

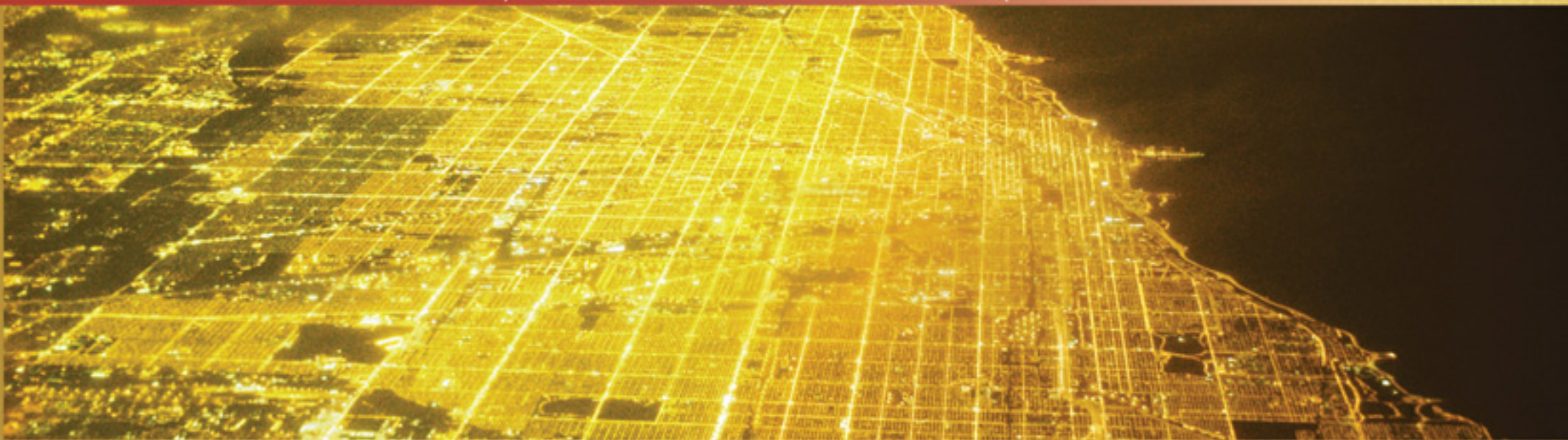
An aerial, high-angle view of a city, likely Hong Kong, with a central globe. Numerous white lines radiate from the globe, connecting it to various points across the city's dense urban landscape. The overall color palette is warm, dominated by yellows and oranges, suggesting a sunrise or sunset. The globe is positioned at the center, with the city's buildings and streets curving around it.

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

mipimasia 
www.mipimasia.com

15-17 November, 2011
Hong Kong Convention & Exhibition Centre

Unmatched Experience and Expertise



Who we are

For more than 40 years, Reed MIDEM has organised internationally renowned events in the property, music and audiovisual industries.

We are real estate specialists. We host 3 major real estate shows; MIPIM, MIPIM Asia, and MAPIC - meaning you benefit from our in-depth expertise.

- Reed MIDEM belongs to Reed Exhibitions - the largest international organiser of trade and professional shows.
- Reed Exhibitions hosts 159 events in 7 countries throughout Asia Pacific, and 440 events throughout 36 countries worldwide.
- Reed Exhibitions is a subsidiary of Reed Elsevier.
- Reed Elsevier is 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.

MIPIM ASIA

Dedicated to high-level real estate professionals, MIPIM Asia is the leading annual rendez-vous in the Asia-Pacific region. Institutional investors, corporate end-users, hotel groups and retailers meet property developers and government and city representatives to strike the deals that shape the real estate map of a dynamic property market.

A Unique, Highly Interactive Format

- **Exclusive exhibition zone:** Showcase your projects to hundreds of investors, end users, hotel groups and retailers. Stand out as a major player in the Asian real estate arena.
- **Expert-led programme of conferences:** Listen to valuable insights and keep your finger on the pulse of the Asian real estate markets.
- **Efficient matchmaking formats:** Optimise your time and form new business partnerships.

MIPIM ASIA 2010

1,727 participants
797 companies
412 investors, end-users, hotel groups and retailers
150 exhibiting companies
146 journalists
40 countries

Who We Know

As the world's leading real estate exhibition organiser, Reed Midem puts you in touch with the global leaders in real estate.

To network, partner and gain insights from the market's most prominent players, MIPIM Asia is the only choice.



**Secretary for Development
Government of Hong Kong**
Carrie Lam
Cheng Yuet-ngor



**Financial Secretary
Government of Hong Kong**
John C. Tsang

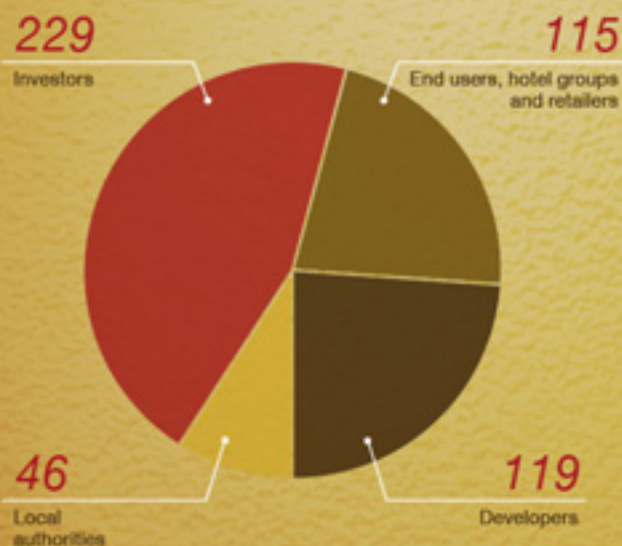


**Minister of Council for
Economic Planning and
Development, Taiwan**
Dr. Christina Liu



**Director of China's
National Economic
Research Institute**
Prof. Fan Gang

Companies in attendance



Previous attendees

Developers: Agile Group, Capitaland, Central Pattana, Cheung Kong Holdings, China Overseas Property, China Resources Property Ltd, City Developments Ltd, Evergrande, Far East Consortium, Far East Organization, Franshion Properties (China) Ltd, Gemdale Corporation, Great Eagle Holdings, Hang Lung Properties, Henry Group, Hebei Tianshan, HKRI Asia Pacific, HNA Property, Hongkong Land, Hopewell Holdings, Hysan Development, Ivanhoe Cambridge, Jinke Group, K WAH International, KWG Property Holdings, L Development, Lai Sun Group, Lan Kwai Fong Properties, Landlease, Longfor Group, Minmetals Land Ltd, Mitsubishi Estate, Mitsui Fudosan, Mori Building, MTR Corporation, Nan Fung Group, R&F Land, Redevco, Shanghai Forte Land, Shanghai Bund Investment (Group), Shanghai Hi-Tech Park United Development, Shanghai Zenda Property, Shenzhen Excellent Property, Shui On Land, Sinc Investment, Sino Land, Sino Ocean Land, SPG Land, Sun Hung Kai Properties, Swire Properties, Yangguang Group, Yuxu Property Group, Zhong Yu Property Development

Leading Investors: AEW, Angelo Gordon, APG, Apollo Management, Ascott China Fund, Asia Pacific Land, ANZ, Aviva Investors, AXA, Barclays, Boinvest, Brookfield Asset Management, Canada Pension Plan Investment Board (CPPIB), CV Starr, CICC, Citic Capital Holdings, CLSA Capital Partners, Coll ICB China Investment Management, Colony Capital, Composition Capital Partners, Credit Suisse, Deka, DLJ Real Estate Capital Partners, Fortius Fund Management, Gaw Capital, GE Asset Management, GE Capital Real Estate, General Immobiliare, GIC, Goldman Sachs, Grosvenor, Harvest Capital Partners, HSBC NF Investments, Henderson Global Investors, Inveco, Invista, ISG Capital, IVG Investment, JP Morgan, Lasalle Investment Management, Lendlease Investment Management, Lockheed Martin, M3 Capital Partners, Manulife Asset Management, Mapletree Investments, Mercer Investment Consulting, Mirae Asset, MN Services, Morgan Stanley, Pramerica, PGM, Rabobank International, Real Estate Capital Asia Partner, Real U.S. AG, Samsung, SEB Asset Management, Shun Hing Capital (Asia) Group, Sniper Capital, Tan Eu Capital, Temasek Holdings, The Blackstone Group, The Carlyle Group, The Hong Kong Jockey Club, The Townsend Group, Tian An China Investments, UBS Global Asset Management, Union Investment Real Estate, Warburg Pincus

Retail and Corporate Tenants: AEON, Apple Inc, Asobio, Auchan, Bang & Olufsen, Bossini, California Fitness, Carrefour, Casino Group, Citigroup, Decathlon Sports, DFS Group, Dymocks, Ermengildo Zegna, Escada, Esprit, Ferragamo, Fitout, Fossil, Galerie Lafayette, Geox, Giorgio Armani, Gucci Group, GPI Group, Hanes Brands, Ily Café, Hewlett Packard, HSBC, Immochan, Inditex, IKEA, L'Oréal Asia Pacific, La Perla, Lane Crawford, Mamas & Papas, Mango Punto, Media Saturn Holding, Metro, Mideafood, Pacific Coffee Company, Parfois, Pfizer, Promod, Puma, Qubicaamf Worldwide, SSP Asia Pacific, FBS, Richmond, Sony, Starbucks Coffee, Stefanel, Subway, Tesco, The Swatch Group, Triumph International, Vivarte (Andre, Beryl, Besson, Carrol, Chevignon, Cocktail, Cosmo Paris, Fosco, Kookai, La Halle, Minelli, Naf Naf, Pataugas), Wal-Mart China, WPP International

"MIPIM Asia has consistently remained one of the market leaders with over 1,700 senior decision makers attending our events year on year"

Engage with Future Partners and Make Deals Happen

Visitors

Key benefits:

- Access the exhibition zone
- Access our world class program of conferences
- Evaluate prime projects and profitable investments
- Discover the most innovative regional development projects
- Gain insight into top business opportunities in the Asia Pacific
- Meet future business partners
- Access our online database of MIPIM Asia contacts

Exhibitors

In addition to all of our regular visitor benefits, exhibitors are entitled to exclusive privileges:

- Showcase your latest projects or urban development plans to a targeted audience
- Position yourself as a major industry player with your own base in the heart of the action
- Receive priority booking status to organize your own presentation within the Agora Room
- Receive a priority invitation to lead or join our round-table discussions and other match-making events
- Receive dedicated support arranging meetings during the event from our international sales team and their contacts
- Receive a priority invitation to the MIPIM Asia Gala dinner and awards ceremony

"Your stand is an extension of your office, providing you with the facilities to organise private meetings, workshops and presentations, or analyst and press briefings"



Led by Experts, Attended by Leaders

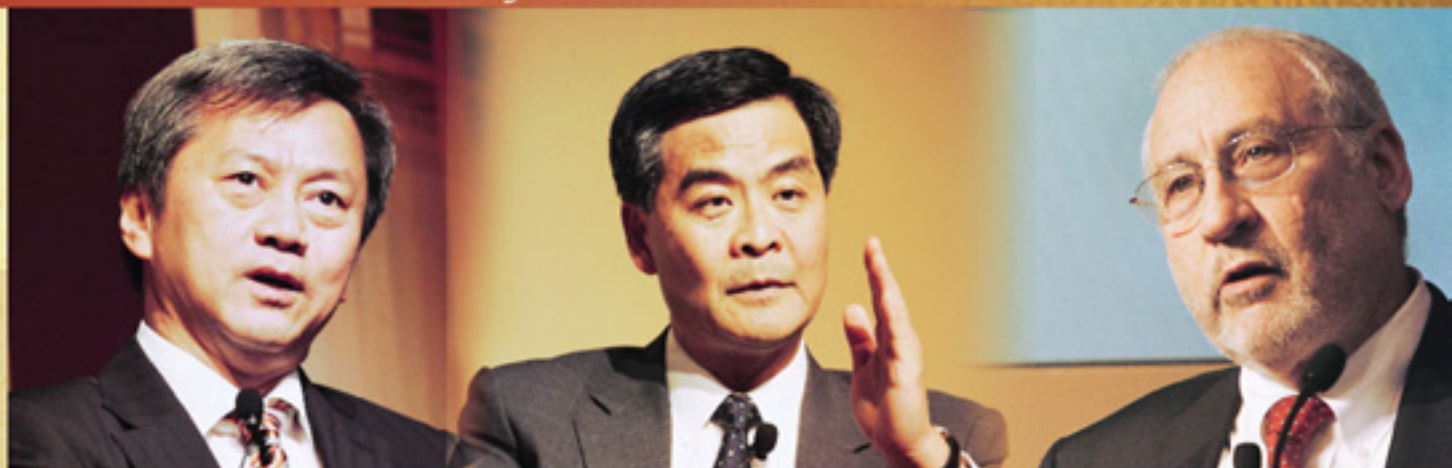
For MIPM Asia 2011 we have developed a world-class schedule of conferences, led by an expert panel in a networking friendly environment.

Topics for 2011 will include:

- **China:** Tips for success
- **South East Asia:** Emerging opportunities
- **Finance & Investment:** Local practices
- **Retail:** Growth strategies
- **Sustainable Cities:** the real estate of the future

Plus: Invaluable "Deep Dives" into Asian business strategy and closing sessions "Thought leaders: Global thinkers versus local decision makers".

Explore **matchmaking meetings & premium events** designed to optimise your MIPIM Asia experience, facilitating top level networking and deal making.



Executive Director of
Cheung Kong Holdings
Justin Chiu

Chairman of DTZ
CY Leung

Nobel Prize Laureate of Economy
Prof. Joseph E. Stiglitz

Key speakers in previous shows

- Nobel Prize Laureate of Economy, Prof. Joseph E. Stiglitz
- Hong Kong Financial Secretary, Mr. John C. Tsang
- Secretary for Development of Hong Kong, Mrs. Carrie Lam Cheng Yuet-ngor
- Chairman of DTZ Debenham Tie Leung Limited, Mr. CY Leung
- Minister for National Development (Singapore), Mr. Mah Bow Tan
- Mayor of Taichung City, Mr. Jason C. Hu
- Lord Mayor of Perth, Ms. Lisa Scaffidi
- Minister of Council for Economic Planning and Development, Taiwan, Dr. Christina Liu
- Director of China's National Economic Research Institute (NERI), Prof. Fan Gang
- Chairman of the Board of Hong Kong's Urban Renewal Authority, Mr. Barry Chung
- Chairman of Shui On Group, Mr. Vincent Lo
- Chairman of Hang Lung Group, Mr. Ronnie Chan Chi-chung
- Executive Director of Cheung Kong (Holdings) Ltd., Mr. Justin Chiu Kwok Hung
- Executive Director of Sino Land, Mr. Daryl Ng Win Kong
- Chairman of Foster + Partners (Pritzker Price Laureate), Mr. Norman Foster
- Founding partner of Zaha Hadid (Pritzker Price Laureate), Ms. Zaha Hadid
- Principal of Morphosis (Pritzker Price Laureate), Thom Mayne

Networking Opportunities

MIPIM Asia constantly strives to keep you in the driver's seat when it comes to business connections. In 2011, we are offering an extensive schedule of networking and matchmakings events with tailored formats and targeted sessions.



*Managing Director of Hopewell Holdings, Thomas Jefferson Wu
Director of Temasek Holdings (HK) Limited, Geoffrey Lai
Minister of Council for Economic Planning and Development, Taiwan, Dr. Christina Liu*

Forge partnerships

Opening cocktail

Network with industry leaders in a vibrant social setting, featuring a buffet dinner, music and a variety of entertainment.

Daily lunch buffet

Engage with your peers over a relaxed and convivial lunch buffet. This popular event is open to all delegates and held daily during MIPIM Asia.

Connect year-round

Utilise the MIPIM Online Community to prepare your show, promote your company, access contacts and reach out to potential partners. Stay in touch with the latest news and opinions from high-profile professionals at MIPIM world blog.

Foster deals

Topic-based lunch tables

Debate hot issues, exchange best practice and share experiences on relevant themes with handpicked professionals over lunch.

Link-in sessions

Meet industry experts in an informal setting, to discuss current regional and sector focuses.

Power meetings

Focused, one to one meetings with your business targets.



Beijing Parkview Green, winner of the Green Buildings Category 2010

MIPIM Asia Awards 2011

Attend our prestigious Gala dinner and Awards Ceremony to honour the most innovative and outstanding projects in the Asia-Pacific region. Last year's competition generated exceptional interest, attracting over 79 projects from 10 Asian countries.

Honour leaders

Attend the MIPIM Asia Awards to:

- Discover the most innovative projects in the Asian real estate industry
- Assess profitable business opportunities across all real estate sectors
- Gain insight into the latest industry developments, concepts and trends
- Further raise your profile and network with key players

Join us for a red carpet experience. Book your table online at www.mipimaisa.com.

Prices

Exhibitors

9m² stand from €4,550, inclusive of delegate registrations, dependent on size.
(price varies by surface zone)

Visitors

- Early bird discount (by July 31st) – €640
- Early bird discount (by October 15th) – €800
- Visitor ticket – €1,050

In association with



Exclusive Offer: Exhibit at or attend MIPIM ASIA and RECon Asia (ICSC's Global Retail Real Estate Convention of Asia) and save up to 25% on both shows.

Register online at www.mipimasia.com or contact your sales representative for further information.

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