

REACH_{Asia}

The Asian Cities Programme 2020



The Asian Cities Programme

Tokyo ■ Seoul ■ Beijing ■ Shanghai ■ Hong Kong ■ Singapore

INTERNATIONAL PROGRAMMES DESIGNED
FOR

REAL ESTATE , CONSTRUCTION, PLANNING, ARCHITECTURE,
URBAN DESIGN GRADUATES AND
INDUSTRY PROFESSIONALS.

PROVIDING INVALUABLE INTERNATIONAL INSIGHTS;
HANDS-ON EXPERIENCE

IN SIX OF THE MOST IMPORTANT REGIONAL DYNAMIC CITIES IN ASIA.
INDUSTRY-LED/CASE STUDY DRIVEN.

ADDRESSING ALL OF THE MAJOR CHALLENGES
FACING PROFESSIONALS IN THE BUILT ENVIRONMENT ACROSS ASIA.

PROGRAMME FOR 2020

Duration : 2 weeks or 4 weeks intensive
case study driven programme

Commencing : Monday 29th June to
Friday 24th July 2020

Residency / Location :

Week 1 : Tokyo

29th June - 3rd July

Week 2 : Seoul & Beijing

6th - 7th July Seoul

9th - 10th July Beijing

Week 3 : Shanghai & Hong Kong

13th - 14th July Shanghai

16th - 17th July Hong Kong

Week 4 : Hong Kong & Singapore

20th - 21st July Hong Kong

23rd - 24th July Singapore

Cost : Registration Fee US\$1,650
PLUS cost of travel and
accommodation

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Unique features of the programme

As the world of real estate development and investment together with a large proportion of the global construction effort has shifted to unlocking the potential of Asia this programme focuses attention on arguably 6 of the most exciting city environments in the region.

It is completely case driven and unique in its approach to the land conversion process.

The Programme is designed to encourage participants to gain new skills and enhance problem-solving capabilities under the combined training and expertise of experienced academic staff and senior business leaders.

The teaching focus is business oriented involving industry-based workshops, lectures and seminars together with highly relevant site visits and case studies.

How will I benefit?

This unique, highly intensive, 2 or 4 week programme in either Real Estate or Construction Project Management offers:

- A very Asian regional perspective on Real Estate and Construction activity and investment.
- Cutting edge material encompassing and reflecting the latest technological trends in the industry expressed in a major city environment.
- Insights into the structural dynamics of the key international centres in the region.
- An understanding of the nature and characteristics of different market systems and corporate structures under differing legal jurisdictions and their effect on urban environments.

How does this programme differ?

Course participants are encouraged to share and build upon their own experiences.

The programme provides for total immersion in the selected cities and combines unique "hands-on" workshops with academic and industry seminars, case studies and site visits.

Participants need to be highly self-motivated and capable of absorbing a vast amount of data and information over a short period of time.

The case studies provide invaluable insights to some of the world's leading projects and developments.

How is the Programme structured?

The programme integrates theory with practice, a strong on-site orientation and proactive participation. Site visits and workshops explore innovative, new, and established buildings and developments that have challenged the industry.

The programme runs for either two or four weeks and is custom designed, relevant to that region and that city's industry environment. The residencies in each city will involve intensive, active participation and rigorous continuous assessment. Each participant must complete a number of assessed case analyses based on the cities visited.



Why should I take this Programme?

How can this Programme help my career?

I have a good job... why do I need more skills?

Why should I send someone to this programme?

How will my company benefit?

The changes we are currently witnessing both in the world's economies and industry as a whole are unprecedented. Fast paced and relentless, the reorganization that is taking place as a result of these changes means that both real estate and construction professionals need to be responsive to new ideas, be aware of emerging technologies and knowledge and be able to answer the competition.

Markets are moving, values are changing and conventional norms are being challenged. Industry is being besieged by new ideas and is racing to keep up. The real estate and construction industries play key roles in the transformation process and have to address the emergence of the new information based economy, financial innovations in challenging economic times, political upheaval and the potential for providing a sustainable built environment for the future. Cities are expected to grow disproportionately as the rural economy continues to decline world-wide.

The world's population is aging, increasing and becoming more mobile. The World Economic Forum has declared that human capital will overtake financial capital in value within the next 15 years. Corporate success is going to depend on on-going flexible development and staff training with specialization in essential key areas.



“Finding, developing and keeping talent was the biggest challenge facing businesses today.”
Thomas Stewart, Fortune Magazine .

Knowledge and skills gained need to be relevant, effective and swiftly transferred into practice; this will give industry leaders the confidence to drive companies forward and sustain the competitive edge.

The industries also face the challenge of globalization, harnessing change and increasing competitiveness. The nature of urban form, real estate and construction investment is in flux and there is an immediate need for industry professionals to address how regional dynamics will affect activities in their respective real estate and construction markets. International management issues need to be explored in the context of research and practice.

As the workplace irrevocably becomes a global arena and the pace of technology quickens, this business oriented intensive course combines the strengths of the commercial world together with high level academia and addresses the international training requirements for the real estate and construction executives of the future. The Programme's residencies reflect the globalization of the real estate and construction industries and provide fascinating insights into this dynamic regional market.

Where will the Programme take me?

Hong Kong, Singapore, Shanghai, Beijing, ...

The Hong Kong, Singapore and China residencies offer informative insights into the intense growth of cities in the Pacific Rim. The internationalization processes that have encouraged external trade and direct foreign investment have brought rapid urbanisation and growing population pressure to the cities of China, which has led to repercussions for their urban environments.

As Hong Kong, Singapore and China's economies undergo rapid and dramatic change, these unique real estate and construction industries face many challenges. Incessant demands for housing and the problems of a limited land supply, as well as pollution are being responded to by many innovative projects. As a consequence the real estate and the construction industries have become major contributors to the city economies.

The Shanghai and Beijing experience will provide a unique mainland Chinese orientation to the programme focusing on China's leading cities. It will examine how foreign firms are moving forward into the challenging Chinese landscape and how domestic enterprises are having to re-invent themselves.

Seoul...

South Korea challenges the West in terms of technological advancement and many of its development organisations display significant and unique advances in urban enterprise whether in the form of retailing, social housing or urban sustainability. Seoul is the gravitation-

al force within South Korea to which all major corporations are pulled. It has been a significant destination for overseas real estate investors in the past and is likely to do so in the future and Korean investors have been major players in the investment universe globally despite the economic recession and the GFC.

... and Tokyo!

The Tokyo Metropolitan Area accounts for only 4% of Japan's total land area but has 26% of its total population. Tokyo is the biggest megalopolis in the world and a leading financial centre.

However, Japan is in the midst of a great directional change which has created arguably the largest crisis in its post-war era. For over two decades the country has lost ground in terms of its global competitiveness and the capital Tokyo fell behind in the race among international mega-cities. Many saw that the revitalisation of Tokyo would be essential if Japan was to compete again in the 21st century of metropolitan nations. This revitalization process has commenced with some exciting innovations.

Today a combination of innovative city planning and a new development ethos is beginning to transform the urban landscape and shape the way Japanese people view their built environment.

This is a challenge for all those associated with the built environment, whether for those professionals of real estate and construction or those associated with capital flows and project finance.





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SAMPLE OF COMPANY VISITS:

- ◆ Colliers Hong Kong
- ◆ Hong Kong Land
- ◆ Goodman
- ◆ Swire Properties
- ◆ Henderson Land
- ◆ Dorsett Hotels
- ◆ Phoenix Properties
- ◆ Link Reit
- ◆ CBRE Global Investors
- ◆ Grosvenor
- ◆ Sun Hung Kai Properties
- ◆ Lai Sun
- ◆ Hang Lung
- ◆ Hysan
- ◆ CBRE Singapore
- ◆ Mapletree
- ◆ RQAM
- ◆ Far East Organisation
- ◆ JLL Singapore
- ◆ Ascendas-Singbridge
- ◆ Cambridge Industrial Trust
- ◆ Keppel-REIT
- ◆ Blackrock
- ◆ Guoco Land
- ◆ HDB
- ◆ Cushman & Wakefield
- ◆ Macquarie/ADIA
- ◆ CCH Asset Management
- ◆ China Xin Tiandi
- ◆ Keppel Land
- ◆ Greenland
- ◆ Shui On Land
- ◆ China Resources Land
- ◆ China Overseas Land
- ◆ Colliers, Seoul
- ◆ Samsung C & T
- ◆ AIG Korea
- ◆ Taubman Asia
- ◆ Brookfield
- ◆ CBRE Tokyo
- ◆ Sanko Estates
- ◆ Nomura Fudosan
- ◆ MLITT
- ◆ Mori Building Corporation
- ◆ Mitsui Fudosan
- ◆ Tokio-Marine
- ◆ Daiwa House
- ◆ Tokyo Tatemono
- ◆ Quraz
- ◆ Green Oak
- ◆ Sankei
- ◆ Pembroke Real Estate
- ◆ Xymax
- ◆ Savills
- ◆ Loadstar

The above are examples only and each year may vary according to availability of relevant staff to guide us through their projects.

Where a company agrees to present a case it normally takes the following format:

- First an introduction to the company; it's background; it's mission and vision; the current drivers.
- Secondly a description of the project/investment selected as the case.
- A site visit.

Supported by



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and...THE REAL ESTATE ACADEMY IN CHINA