



PRESS KIT

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

mipimasia 
www.mipimasia.com

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



Content

A welcome message

What is MIPIM Asia?

MIPIM Asia 2011

Where is the market heading?

The new MIPIM Asia Awards

The programme of networking sessions

Expected high-profile attendees

About Reed MIDEM

Press contacts





The success of last year's MIPIM Asia reflected the stabilisation and recovery under way in the Asia Pacific region. We believe that the next edition of the show coming up in November will display a renewed confidence in the reliability of the Asian real estate markets.



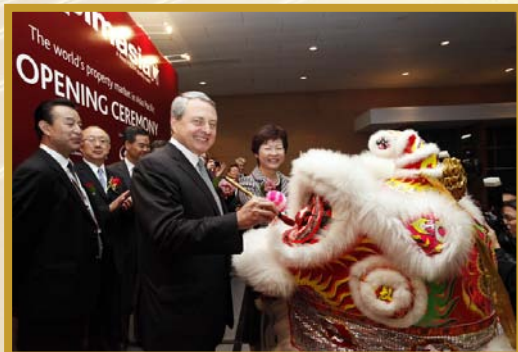
The Asian developers' desire to get international investors involved in their development markets, along with the Asian investors' desire to diversify outside their domestic markets to mitigate risk and secure higher returns, was confirmed by the strong turnout from Asia at MIPIM in Cannes, France in March.



Positioned at the crossroads between investment and property markets, MIPIM Asia provides international real estate professionals with the perfect platform to follow industry insights, explore business opportunities and connect with new partners.

MIPIM Asia conferences and exhibitors will confirm such a critical role, as programme content will be further enhanced and exhibition lay out will be reshaped to increase interaction.

In that framework, urban sustainable development and retail will be core topics to look into. There will also be greater focus on real estate in China, which unsurprisingly emerges as the region that produces outstanding projects and that will lead the world into the future.



Hoping that this press kit provides you with full information and stimulating insights to write cutting-edge stories, I look forward to reading your coverage of MIPIM Asia, and maybe meet you in Hong Kong for what will surely be an exceptional show experience.

Best regards.

Filippo Rean, MIPIM & MIPIM Asia Director

"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 key figures in 2010

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

What is MIPIM Asia?

Launched in Hong Kong in 2006 to serve high-level real estate professionals, MIPIM Asia has become the leading annual property rendez-vous in the Asia Pacific region, with more than 1,700 participants from 40 countries in 2010.

MIPIM Asia is the Asia Pacific version of Reed MIDEM's highly successful MIPIM property exhibition and conference event taking place in Cannes, France. MIPIM was launched in 1990 and has established itself as the leading annual international tradeshow for the property industry, attracting more than 18,000 professionals from 90 countries in 2011.

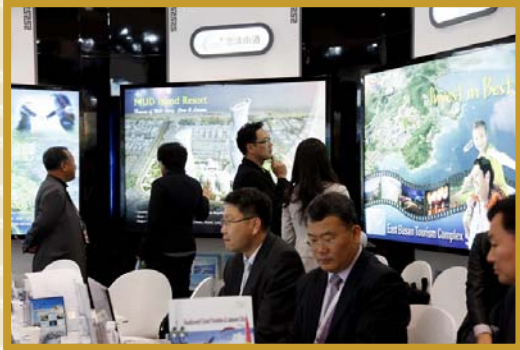
Who attends the show?

At MIPIM Asia, international investors, corporate end-users, hotel groups and retailers meet real estate developers, property owners, government representatives, and local and regional authorities.

Why do they attend?

MIPIM Asia provides professionals from the industry with a unique insight into the Asia Pacific market, with a comprehensive programme of world-class conferences and an exceptional showcase of development projects from the region.

MIPIM Asia is an exclusive platform for the world's leading real estate players to promote their company and projects to a wide audience of decision-makers, announce their future development plans to the media, connect with targeted potential partners and explore new business opportunities in Asia Pacific.



MIPIM Asia 2011

The 6th edition of MIPIM Asia will take place November 15–17, 2011 in the Hong Kong Convention and Exhibition Centre, covering about 8,000 square meters of exhibition space, conference rooms and networking areas.



The MIPIM Asia Club, providing a comfortable and confidential setting for participants without a booth, will include an area specifically dedicated to the press, to conduct interviews, work on articles or just relax between meetings.



The editorial room will be fully equipped with individual work stations, computer terminals and high-speed internet connections. A professional press team will offer personalised assistance to help identify relevant insights and connect with key players.



For further details prior to the event, please visit the 2011 show website www.mipimasia.com which provides up-to-date information on the content and a wide range of services available to MIPIM Asia participants, including:

MIPIM Asia Online Community:

The complete directory of participating companies and individuals and the real estate projects they showcase, providing access to all contact details to prepare meetings ahead of the show.

MIPIM Asia online Preview and Review:

The show magazines providing valuable editorial insights into the challenges and achievements of the industry.

Online Media Centre (in the press section):

The virtual PR platform displaying the show official communications as well as the press kit and press releases posted by participating companies looking to reach the media.

The programme section:

The schedule of conferences and interactive sessions, downloadable presentations and video podcasts of key speakers from the previous show edition.

MIPIMWorld blog:

A dynamic year-round resource to follow the connections of real estate professionals worldwide on key issues such as investment, property development, urban renewal or retail real estate, with regional focuses such as the Americas, Europe, Middle East and North Africa or Asia Pacific.





Where is the market heading this year?

The conference programme

MIPIM Asia offers the most comprehensive real estate programme of conferences in Asia. Expert-led panels will tackle the issues transforming the property market through industry segment topics and regional focuses.

More specifically the 6th edition of MIPIM Asia will address:

- Urban development, with an insight and analysis into how sustainable cities feature the real estate of the future.
- Retail in Asia, with case studies of strategies for growth and a live connection with top-level professionals speaking in Cannes at MAPIC, the international market dedicated to retail real estate.
- Real estate in China, with news and experiences from the market and a dedicated session on how to find the right partners.
- Emerging opportunities in South East Asia, with a special focus on the Japanese market.



Among the confirmed top speakers as of today:



Mr Marc Townsend, Managing Director, CB Richard Ellis Vietnam, Vietnam
Mr Jason Hu, Mayor City of Taichung, Taiwan
Mr. Chun Ying Leung, Asia Pacific Chairman, DTZ, Hong Kong SAR
Mr François Trausch, Chief Executive Officer – Asia Pacific GE Capital Real Estate, Japan
Mr. Carmine Rotondaro Worldwide Real Estate Director, Gucci Group, Italy
Mr Jacques Ferrier, Architect, Jacques Ferrier Architectures, France
Dr Megan Walters, Head of Research, Asia Pacific Capital Markets, Jones Lang LaSalle, Singapore
Mr Kumar Tharmalingam, CEO, Malaysia Property Incorporated (MPI), Malaysia
Mr Takuya Ishikama, Director of Real Estate Market Division, Industry Bureau Ministry of Land, Infrastructure, Transport and Tourism, Japan,
Prof Yiping Huang, Professor of Economics at the China Center for Economic Research, Peking University Peking University, Hong Kong SAR
Mr Sergey Sanakoev, Chairman, Russian-Chinese Center for trade and economic cooperation, Russia
Mr Ricco DeBlank, CEO – SHKP Hotels Sun Hung Kai Properties Ltd., Hong Kong SAR
Mr Robert Ciemniak Global Head of Real Estate Markets, Thomson Reuters, Hong Kong S.A.R.

Where is the market heading this year?

The exhibition zone

The exhibiting surface will showcase the projects of hundreds of companies willing to stand out as major players in the Asian real estate arena.

List of exhibiting companies as of today:

AET FLEXIBLE SPACE (HONG KONG) LTD, Hong Kong SAR (Service Provider/Supplier)
AGER GROUP, China (Architects & Planners)
ARQUITECTONICA, Hong Kong SAR (Architects & Planners)
BCI ASIA CONSTRUCTION INFORMATION LTD., Hong Kong SAR (Business Services)
BENOY, Hong Kong SAR (Architects & Planners)
BMT FLUID MECHANICS LIMITED, UK (Service Provider/Supplier)
CACI, UK (Service Provider/Supplier)
CAMSING GLOBAL, China (Developer)
CONADI IMOB CONSTRUCT SRL, Romania (Developer)
CONCEPT INTERNATIONAL DESIGN LTD., Thailand (Architects & Planners)
DEVELOPMENT BUREAU HKSAR Government, Hong Kong SAR (Local & public authority)
DTZ, Hong Kong SAR (Business Services)
ENSIGN MEDIA, Singapore (Press)
ERA PLANNING ARCHITECTURE CONSULTING CO. LTD, Turkey (Architects & Planners)
F&T GROUP, China (Developer)
FACILITY MEDIA, Hong Kong SAR (Press)
GARDE CO., LTD., Japan (Architects & Planners)
GE CAPITAL REAL ESTATE, Japan (Investor)
GLOBAL ESTATE LLC, Ukraine (Developer)
GOLD COAST CITY COUNCIL, Australia (Local & public authority)
JEOLLANAM-DO PROVINCIAL GOVERNMENT, Sout Korea (Local & public authority)
JERDE PARTNERSHIP, Hong Kong SAR (Architects & Planners)
KOHN PEDERSEN FOX ASSOCIATES, U.S.A. (Architects & Planners)
KPMG, Hong Kong SAR (Business Service)
MALAYSIA PROPERTY INCORPORATED, Malaysia (Local & public authority)
NDA-NEW DESIGN ARCHITECTS, China (Architects & Planners)
NORTHERN CAUCASUS RESORTS, Russian Federation (Developer)
NYU SCHACK INSTITUTE OF REAL ESTATE, U.S.A. (Associations & Academics)
ORCHESTRA ASIA LTD CHINA, China (Retailer)
POYRY (BEIJING) CONSULTING CO, China (Service Provider/Supplier)
REAL CAPITAL ANALYTICS, U.S.A. (Business Services)
SHANGHAI HUANGPU RIVER BANKS DEVELOPMENT CONSTRUCTION, China (Local & public authority)
STEEL STORAGE ASIA PTE LTD, Singapore (Developer)
SUBWAY REAL ESTATE, U.S.A. (Developer)
THE AUTONOMOUS REPUBLIC OF CRIMEA, Ukraine (Local & public authority)
VITA PLANNING & LANDSCAPE ARCHITECTURE, U.S.A. (Architects & Planners)
YARDI SYSTEMS, Hong Kong SAR (Service Provider/Supplier)





The MIPIM Asia Awards

The MIPIM Asia Awards are the most prestigious recognition for outstanding developments in the Asia Pacific region. They reward projects for their innovative, technical, environmental and architectural qualities.

The jury is composed of an international panel of top real estate experts:

President of the jury – Dr. Ngee Huat SEEK, Board Director, Government of Singapore Investment Corporation (GIC) Real Estate, Singapore
Mrs. Margaret BROOKE, CEO, Professional Property Services Group, & Chair, Heritage Hong Kong, HK
Dr. Andrew CHAN, Chairman, Hong Kong Green Building Council, Hong Kong
Mr. Stanley CHING, Managing Director & Head of Real Estate Group, Citic Capital, Hong Kong
Mr. Jacques FERRIER, Architect & Town Planner, Jacques Ferrier Architectures, France
Mr. Goodwin GAW, Chairman & Managing Principal, Gaw Capital, Hong Kong
Mr. William KO, Executive Director, Hang Lung Group, Hong Kong
Mr. Charles LAM, Managing Director Real Estate Baring Private Equity Asia, Hong Kong
Mr. Dominic LAM, President, The Hong Kong Institute of Architects, Hong Kong
Mr. Cheng-Soon LAU, Managing Director, Invesco Real Estate, Hong Kong
Mr. John LIM, Group CEO, ARA Asset Management, Singapore
Ms. Elizabeth LOH, Head of Asia, Generali Immobiliare, Hong Kong
Mr. Nicholas J. LOUP, Chief Executive, Grosvenor Asia Pacific, Hong Kong
Mr. Mike MOIR, Director of Property, Hong Kong Jockey Club, Hong Kong
Mr. Anatoly MELNIK, Chief Architect, Vladivostok, Russia
Mr. Jimmy PHUA, Managing Director & Head of Real Estate Investments Asia, Canada Pension Plan Investment Board, Hong Kong
Mr. Richard PRICE, CEO, ING Real Estate Investment Management, Hong Kong
Mr. Daan VAN AERT, Head of Strategic Real Estate Asia, APG Asset Management Asia, Hong Kong
Mr. Nicholas WONG, Principal, The Townsend Group, Hong Kong
Mr. Richard YUE, Chief Executive Officer & Chief Investment Officer, ARCH Capital Management Co. Ltd., Hong Kong



The jury met in September 9 to examine the 80 projects from 15 countries that entered this year's awards. They selected 29 winners in 10 distinct categories, who will compete for Gold, Silver and Bronze status, to be determined by the delegates' votes during the show.

The winners will receive ultimate recognition during the prestigious Awards Gala dinner on Wednesday 16 November.

The MIPIM Asia Awards winners are...

BUSINESS CENTRES

International Commerce Centre
Hong Kong
Kohn Pedersen Fox Associates



Shanghai Huawei Technologies
Corporate Campus
China
Skidmore, Owings & Merrill LLP



Shanghai Wheelock Square
China
Kohn Pedersen Fox Associates



CENTRAL & WESTERN ASIA FUTURA PROJECTS

Abu Dhabi International Airport
Midfield Complex
UAE
Kohn Pedersen Fox Associates



Baku White City
Azerbaijan
ADEC Azerbaijan
Development Company



Northern Caucasus Resorts,
the world's largest
tourism project
Russia
OJSC Northern Caucasus Resorts



The MIPIM Asia Awards winners are...

CHINESE FUTURA PROJECTS

Hong Cheng Plaza
Guangzhou, China
Benoy



InterContinental
Shanghai Wonderland
Shanghai, China
Atkins



Olympia 66
Dalian, China
Aedas Limited



FUTURA PROJECTS

CleanTech Park
Singapore
JTC Corporation



Incheon International Airport
Passenger Terminal 2
South Korea
Heerim Architects & Planners



Sandcrawler
Singapore
Aedas Limited



The MIPIM Asia Awards winners are...

GREEN BUILDINGS

Khoo Teck Puat Hospital
Singapore
CPG Consultants



Suzlon One Earth
India
Synefra E&C Ltd

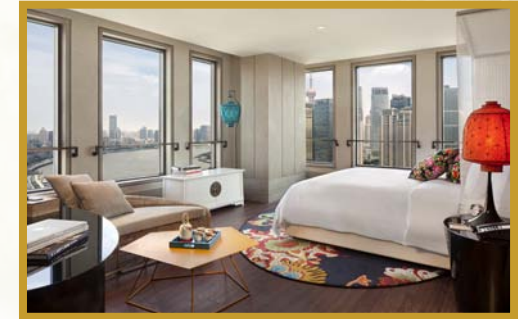


United World College of
South East Asia (East Campus)
Singapore
JTC Corporation



HOTELS AND TOURISM RESORTS

Hotel Indigo Shanghai
on the Bund
China
Shanghai Huangpu River Banks
Asset Management Co. Ltd



Mai Khao Dream Hotel
& Resort Spa
Thailand
DWP



Xintiandi Hotels
China
Kohn Pedersen Fox Associates



The MIPIM Asia Awards winners are...

MIXED-USE BUILDINGS

Marina Bay Financial Centre
Singapore
Raffles Quay
Asset Management Pte Ltd



Novena Lifestyle & Medical Hub
Singapore
Far East Organization



Shanghai International
Cruise Terminal
China
Sparch



RESIDENTIAL DEVELOPMENTS

Belle Vue Residences
Singapore
Wing Tai Land Pte Ltd
(on behalf of Winquest
Investment Pte Ltd)



Helios Residences
Singapore
Wing Tai Land Pte Ltd
(on behalf of Winnervest
Investment Pte Ltd)



Saigon South Master Plan
Vietnam
Skidmore, Owings & Merrill LLP



The MIPIM Asia Awards winners are...

RETAIL STORE DESIGN

Candylicious
Singapore
Gill Capital (Singapore) Pte, Ltd



Miele House
China
KokaiStudios



URBAN REGENERATION

Shanghai Museum of Glass
Shanghai, China
logon urban architecture design



The Bridge 8
Shanghai, China
Shanghai Bridge 8
Property Co. Ltd



The Shiliupu
(Pier 16 Regeneration Project)
Shanghai, China
Shanghai Huangpu River Banks
Asset Management Co. Ltd





The programme of networking sessions

MIPIM Asia participants are also offered an extensive schedule of networking and matchmaking events, with tailored formats and targeted sessions, to make business connections and foster deals:

Topic-based lunch tables

to debate hot issues, share experiences and exchange best practices with handpicked professionals

Link-in sessions

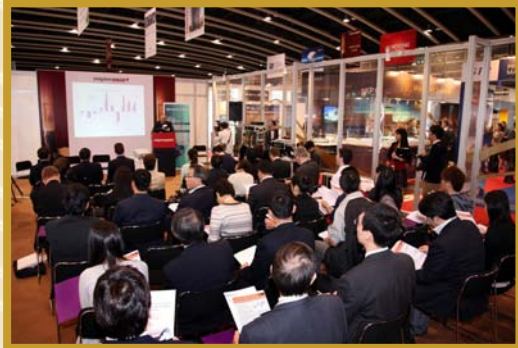
to meet with real estate experts in an informal setting and discuss current industry and regional focuses, each linked to a conference track or session

Power meetings

to connect with specific business targets on a focused one-to-one basis

The Opening Cocktail on Tuesday 15 November and the daily lunch buffet are two other opportunities to network with industry leaders.





Expected high-profile attendees

Since its launch in 2006, MIPIM Asia has benefited from the steady support of the Special Administrative Region of Hong Kong and had the honour to welcome major official representatives from its government, such as Carrie Lam Cheng Yuet-Ngor, Secretary for Development, or John C. Tsang, Financial Secretary.



Among the top-level leaders who participated in MIPIM Asia over the years:

Prof. Joseph E. Stiglitz, Nobel Prize Winner in Economics

Dr. Christina Liu, Minister of CEPD Taiwan

Mr. Mah Bow Tan, Minister for National Development, Singapore

Dr. Fan Gang, Director of China's Natural Economic Research Institute (NERI)

Mr. Chun Ying Leung, Chairman of DTZ Asia Pacific

Mr. Ronnie Chan Chi-chung, Chairman of Hang Lung Properties Ltd.

Mr. Justin Chiu Kwok Hung, Executive Director of Cheung Kong Holding Ltd.

Mr. Joel Peck, Senior Vice President of LandAmerica Financial Group, USA

Mr. Chris Reilly, Director of Property Asia for Henderson Global Investors Ltd., Singapore





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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