

The background is a composite image of a city skyline, likely Hong Kong, viewed from an aerial perspective. The city is arranged in a circular pattern around a central globe. Numerous thin, white lines radiate from the globe to various skyscrapers and buildings, suggesting a global network or convergence. The overall color palette is dominated by warm, golden-yellow and brown tones, with a bright light source at the top center creating a lens flare effect.

PR GUIDE

*Where the
World's Property Leaders Converge* in Asia Pacific

mipimasia 
www.mipimasia.com

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Hong Kong Convention & Exhibition Centre



Content

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"If you want to put your finger on the pulse of Asia's dynamic real estate markets, MIPIM Asia is the only place to go. Where investors meet developers, MIPIM Asia is the roadmap of everything in Asian property."

Deborah Kan, Presenter,
Reuters Television (Hong Kong SAR)



MIPIM Asia, an exclusive platform for media outreach

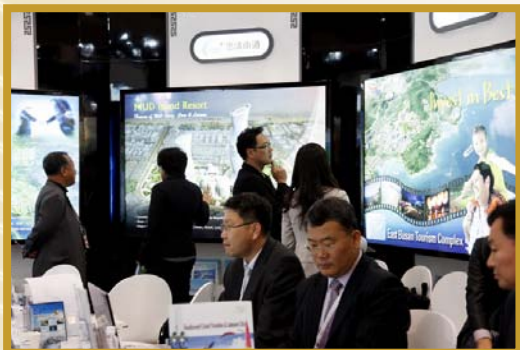
As MIPIM Asia is the leading annual property rendezvous in Asia Pacific, the world's real estate media gather there to get an exclusive insight into the region's market and meet key professionals from the industry willing to promote their company, projects and development plans in the region.

The show welcomes in Hong Kong more than 1,700 participants from 40 countries and some 150 international journalists, therefore providing the perfect platform to get messages across to the international real estate media and industry.

The journalists present at MIPIM Asia come from the Asia Pacific Region (China, Hong Kong, Malaysia, Taiwan, Thailand, Vietnam...) but also from Europe (the Russian Federation, the United Kingdom...).

The media represented in the past included:

Apple Daily, Asia Business News, Asia Property, Asia Property Publishing LTD, Asia Television Limited, BBC World News, Beijing Real Estate, Business Weekly, Bloomberg News, Bloomberg Television, Cable TV, CBC, Central News Agency, China Central TV, Chinese Biz News, China People News, Commercial Times, CSTV Chinese Channel, Dow Jones Newswire, Dragon Fly Media, East Week, Economic Daily News, FBNC TV, Financial Times, Hong Kong Commercial Daily, Hong Kong Economic Journal, Hong Kong Economic Times, Hospitality Architecture & Design, IBC, Mergermarket, Metro Broadcast Corp. LTD, Millionaire Asia, Ming Pao Daily, Now TV, Oriental Daily News, Oriental Press Group, PRC Magazine, Property Report, Radio Television Hong Kong, Realty Asia, Retail in Asia, Reuters, Reuters Television, SEEC Media Group LTD, Shenzhen Media Group, Sina.com, Sing Pao Newspaper, Sing Tao Daily News, SNL Financial News, South China Morning Post, Ta Kung Pao, Television Broadcasts Limited, Thanh Nien Newspaper, The Korea Economic Daily, The Standard, The Wall Street Journal Asia, Thomson Reuters, Ttien Media Group, Wen Wei Po...



MIPIM Asia, a support to serve PR communications

MIPIM Asia provides online services to help participants develop their media outreach before, during and after the tradeshow.



MIPIM Asia Online Media Centre

Once registration to MIPIM Asia is completed, participants – visitors and exhibitors, can post their communications in the Online Media Centre, accessible from the press section in the MIPIM Asia website.

This free service enables to post, free of charge, a press kit and up to three show-related press releases.

To benefit from that service, just send an e-mail to files@vpoinc.com specifying your RP contact details and enclosing your press materials (press releases, company backgrounders, images, product information, white papers...). The formats that work best are WORD, PDF, HTML and JPEG. Please keep each file under 1MB.

For any questions regarding your posting on the Online Media Centre, please feel free to contact the MIPIM Asia virtual press office in the US: +1 973-783-7787.





MIPIM Asia Online Publications

MIPIM Asia participants can also have their company and/or projects news mentioned in the show print and online publications (Preview and Review).

To submit news for these magazines, please contact Editor-in-chief David Taylor and send your press releases and 300 dpi images to: david@davidtaylorjournalist.com.

To find out about advertising opportunities, [click here](#).



MIPIM Asia Online Community

Starting from September 2011, the MIPIM Asia Online Community is the best way to connect with the media attending the show, since the database includes the contact details (phone number and e-mail address) of all journalists and photographers as they register to MIPIM Asia.

The password and login to the Community are supplied along with the confirmation of registration at MIPIM Asia.

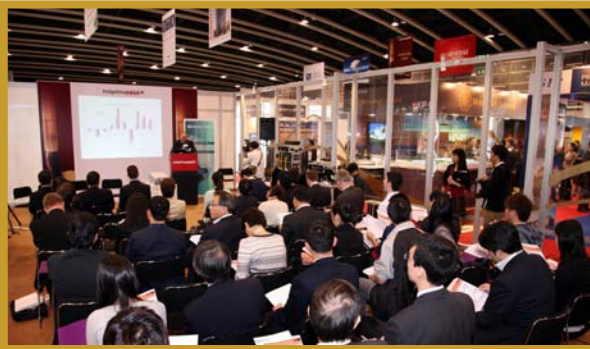
With these two access codes,

- Go to <http://www.mipim.com/en/online-community/>
- Access the Online Community by selecting 'MIPIM Asia' among the different shows on offer and enter your personal login and password
- Click on the list of journalists present at MIPIM 2010 within the 'My networking opportunities' section
- Click on the name of the media you want to contact
- Then click on the journalist's name, it will open his/her profile



"MIPIM Asia has provided an excellent platform for RICS in organizing a successful Press Conference for the announcement of the results of our annual RICS and Macdonald & Company Asia Pacific Salary and Benefits Survey 2008. The Press Conference at MIPIM Asia has attracted a large number of both international and regional media to participate and generated a great amount of exposure and awareness for the Survey as well as RICS in the industry. It was certainly a very efficient channel for us to uplift our brand."

Cindy Kwong,
Head of Marketing and Services, RICS Asia



MIPIM Asia clients who organised tailor-made events in the past include: DTZ (Hong Kong SAR), EPAD (France), HKIFM (Hong Kong SAR), Hong Kong Institute of Surveyors – HKIS (Hong Kong SAR), Jeju Free International City Development Center – JDC (South Korea), Jones Lang LaSalle (Hong Kong SAR), Kenny Heights (Malaysia), Koh Puo Investment Group (Cambodia), RICS (Hong Kong SAR).

MIPIM Asia, a place to organise tailor-made press events

As MIPIM Asia provides all the support services to get messages across to the international real estate media and industry, participants may choose to organise a tailor-made event during the show in Hong Kong.

MIPIM Asia press department can provide insights on the attending media to be reached: What journalists are accredited? Which are the most important publications in each territory? Who is specialised in real estate, in investment, etc.?

To get the most up-to-date press list, please regularly consult the MIPIM Asia Online Community as journalists often request accreditation during the last three weeks before the show.

MIPIM Asia press team can also advise on the event to be set up: Which format is best (one-to-one interviews, a round table, a press conference, a press cocktail, a press breakfast...)? What is the most appropriate venue (on stand, in the conference auditorium, in the press club...) and are they available? What is the best timing (depending on the official conference programme, competing events, daylight hours...)?

To organise major press event, we recommend you hire a savvy PR, such as our Hong Kong-based PR partner CCG. This will depend on the nature of the message (launch of a new real estate project, promotion of a development which will be exhibited, announcement of corporate news, release of CEO's statement...), on the target (trade, business or consumer press, from which territories...) and on the schedule (depending on top executives' availability and MIPIM Asia official calendar of events).



About Reed MIDEM



Founded in 1963, Reed MIDEM is a leading organiser of professional, international tradeshows. Reed MIDEM events have established themselves as key dates in professional diaries.

The company hosts MIPTV, MIPDOC, MIPCOM, and MIPJUNIOR for the television and digital content industries, MIDEM for music professionals, MIPIM, MIPIM Asia and MAPIC for the property and retail real estate sectors.

Reed MIDEM belongs to Reed Exhibitions, which is the world's leading event organiser, with over 460 events held in 36 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 34 fully staffed offices.

Its portfolio, including trade and consumer exhibitions, conferences and meetings, serves 44 industry sectors: Aerospace & aviation, automobiles, beauty & cosmetics, broadcasting, building & construction, electronics, energy, oil & gas, engineering & manufacturing, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, marketing, business services & training, medical education, printing & graphics, security & safety, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed Exhibitions ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed Exhibitions events are market leaders in their field.

In 2010 Reed Exhibitions brought together over seven million active event participants from around the world generating billions of dollars in business.

Reed Exhibitions is part of Reed Elsevier Group plc, the leading provider of professional information and workflow solutions in the Science, Legal, Medical, Risk Management and Business Sectors.

Reed Elsevier employs over thirty thousand people, and is traded publicly on the London Stock Exchange, Euronext Stock Exchange and the New York Stock Exchange.

In 2010, Reed Elsevier made an adjusted profit before taxation of £1,279 million on turnover of £6,055 million.



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