
- Green economics: Calculating the cost of meeting these targets
- Balancing client demands with design practicalities
- Examining alternatives: Debating the possibility and viability of more quantifiable and scientific methods

**Scott Whittaker**, Executive Director and Founder, **DWP**, Thailand

**PANEL SESSION: Writing a handbook for leadership in sustainable design**

- Debating who should take the lead in sustainable design and development
- Pioneering public and private developments across the region that are leading the field
- Crafting new formats of public-private partnerships
- Financing sustainable design: What can be done to entice investors into sustainable projects?

**Sufian Abdullah**, Head, Research and Development Innovation  
**Sime Darby Property**, Malaysia  
**Meeta Patel**, Director, **Benoy**, Singapore  
**Chris Sausser**, EVP, **Gale International**, Korea

1530

**Delivering tomorrow's sustainable cities: Creating synergy between planning, design and development**

- Incorporating sustainable design at the masterplanning stage to facilitate sustainable city planning
- Balancing design with natural resource consumption by utilising appropriate sustainability tools
- Using integrated design and masterplanning to support the surge in public infrastructure spending

**Tony Chan**, Manager, Planning, **Arup**, China

## Day One. Tuesday, 18 May (continued)

1615

### PANEL SESSION: Uncovering funding opportunities for development in the current climate

- Revealing what finance products are available from Asian banks
- Examining changes to lending criteria over the last 12 months
- Reviewing recent transaction volumes and terms
- Predicting available financing options for 2010/11 and beyond

**Sameer Nayar**, MD and Head of Real Estate Finance, Asia Pacific, **Credit Suisse**, India

**Hendrik Gienow**, MD and Head of Global Restructuring, **Eurohypo**, Germany  
**Felix Hick**, Founder and CEO, **SHIVA Capital**, Germany

1700

End of Stream A

"I found the various networking sessions and interactive discussion forums very helpful. They have helped me learn more about the opportunities in the real estate sector and I think the organizers have done an excellent job."

**Tero Borvornpotsakul**, Owner, **Surin Park Corporation Ltd**

### Branding, Architecture, City and Place: Engaging in the challenges in developing within Asia's emerging Global Cities

- Branding meets architecture – how branding concepts are driving the development of real estate in Asia's emerging cities
- Knowledge, lifestyle, arts and efficiency as strategies to driving USPs in a dynamic global environment
- Integrating history into redeveloping modern cities
- Beyond Green rating systems – developing green buildings to grow Asia's emerging maturing identity

**Stephen Jones**, Regional Managing Principal, Asia, **Woods Bagot**, Hong Kong

1640

### CASE STUDY: Maximising green opportunities in developing new cities

- Utilising sustainable architecture to develop an urban plan
- New Songdo City – Korean International Free Economy Zone
- Meixi Lake – Chinese Pioneer Zone Hub City Initiative

**James von Klemperer**, Principal, **Kohn Pedersen Fox**, USA

1715

### Addressing densification: Designing and delivering vertical sustainable communities

- The impact of densification on the social and physical fabric of today's cities
- Creating vertical communities: Transforming roof-tops into alternative social spaces
- Overcoming the challenges of design, regulation and maintenance

**Jason Pomeroy**, Director, **Broadway Malayan**, Singapore

1745

End of Stream B

1900

Cityscape Awards for Real Estate in Asia

## Day One. Speakers include



Andrew David Fassam



Dr. Bernhard Koehler



Chris Sausser



Chris Calvert



Curtis Freeze



Felix Hick



George Stewart  
LaBrooy



Goodwin Gaw



Hendrik Gienow



James von Klemperer



Jason Pomeroy



Li Li



Meeta Patel



Pietro Doran



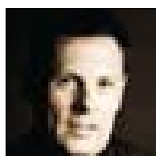
Richard Iley



Roy Ling



Sameer Nayar



Scott Whittaker



Stephen Jones

# Programme

## Day Two. Wednesday, 19 May

### Maximising opportunities and minimising risk in developed and emerging markets

0830 Conference Registration

0855 Chairman's Opening Remarks  
**Peter Mitchell**, CEO, **APREA**

#### 0900 **PANEL SESSION: Developed vs emerging markets: Assessing the opportunities and risks**

- Breadth of opportunities and potential premiums available in Asia's developed and emerging markets
- Key risk calculations to consider in entering emerging markets
- Balancing entry costs with potential financial gains
- Effectively structuring transparent JVs without limiting exit options
- Determining key indicators for withdrawal and executing a safe exit strategy

**Richmond Mayo-Smith**, Co-Chairman, **Indochina Capital**, Vietnam

**Robert D. Naso**, MD Asset Management, **Morgan Stanley**, Singapore

**Ian Pascoe**, MD, **Normandy Capital Management**, Vietnam

**Ng Beng Tiong**, Fund Director, **ARA Asia Dragon Fund**, Singapore

**Glyn Nelson**, Head of Research and Investment Strategy, Asia Pacific, **Aberdeen Asset Management**, Singapore

**Scott Girard**, Chief Investment Officer, **Prupim**, Singapore

### Focus on China

#### 0945 **Evaluating the economic outlook for China**

- Reviewing the health of the Chinese economy and identifying emerging economic trends
- Plotting and understanding credit flow levels in the country
- Dissecting Hong Kong's economic health: How is it faring when compared to the mainland?
- Addressing the economic bubble in China: If and when it bursts, what will the repercussions be?
- Debating the impact of the Government's stimulus package: Has enough been done?

**David Wong**, Chief Economist, **Shui On Land**, China

1030 **Networking and Refreshment Break**

#### 1100 **PANEL SESSION: Maximising investment opportunities by raising domestic funds in China**

- Exploring the methods of raising domestic funds to counter reduced deal flow in China
- Facilitating domestic fund creation with efficient joint venture structures
- Understanding differences in capital raising techniques from the domestic market
- Calculating the opportunities, risks and limitations

**Niel Thassim**, Head of Real Estate, Asia Pacific, **RREEF**, Hong Kong

**Richard van den Berg**, Country Manager – Greater China, **ING REIM**, China

**Li Li**, Founder and CEO, **ISG Capital**, China

#### 1145 **China Leaders' Forum**

Hear from leaders across China as they share their ambitious growth plans and the lucrative opportunities they hold for investors and developers. Gain insight into local incentives and projects, as well as the challenges to consider when investing in China's up and coming cities.

**Xuan Peijun**, Party Secretary General, **Fang Chenggang Commission**, Guangxi Province

**Zhang Manru**, Vice Mayor, **Anyang**, Henan Province

**Zhao Xiaowei**, Mayor of **Rizhao**, Shandong Province

1230 **Networking and Refreshment Break**

#### Stream A

Moderated by **Lok So**, Operations Director, **APREA**

### Country Analysis: Vietnam

1330

#### Macro-economic outlook

- Analysing the impact of the current climate on Vietnam's economic health
- Calculating the effect of the Government's stimulus programme on the real estate market
- Identifying markets and geographical areas to prioritise
- Predicting future economic trends and when a recovery can be expected

**Alan Pham**, Chief Economist, **VinaSecurities**, Vietnam

#### Stream B

### Country Analysis: Malaysia

#### Macro-economic outlook

- Analysing the impact of the current climate on Malaysia's economic health
- Which industries and geographical areas will recover most quickly?
- Discussing the impact of the Government's two stimulus packages on the real estate market
- Forecasting future economic trends and the real estate market's recovery

**Ho Chin Soon**, Director, **Ho Chin Soon Research**, Malaysia

## Day Two. Wednesday, 19 May (continued)

1400

### PANEL SESSION: Market update: Identifying opportunities and overcoming obstacles to access emerging opportunities in Vietnam

Our panel of expert speakers will provide you with all the information you need to profit from the Vietnamese real estate market. Topics include:

- Sourcing and accessing finance and investment
- Identifying and structuring JVs with local partners
- Local legal requirements
- Sector demand and analysis

**Thao D. H. Ngo**, Group Chairman, **First Indochina Group**, Vietnam  
**Olivier Do Ngoc**, Managing Partner, **Dynasty Investments**, Vietnam  
**Don Lam**, CEO, **VinaCapital**, Vietnam  
**Fraser Wilson**, Director, **Dragon Capital**, Vietnam  
**Ian Pascoe**, MD, **Normandy Capital Management**, Vietnam

### PANEL SESSION: Market update: Identifying opportunities and overcoming obstacles to access emerging opportunities in Malaysia

Our panel of expert speakers will provide you with all the information you need to profit from the Malaysian real estate market. Topics include:

- Sourcing and accessing finance and investment
- Identifying and structuring JVs with local partners
- Local legal requirements
- Sector demand and analysis

**Arlida Ariff**, President/CEO, **Iskandar Investment Berhad**, Malaysia  
**Dato' Bill CP Ch'ng**, CEO, **Malaysia Pacific Corporation Berhad**, Malaysia  
**Kumar Tharmalingam**, Board Member, **Malaysia Property Incorporated**, Malaysia

1430 Networking and Refreshment Break

## Country Analysis: Singapore

1500

### Macro-economic outlook

- Calculating the impact of the current climate on Singapore's economic health
- As investment levels decline, is Singapore's strong investment history enough to help it withstand the financial storm?
- Identifying industries and geographical areas to prioritise
- Predicting future economic trends and when a recovery can be expected

**David Cohen**, Director of Asian Economic Forecasting, **Action Economics**, Singapore

1530

### PANEL SESSION: Market update: Identifying opportunities and overcoming obstacles to access emerging opportunities in Singapore

Our panel of expert speakers will provide you with all the information you need to profit from the Singapore real estate market. Topics include:

- Sourcing and accessing finance and investment
- Identifying and structuring JVs with local partners
- Local legal requirements
- Sector demand and analysis

**David Moritz**, MD, Head of Real Estate Group, South East Asia, **Macquarie Capital**, Singapore  
**Abhijeet Bhalla**, Director, **Millennium Spire Asset Management**, Singapore  
**Dougie Crichton**, GM, **Pamfleet**, Singapore

## Country Analysis: South Korea

1600

### Macro-economic outlook

- Will Korea be able to deliver 4–5% growth under the New World Order?
- The prospects of "exit strategies" in monetary and fiscal policy fronts
- Analysing one of Korea's key risks, the burden of private-sector debt, and its potential impact on economic growth
- Does the "bubble" exist in Korea's property market as some people have long believed?

**Suktae Oh**, Regional Head of Research, **Standard Chartered First Korea Bank**, Korea

## Country Analysis: Australia

### Macro-economic outlook

- As an economy never officially in recession, will Australia's economy continue strong growth in 2010?
- Understanding what lessons can be learnt from Australia's recovery
- Identifying industries and geographical areas which remain strong
- Following the bargain year of 2009, what will 2010 hold for Australian investment?

**Peter Yassa**, MD, **Reit Capital**, Australia

### PANEL SESSION: Market update: Identifying opportunities and overcoming obstacles to access emerging opportunities in Australia

Our panel of expert speakers will provide you with all the information you need to profit from the Australian real estate market. Topics include:

- Sourcing and accessing finance and investment
- Identifying and structuring JVs with local partners
- Local legal requirements
- Sector demand and analysis

**Grant Healy**, Head of Property, Asia, **National Australia Bank**, Hong Kong  
**Debra Goostrey**, CEO, **Urban Development Institute of Australia**, Western Australia, Australia  
**Mark Kumarasinhe**, Executive Director, **Emboss Capital**, Australia  
**Peter Yassa**, MD, **Reit Capital**, Australia

## Country Analysis: Japan

### Macro-economic outlook

- Analysing the health of the Japanese economy – when will it bottom out?
- To what extent is deflation a real threat?
- Addressing the challenges of re-financing projects in a debt-laden market
- Identifying viable opportunities when the market recovers

**Tetsuro Sugiura**, Senior Managing Executive Officer, **Mizuho Research Institute**, Japan

## Day Two. Wednesday, 19 May (continued)

1630

### PANEL SESSION: Market update: Identifying opportunities and overcoming obstacles to access emerging opportunities in South Korea

Our panel of expert speakers will provide you with all the information you need to profit from the South Korea real estate market. Topics include:

- Sourcing and accessing finance and investment
- Identifying and structuring JVs with local partners
- Local legal requirements
- Sector demand and analysis

**Suktae Oh**, Regional Head of Research, **Standard Chartered First Korea Bank**, Korea

**Tay Eng Kiat**, CEO Korea, **Ascendas**, Korea

**Chris Sausser**, EVP, **Gale International**, Korea

**Johnny Adjji**, CFO, **Korea Tiger Fund Asset Management Company**

**Hana Daol Trust**, Korea

### PANEL SESSION: Market update: Identifying opportunities and overcoming obstacles to access emerging opportunities in Japan

Our panel of expert speakers will provide you with all the information you need to profit from the Singapore real estate market. Topics include:

- Sourcing and accessing finance and investment
- Identifying and structuring JVs with local partners
- Local legal requirements
- Sector demand and analysis

**Fred Uruma**, President and CEO, **Touchstone Capital Securities**, Japan

**Seth Sulkin**, President and CEO, **Pacifica Malls KK**, Japan

**Douglas Smith**, MD and Head of Commercial Real Estate Japan, **Deutsche Bank AG**, Japan

**Curtis Freeze**, Chairman, **Prospect Co**, Hawaii

1700 End of Day Two

1700 Tour to Singapore URA City Gallery

1900 Cityscape Asia Cocktail Party

## Day Two. Speakers include



Abhijeet Bhalla



Alan Pham



Arilda Ariff



Chris Sausser



Curtis Freeze



David Cohen



David Moritz



David Wong



Dougie Crichton



Debra Goostrey



Douglas Smith



Don Lam



Eric Chan



Fraser Wilson



Fred Uruma



Glyn Nelson



Grant Healy



Ho Chin Soon



Ian Pascoe



Johnny Adjji



Kumar Tharmalingam



Li Li



Mark Kumarasinhe



Ng Beng Tiong



Niel Thassim



Peter Yassa



Robert Naso



Rick Mayo-Smith



Richard van den Berg



Scott Girard



Seth Sulkin



Suktae Oh



Tay Eng Kiat



Tetsuro Sugiura



Thao Ngo

# Programme

## Day Three. Thursday, 20 May

### Sector by sector analysis of Asia's major asset classes: Residential, retail, hospitality and offices

0830 Conference Registration

0855 Chairman's Opening Remarks

0900 **Keynote Speech: US perspective: Raising opportunity funds for cross-border investment**

**Philip F. Blumberg**, Founder, Chairman and CEO, **Blumberg Capital Partners**, USA

0945 **PANEL SESSION: Facilitating foreign direct investment (FDI) through increased transparency and more streamlined regulatory processes**

- Reviewing the levels of FDI coming into Asia over the past 12 months
- Understanding the risks, benefits and implications for foreign investors
- Examining what measures individual countries are taking to facilitate FDI
- What can South East Asia do to compete with the likes of China and Japan?

**Mark Karlan**, President, Strategic Partners Asia, **CBRE Investors**, USA

**George Agethen**, Head of Capital Raising and Business Development, **Harvest Capital Partners**, Hong Kong

**Scott Girard**, Chief Investment Officer, **Prupim**, Singapore

10.30 Networking and Refreshment Break

#### Sector Clinics

1100

##### Investing in residential: Capitalising on changes in social demographic and urbanisation

- Examining how changes in social make-up and rapid urbanisation are impacting on demand for residential developments
- Understanding which geographical areas pose the soundest investment
- Dissecting ownership and anti-speculation regulations across the region: How do they affect the type of product you should invest in?
- Predicting supply and demand levels for the next two to three years

**Felix Hick**, Founder and CEO, **SHIVA Capital**, Germany

1145

##### PANEL SESSION: Hospitality: Maintaining profitability and protecting capital values in the current climate

- Assessing which areas of the market remain the most profitable: Will the polarisation continue?
- Calculating which geographical areas maintain the highest RevPAR
- Deciding which type of management contracts ensure greatest returns
- Evaluating the value of brand in agreeing management contracts

**Andrew Clough**, SVP Development, Middle East & Asia Pacific, **Hilton Hotels**, Singapore

**Helmut Knipp**, SVP Development, **Langham Hotels International**, Hong Kong

**Francis Killory**, VP Development Asia Pacific, **Jumeirah Group**, Singapore

**Richard Jones**, SVP Asset Management, **Portman Holdings**, USA

**Tony South**, Chief Development Officer Asia Pacific, **InterContinental Hotels Group**, Singapore

12.30 Closing remarks and end of conference

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#### Sector Clinics

##### Focus on retail: Rethinking location, market positioning and brand mix to acquire and protect retail assets

- Reviewing retail opportunities in Asia's emerging cities – China, India and Vietnam
- Understanding and overcoming the challenges posed by shared retail property ownership and local legal intricacies in Asia
- What kind of developments will arise with large infrastructure developments?
- Why it is important to look beyond location for retail real estate?
- Issues and challenges in emerging markets
- Reviewing emerging city transactions and acquisitions of malls – How can we learn from the past?

**Kelvin Ng**, Founder and CEO, **Synergistic Real Estate**, Singapore

##### PANEL SESSION: Offices: Ensuring profitable returns from commercial office investment and development

- Discussing fluctuations in lease and rental values and predicting future recovery
- What has the impact on investor appetite been?
- Adapting office developments to meet changing client needs
- Working with occupiers to renegotiate lease agreements and protect cashflow
- Adopting innovative strategies for excess supply in portfolios: Change of use, business centres and shared services

**William Wilfong**, CEO, **Golden Land Property Development**, Thailand

**Johnny Adji**, CFO, **Korea Tiger Fund Asset Management Company**, **Hana Daol Trust**, Korea

**Aashish Kalra**, MD, **Trikona**, India

## Day Three. Speakers include



Aashish Kalra



Andrew Clough



Francis Killory



George Agethen



Helmut Knipp



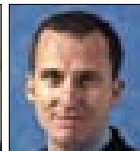
Mark Karlan



Philip Blumberg



Richard Jones



Scott Girard



Tony South

# Events at a Glance at Cityscape Asia

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## Cityscape Asia Exhibition

18–20 May

**Free entry for all real estate professionals**

An unrivalled platform of regional and international real estate investors, developers, financiers, architects, consultants and solution providers showcasing innovative developments, designs and projects. To enquire about exhibiting or sponsoring email [wouter.molman@iirme.com](mailto:wouter.molman@iirme.com) or call **+971 4 407 2674**



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## Cityscape Asia Real Estate Investment and Development Conference

18–20 May

**Open to VIP and VIP+ delegates only**

Packed full of content-rich presentations, hard-hitting debates and strategic discussions, and led by international thought-leaders, the Cityscape Asia Conference is the region's premier learning and networking event. To register your attendance contact Raleena Thomas at [register@cityscape.ae](mailto:register@cityscape.ae) or call **+971 4 407 2528**



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## Investor Round Tables

18–20 May

**By invitation only**

A unique opportunity for elite investors, financiers and real estate developers to engage and talk business in exclusive closed-door discussions. For details on how to be involved email [constanze.verdenhalven@iirme.com](mailto:constanze.verdenhalven@iirme.com) or call **+971 4 407 2756**



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## Interactive Discussion Forums

18–20 May

**Free entry for all real estate professionals**

Led by an industry pioneer, these forums are a platform for you to engage in free flowing debate and exchange innovative ideas, opinions and strategies on some of the latest advancements in real estate investment and development. For further details contact [constanze.verdenhalven@iirme.com](mailto:constanze.verdenhalven@iirme.com) or call **+971 4 407 2756**



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## Developer Project Showcases

18–20 May

**Free entry for all real estate professionals**

Gain exclusive access to the latest investment and development opportunities in Asia. Hear the latest updates on the newest projects emerging across the region from the developers pioneering Asia's real estate market.



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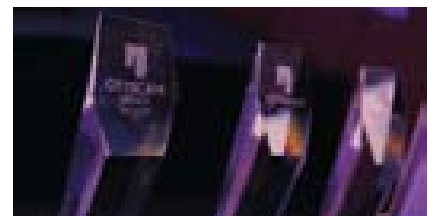
## Cityscape Awards for Real Estate in Asia

18 May

**Open to VIP+ and Awards Ticket holders only**

An opportunity to showcase and celebrate Asia's most remarkable developments. Judged by a panel of the industry's most influential leaders, winners will be presented and honoured at a glittering awards ceremony.

For more information on how to enter your project email [sarah.salera@iirme.com](mailto:sarah.salera@iirme.com) or call **+971 4 407 2419**. To register to attend contact Raleena Thomas on [register@cityscape.ae](mailto:register@cityscape.ae) or call **+971 4 407 2528**



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## Cityscape Asia Cocktail Party

19 May

**Open to VIP+ and Cocktail Party Ticket holders only**

The Cityscape Cocktail Party is an outstanding setting for international and regional executives to meet, network and relax in a glamorous, informal setting. For details on how to register contact Raleena Thomas on [register@cityscape.ae](mailto:register@cityscape.ae) or call **+971 4 407 2528**



# EXHIBIT at Cityscape Asia 2010



The Cityscape Asia exhibition will once again be the largest annual industry gathering for global real estate developers, institutional investors, financiers, top architects, renowned consultants and a whole host of real estate professionals looking to promote their projects and services to senior level participants.

Exhibiting at Cityscape Asia brings you a unique platform to:

- Brand and promote your projects to visitors looking for alternative investment opportunities in Asia Pacific
- Create new joint ventures, opportunities and hot deals within Asia and global markets
- Conduct real business and build your brand with a group of highly qualified decision-makers
- Develop and reinforce key relationships around the region
- Generate new leads, build new alliances and forge new partnerships

Looking for an even more targeted way to improve awareness for your services?

The Cityscape Asia Conference offers a range of sponsorship opportunities meeting your specific requirements and budget. With a speaker line-up of over 68 industry pioneers and 33 conference sessions, sponsoring the conference will put your company at the forefront of Asia's leading real estate professionals.

Stand spaces and sponsorship opportunities are limited

Contact us now to enquire about rates and availability.

Wouter Molman T +9714 407 2674 E [wouter.molman@iirme.com](mailto:wouter.molman@iirme.com)

Register as a visitor free of charge at [www.cityscapeasia.com/reg](http://www.cityscapeasia.com/reg)

Your pass includes access to the Exhibition, Developer Project Showcases and Interactive Discussion Forums plus a complimentary copy of the official Show Guide.



24/7 networking, information and discussion for the global real estate industry. Register now for free on [CityscapeConnect.com](http://CityscapeConnect.com) and become a member of the online real estate community.

[www.CityscapeConnect.com](http://www.CityscapeConnect.com)



Cityscape Intelligence - helping your business move forward! [CityscapeIntelligence.com](http://CityscapeIntelligence.com) the online real estate intelligence service provides you with up to date real estate information, reports, projects status database and company listing in 18 emerging countries.

[www.CityscapeIntelligence.com](http://www.CityscapeIntelligence.com)

## Media Partners



### Five Easy Ways To Register

+971 4 407 2528

+971 4 335 1891

register@cityscape.ae

www.cityscapeasia.com/reg

IIR Holdings Ltd.  
PO Box 28943,  
Dubai, UAE

GCS/IIR Holdings Ltd.  
PO Box 13977,  
Muharraq,  
Kingdom of Bahrain

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YES, I want to register for:

Conference Rates and Packages	Early Bird Rate 1 Available until 11 March 2010	Early Bird Rate 2 Available from 12 March - 8 April	Standard Rate Available from 9 April
<input type="checkbox"/> <b>VIP Pass</b> Access to all conference sessions, Cityscape Exhibition and VIP Lounge.	US\$495	US\$595	US\$695
<input type="checkbox"/> <b>VIP+ Pass</b> Access to all conference sessions, Cityscape Exhibition, Cocktail Party, Cityscape Awards-Real Estate and VIP Lounge.	US\$795	US\$895	US\$995

For further  
information and  
Group Discounts  
contact  
+971 4 407 2528  
or email  
register@cityscape.ae



Fees include documentation and light refreshments.  
Lunch can be purchased at the venue.

### PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email	Mobile
1 <sup>st</sup> Delegate							
2 <sup>nd</sup> Delegate							
3 <sup>rd</sup> Delegate							
4 <sup>th</sup> Delegate							

To assist us with future correspondence, please supply the following details:

Head of Department							
Training Manager							
Booking Contact							

Company: .....

Address (if different from label above): .....

Postcode: ..... Country: .....

Tel: ..... Fax: .....

No. of employees on your site:  1000+  500-999  250-499  50-249  0-49

Nature of your company's business: .....

**YES!** I would like to receive information about Cityscape events & services via email.  
My Email address is: .....

#### Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$6 per payment should be added to cover bank clearing charges.

#### Card Payment

Please charge my credit card:  Visa  Mastercard  American Express

Name on Card: .....

Card Number: ..... Exp. Date: .....

Signature: .....

#### Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$200 service charge will be payable. Registrations cancelled less than thirty days before the event must be paid in full.

#### Visas

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Delegates are strongly advised to apply for their visa as soon as possible as visa applications can take several weeks to process.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

#### Event Venue:

**Suntec Exhibition & Convention Centre, Singapore**  
Tel: +65 6337 2888

#### Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:  
Tel: 971 4 407 2693  
Fax: 971 4 407 2517  
Email: hospitality@iir.com

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