

# mipimasia

The world's property market in Asia Pacific

HONG KONG CONVENTION AND EXHIBITION CENTRE  
NOVEMBER 19-21, 2008

MIPIM ASIA SPECIAL TOUR – JAPAN, TOKYO MIDTOWN  
NOVEMBER 17-18, 2008

## PRESS KIT



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





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NOVEMBER 19-21, 2008

Preceded by  
THE MIPIM ASIA SPECIAL TOUR – JAPAN, TOKYO MIDTOWN  
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Subject	Page
<i>A message from Reed MIDEM Deputy Managing Director, Thierry Renault and Gilles Saint Georges Chaumet, Director of MIPIM Asia</i>	3
1. What is MIPIM Asia?	4
2. Industry reaction to MIPIM Asia	6
3. The MIPIM Asia 2008 conference programme	7
4. The MIPIM Asia 2008 Awards	8
5. MIPIM Asia Special Tour – Japan <b>NEW!</b>	9
6. MIPIM Asia 2008 Market information	10
7. MIPIM Asia 2008 Press Releases	12
8. What is Reed MIDEM?	17
9. MIPIM Asia visuals and press contacts	18

# mipimasia

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Ladies and Gentlemen of the Press,

Following the success of the last year's second edition of MIPIIM Asia, which hosted more than 2,000 participants from 54 countries, we warmly welcome you to the third edition of MIPIIM Asia, the world's property market in Asia Pacific.

MIPIIM Asia 2008 will bring together the most important industry players – including international investors, corporate end-users, hotel groups and retailers – who are seeking opportunities in the Asia Pacific property market and beyond. It is a golden opportunity for key regional and international executives to meet together to do business and to develop their working relationships.

2008 will see the launch of an exciting extension to the event, namely the MIPIIM Asia Special Tour – Japan, which will be held in Tokyo on November 17-18. With 50% of commercial property contracts in Asia Pacific realised in Japan, it is appropriate to host two days of conferences and networking opportunities to showcase the extraordinary diversity of the Japanese real estate sector.

In 2007, we introduced the inaugural MIPIIM Asia Awards. Reaction to this initiative was extremely positive, attracting no fewer than 100 entries from 15 countries. The winners of each of the seven categories were unveiled on November 28 during a prestigious awards ceremony at the Hong Kong Convention & Exhibition Centre. The MIPIIM Asia Awards will undoubtedly be a highlight of the 2008 event. To learn about the projects designated last year, please go to: <http://www.mipimasia.com/gb/awards>.

This press kit and the [www.mipimasia.com](http://www.mipimasia.com) website are designed to keep you informed about this unique forum for the Asia-Pacific property industry. In addition, for those of you who may not be familiar with Reed MIDEM, we have taken this opportunity to explain a little bit about our company.

If you are in the business of covering the professional real estate sector, we are convinced that MIPIIM Asia will provide you with an invaluable opportunity to meet the key players in the industry, both from the Asia Pacific region and beyond -- at one time and in one place. We hope that reading about MIPIIM Asia will stimulate your interest enough to convince you to join us in Hong Kong, in November 2008.

Finally, for those of you who attended MIPIIM Asia in 2006 and 2007, we would like to thank you for your support. We look forward to welcoming you and many newcomers from the press to Hong Kong in November 2008.

Yours sincerely,



**Thierry Renault**  
Reed MIDEM Deputy Managing Director

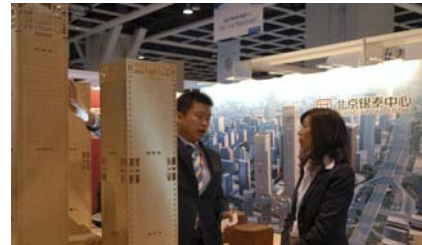


**Gilles Saint Georges Chaumet**  
MIPIIM Asia Director

# mipimasia

The world's property market in Asia Pacific

## 1. What is MIPIM Asia?



**MIPIM Asia** is an exciting business-to-business conference and exhibition event focused on real estate in Asia Pacific, which will take place November 19-21, 2008 in the Hong Kong Convention and Exhibition Centre. The event is preceded this year by the **MIPIM Asia Special Tour – Japan**, a gold-standard conference and networking event to take place from November 17-18 in Tokyo Midtown.

MIPIM Asia is the Asia Pacific version of Reed MIDEM's highly successful MIPIM property exhibition, which was launched in Cannes, France, in 1990 and which has established itself as the leading annual international tradeshow for the property and real estate industry. In March 2008, MIPIM welcomed 29,315 property experts from 83 countries.

MIPIM Asia provides professionals from the industry with a unique insight into the Asia Pacific market, with world-class conferences and an exceptional showcase of development projects from the region. It is also an exclusive platform for the world's leading real estate players to explore new business opportunities and develop partnerships in Asia Pacific. It offers international investors the opportunity to discover innovative new projects and facilitates deals for local investors across the entire region.

### **MIPIM Asia (November 19-21):**

#### **3 intensive days to:**

- **connect with more than 3,000 industry professionals** from within Asia and beyond. **More than 50 countries** represented.
- view a **unique showcase of exciting projects** from some **300 companies** across **9,000 m<sup>2</sup> of exhibition space**.
- benefit from the presence of more than **600 Investors/End-Users/Retailers/Hotel Groups**.
- get a unique insight on local trends with the **MIPIM Asia Conference Programme**.

### **MIPIM Asia Special Tour – Japan (November 17-18):**

#### **2 days of high-quality conferences and networking opportunities**

- a gold standard conference programme focused on the Japanese property market
- numerous networking opportunities – cocktails, coffee breaks, networking lunches...
- presence of the Tokyo Governor and leading personalities from the Japanese property market

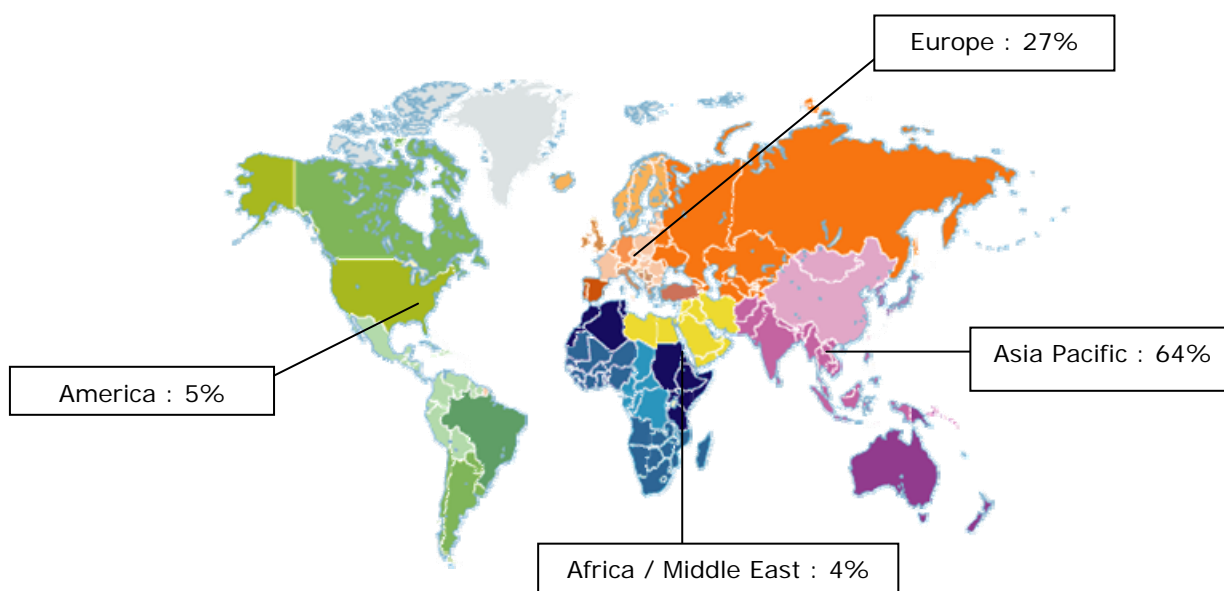
**NEW !**

## Who attends MIPIM Asia:

- Developers
- Property Advisers/Appraisers
- Property Investment Companies
- Property Management Companies
- Investors/Pension Funds/Banks
- Architects/Designers
- Construction Companies
- Corporate End-users
- Development Corporations
- Local/regional/national Authorities
- Hotel Groups
- Lawyers/Accountants
- Retailers
- The Press

MIPIM Asia 2007 in figures	
Total participants at MIPIM Asia 2007	2,130
Participating companies	1,052
Exhibiting companies	236
Investors/End-Users/Retailers/Hotel Groups	561
Countries represented	54
Journalists	78

## Geographical breakdown of participating companies at MIPIM Asia 2007



## 2. Industry reaction to MIPIM Asia



“As a leading developer and landlord across Asia Pacific, we believe that MIPIM Asia is an important event and is a focal point for developers, architects, government institutions and service providers. For the last 2 years, MIPIM Asia has allowed us to meet with our industry peers and gain a broader view of the regional property market. We have also been able to showcase our regional developments and gauge what our competition is doing in the relevant markets.”

**Y K Pang** - Chief Executive, Hongkong Land

“MIPIM Asia is establishing itself as the “must attend” event that brings together many of the region’s major market participants under one roof for 3 days. It provides an excellent platform to meet your competitors, partners, clients and advisors in a very condensed timeframe. I was also impressed to see the large number of retailers and corporate occupiers in attendance this year.”

**Graem Torre** – AIG Global Real Estate Investment (Asia) L.L.C.

“MIPIM Asia is a unique exhibition event that gives to world-class professionals from the real estate industry the opportunity not only to meet local operators and discuss new projects in Asia Pacific but also to strengthen business partnerships worldwide.”

**Louis-Michel Merino** – President & Representative Director, Eurohypo (Japan) Corporation

“The large numbers of attendants and their enthusiasm is proof that MIPIM Asia is meeting the needs of international property investors. The forums, the lounges and the exhibition itself are a great way to meet and exchange ideas. I am sure that MIPIM Asia 2008 will be an even greater success for you and the visitors.”

**Peter M. de Ligt** – Managing Director / CEO, Stena Realty B.V.

“I found MIPIM Asia to be an excellent event to meet the top investors, developers and others in the industry. I was also impressed by the showcase of the many exciting projects in Asia and the Middle East.”

**Cheng Soon Lau** – Managing Director, Invesco

### 3. The MIPIM Asia 2008 Conference Programme



MIPIM Asia's conference programme gives a unique insight into the key issues that are shaping the local real estate industry. From recent successes to tomorrow's trends, a wide range of topics, industry sectors and regions will be covered by the most respected and knowledgeable industry experts.



**Glenn Maguire**  
Chief Economist Asia  
Société Générale  
(HK SAR)

#### Confirmed speakers include:

- **Nicholas Brooke**, Chairman, Professional Services Limited, Hong Kong SAR
- **Rod Cornish**, Macquarie Bank, Australia
- **Stewart Hutcheon**, CEO, Sanalwood Pte Ltd, Singapore
- **Glenn Maguire**, Chief Economist Asia, Société Générale, Hong Kong SAR
- **Anurag Mathur**, Joint Manager Director, Cushman & Wakefield, India
- **Joel Peck**, Senior Vice President, LandAmerica Financial Group, inc., USA
- **Chris Reilly**, Director of Property, Asia, Henderson Global investors (S) Ltd., Singapore
- **Dr Kevin Swaddle**, Head of Asia Pacific, IPD, Hong Kong SAR



**NEW !**



Sharing knowledge and establishing contacts is at the centre of MIPIM Asia. For the first time this year, attendants will be able to take part in specific 30 minute thematic **exhibitors' workshops** and multimedia **pitching sessions** taking place right at the heart of the exhibition area. **Thematic tables** and **networking lunches** will allow delegates to meet in an informal atmosphere.

The conferences are simultaneously translated into English, Japanese, Mandarin and Korean.

For more information on MIPIM Asia conferences and events: [www.mipimasia.com](http://www.mipimasia.com)

## 4. The MIPIM Asia 2008 Awards

It's a well-known fact that some of the most ambitious and high quality projects are currently being developed in Asia. To celebrate the finest the industry has to offer, MIPIM Asia 2008 will play host to the 2<sup>nd</sup> MIPIM Asia Awards.

For the first time, winners will be selected by MIPIM Asia participants who will be able to elect their favorite project in the following seven award categories: 'Business Centers,' 'Mixed Use Buildings,' 'Residential Developments,' 'Hotels and Tourism Resorts,' 'Green Buildings,' 'Shopping Centers' and the 'MIPIM Asia Futura Award.' In addition, a special jury prize will be awarded and, new this year, the project with the most votes will receive a 'Participants' Choice Award.'

Entry to the awards is open to all companies working in the property industry and is not restricted to MIPIM Asia participants. Projects have to be based in the Asia Pacific region and have to be completed before 30 November 2008, except for the Futura projects category.

MIPIM Asia attendees will elect the winners from the nominated projects. They will be revealed during a prestigious ceremony followed by a cocktail that will take place on November 20, in the presence of all MIPIM Asia participants.

20 finalists will be selected on September 19 by an international jury of well-known personalities from the Asia Pacific real estate sector headed by **Dr. Robert Lie**, Managing Director, Redevco Asia Limited, Hong Kong:

- **Reuben Chu**, Chairman, Professional Green Building Council, Hong Kong
- **Richard David**, Treasury Holdings China Limited, Managing Director, China
- **Martin Donovan**, Commissioning editor with the South China Morning Post's special reports section, Hong Kong
- **Timothy J. Grady**, Merrill Lynch (Asia Pacific) Limited, Managing Director, Hong Kong
- **Cheng Soon Lau**, Invesco Hong Kong Ltd, Managing Director, Hong Kong
- **Morgan Laughlin**, The Royal Bank of Scotland, Managing Director, Regional Head of Real Estate Finance - Asia Pacific, Japan
- **Hokyu Lee**, Savills Korea / BHP Korea Ltd. / Korea Asset Advisors Ltd., President & CEO, Korea
- **Nick Loup**, Grosvenor, Managing Director, Hong Kong
- **Dr Ronald Lu**, Hong Kong Institute of Architects, President, Hong Kong
- **Michael Smith**, Managing Director and Head of Asian Real Estate, Goldman Sachs Pte, Singapore
- **Richard T.G. Price**, ING Real Estate Investment Management, CEO – Asia, Hong Kong
- **Graeme Torre**, AIG Global Real Estate Investment, Managing Director, Hong Kong

## 5. MIPIM Asia Special Tour – Japan

**NEW !**



For the first time, MIPIM Asia will be preceded by a conference dedicated to the Japanese real estate sector, the MIPIM Asia Special Tour – Japan. Taking place from **November 17-18 in Tokyo Midtown**, this event provides international investors with an exclusive insight in the booming Japanese real estate market and with unique networking opportunities with local authorities, developers and

This 2-day event has been created to provide an unparalleled business platform for over **400 high-profile industry professionals** to tap into exciting local investment and networking opportunities through a tailor-made conference and events programme. The event comes at a time of intense interest in the Japanese market and will enable you to learn more about this hot market.

### The event will feature key players operating in Japanese real estate:

- **Mr. Naoto Aiba**, Executive Officer and General Manager of the Commercial Development Department, Mitsubishi Estate Co., Ltd.
- **Mr. Tadao Ando**, Architect
- **Prof. Yasushi Aoyama**, Meiji University
- **Mr. Graham Davis**, Director, Japan Corporate Network, The Economist Intelligence Unit
- **Mr. Yoshinori Ikezoe**, President, IDU Co.
- **Mr. Takuya Ishikawa**, Director of Real Estate Investment Market Office, Ministry of Land, Infrastructure, Transport and Tourism
- **Prof. Yuichiro Kawaguchi**, Waseda University
- **Mr. Keiji Kimura**, Vice Chairman, The Real Estate Companies Association of Japan
- **Mr. Yoshizumi Kimura**, Director, Equity Research, Nikko Citygroup Limited
- **Mr. Masayuki Kusumoto**, Senior Manager, Architect, Development Promotion department, NTT Urban development Co.
- **Mr. Minoru Mori**, President and CEO, Mori Building Co., Ltd.
- **Mr. Takeshi Nakawake**, Senior Executive Officer, Principal, Value Management and Cost Planning, Nikken Sekkei
- **Mr. Hidetoshi Ono**, Managing Director, Country Manager-Japan, ING Real Estate Investment Management Japan K.K.
- **Mr. Masatoshi Ozaki**, General Manager, Planning and Research Department, Mitsui Fudosan Co., Ltd.
- **Mr. Yosuke Sakonju**, Managing Officer, Ikea japan
- **Mr. Tomohiko Sawayanagi**, Managing Director, Japan, Jones Lang LaSalle Hotels
- **Mr. Gregory Stuppler**, Managing Director, Starwood Capital Japan Operations, L.L.C.
- **Mr. Taro Tokunaga**, Chief Editor, Nikkei Real Estate Market Information, Nikkei Business Publications, Inc.
- **Mr. Fred Masato Uruma**, President and CEO, Touchstone Capital Securities Co., Ltd.
- **Mr. Fumihiko Yasutake**, President and CEO, Premier REIT Advisors Co., Ltd.

## 6. MIPIM Asia 2008 market information

### Registered exhibitors & investors for MIPIM Asia 2008:

111 Exhibiting companies from 23 countries have registered for MIPIM Asia as of September 1, 2008

116 Investors from 22 countries have registered for MIPIM Asia as of September 1, 2008

### Exhibiting companies include:

Aedas Ltd – Hong Kong  
Al Zorah Development (Private) Company Ltd – U.A.E.  
AMP Capital Investors – Australia  
Archetype Group - Vietnam  
Benoy – Hong Kong  
BTA Development Investments - Vietnam  
China Real Estate Opportunities Ltd – UK  
Cushman & Wakefield – China  
DTZ – Hong Kong  
Dubai Properties – U.A.E.  
Edaw – Hong Kong  
Eurohypo AG – Germany  
FIABCI - France  
Gyeongnam Provincial Government – Korea (South)  
ING Real Estate Investment Management – Hong Kong  
Japan Pavillion – Institute for future urban development  
Jeju Free International City Development Centre – Korea (South)  
Jeollanam-Do Provincial Government – Korea (South)  
Jerde Partnership – Hong Kong  
Jones Lang Lasalle – Singapore  
Kasian Global Shanghai - China  
KH Land Sdn Bhd - Malaysia  
Koh Puos Investment Group - Cambodia  
Mission Hills Group – Hong Kong  
Quantum Hotels & Resorts – Hong Kong  
Sandalwood - Singapore  
Star Mall Real Estate Development Co. Ltd - China  
The Rockefeller Group – U.S.A.  
Tishman Speyer – Australia  
Vertuz Development Co, Ltd - Thailand  
Vinacapital Group – Vietnam

## **Investors include:**

Akron Group – Austria  
Anthos Asset Management – Netherlands  
Citi Global Wealth Management - Hong Kong  
Citic Capital Holding Limited - Hong Kong  
Cisa Capital Partners (HK) Ltd - Hong Kong  
Commerz Real AG - Germany  
Composition Capital Partners - Hong Kong  
DEGI GmbH - Germany  
Deutsche Asset Management (HK) Ltd. - Hong Kong  
Deutsche Securities (RREEF) - Japan  
DIFA Real Estate Asia Pacific Pte - Singapore  
Fan Ya Tai - China  
Hannover Leasing GmbH - Germany  
Hans Thulin - Belgium  
Hayter International SA - France  
Inovalis - France  
Investec Private Bank - United Kingdom  
Lasalle Investment Management - Singapore  
Lehman Brothers - Singapore & Hong Kong  
Macarthurcook Limited - Australia  
Macquarie Pacific Star Prime Management Ltd - Singapore  
Macquarie Real Estate Asia Ltd - Hong Kong  
MGPA - Singapore  
Millennium Spire Asset Management Pte Ltd - Singapore  
Mitsubishi UFJ Securities – Hong Kong  
Nomura Real Estate Capital Management - Japan  
Pradera – Hong Kong  
Primo co Ltd - Thailand  
Puji Investments (Hong Kong) Ltd – Hong Kong  
RE Singapore Consulting - Singapore  
Round Hill Capital Partners - Japan  
RREEF - Germany  
Standard Life Investments - Scotland  
Stirling Finance Ltd - Hong Kong  
The Carlyle Group - Hong Kong  
The Redwood Group - Japan  
Valartis Asset Management SA - Switzerland  
Westdeutsche Bank - Germany  
WIB Real Estate Finance Japan - Japan

## 7. MIPIM Asia Press Releases

### **MIPIM Asia 2008 Special tour – Japan Spotlight on investing in Japan**

**Paris, March 11, 2008** – Building on the success of the first two MIPIM Asia events, held in Hong Kong, and with the aim of growing demand from international investors, a first-time two-day series of conferences on the achievements and opportunities of the Japanese property market with high level speakers will be held on 17 and 18 November 2008 in Tokyo..

Ten conferences, panels and workshops, an exhibition and networking area, and 400 participants, including 150 Westerners are already expected. The major themes will cover architecture, green buildings, finance and J-REITS, making the Special Tour - Japan a key date on the 2008 calendar for international investors. According to Gilles Saint Georges Chaumet, MIPIM Asia Director: "The robustness and size of the Japanese property market is more than ever generating interest and attention from international investors and developers. The MIPIM Asia Special Tour - Japan will provide a unique occasion to better understand the workings of the Japanese market and a rare opportunity to meet the key people in this market. "

MIPIM Asia Special Tour - Japan will take place in "Tokyo Midtown", which won two awards at the MIPIM Asia Awards 2007 in the "Mixed-use building "and" Special Jury Award" categories. [Http://www.tokyo-midtown.com/en/](http://www.tokyo-midtown.com/en/).

Gilles Saint Georges Chaumet is confident about the success of this new get-together: "The MIPIM Asia Special Tour - Japan in Tokyo, immediately followed by the now traditional rendezvous at MIPIM Asia in Hong Kong, will give major international property players a chance to benefit from a complete overview of the latest projects and funding sources etc, in the Asia-Pacific region in five days of exhibitions, conferences and networking events."

## **MIPIIM Asia 2008 Special Tour – Japan: All you need to know about Japanese real estate**

**Paris, 28 April, 2008** - For the first time, MIPIIM Asia, the professional real estate market dedicated to the Asia-Pacific region, will kick off with a two-day series of specialized conferences on real estate investment in Japan. The MIPIIM Asia 2008 Special Tour – Japan will take place in Tokyo on 17 and 18 November 2008.

"Japan - the fourth largest destination for global investments with more than \$50 billion in 2007 – is attracting more interest than ever from international investors. The property sector accounts for a particularly large proportion of these investments, with 50% of real estate contracts in the Asia Pacific region registered in Japan. In response, and with strong support from major Japanese developers and the Fudosan Kyokai professional association, it was only natural to launch a MIPIIM Asia Special Tour - Japan," says Gilles Saint Georges Chaumet, Director of MIPIIM Asia.

A panel of a dozen conferences and workshops will provide a broad overview of the property market in the land of the rising sun. All sectors, from residential and tourist resorts to commercial and office space, will be covered, together with such special themes as REITs in Japan, sustainable development and green buildings. Key speakers will include Minoru Mori, President and CEO of Mori Building, Keiji Kimura, President and CEO of Mitsubishi Real Estate and Vice-President of the Fudosan Kyokai property association, and Tadeo Ando, the internationally renowned Japanese architect. The Governor of the city of Tokyo, Shintaro Ishihara, will also honour the Special Tour - Japan with his presence on the evening of Monday, November 17.

The MIPIIM Asia Special Tour - Japan will focus on facilitating contact and discussion between participants, with plenty of opportunity for professional meetings during these two days. It begins with a welcome cocktail party, followed by a pre-opening VIP dinner on Sunday, November 16, where international investors will have an opportunity to get to know developers and representatives of Japanese local authorities, and discuss projects and future collaboration in a relaxed atmosphere.

After this 'prelude' to Japanese real estate, which will bring together nearly 400 real estate professionals, including 150 international investors, MIPIIM Asia will open its doors to more than 2,500 professionals in the sector, including local authorities, developers, architects, investors, end-users, hotel groups, retailers and consultants in the Hong Kong Convention & Exhibition Centre from 19 to 21 November 2008.

## **MIPIM Asia unveils conference programme hot topics**

**Paris, July 31, 2008** – MIPIM Asia today announces that **Glenn Maguire**, Chief Asia Economist for Société Générale SA in Hong Kong, is set to keynote MIPIM Asia's pre-opening conference. This year's conference programme will more than ever focus on key issues shaping the booming Asia Pacific real estate industry. The third edition of MIPIM Asia will take place 19-21 November 2008, in the Hong Kong Convention and Exhibition Centre.

Having joined Société Générale in 1996, **Glenn Maguire** is responsible for regional economics, foreign exchange and fixed income research. He is also a member of the Global Capital Markets Economics Team that produces highly regarded economic and cross asset publications. Maguire has a strong knowledge of Far East financial markets and his special keynote address on Asia Pacific economics will give a complete view of the current economic picture in the area.

Through a selection of visionary keynote addresses and expert-led panels, this year's MIPIM Asia conferences will tackle specific issues such as the impact of the credit crunch in Asia Pacific. Cross-border investments, which already represent 46% of total transactions in Asia, will also be examined with a special focus on rising opportunities in Islamic finance. Cutting edge regional themes such as investment opportunities in Australia - the country represents no less than 15% of total commercial real estate investment in Asia - will be addressed by international experts. Rapidly increasing their share too, fast-growing countries such as India, Vietnam and China will also be covered.

Other major topics this year: special focus will be given to Asia with the "Meet the Chairmen" super panel during which a selected number of top leaders will get together to deliver their predictions for the region over the coming year; sustainability in the real estate industry will be addressed with a dedicated keynote on the Asia Green Architecture and a panel on sustainable development.

New this year, MIPIM Asia exhibitors will have the exclusive opportunity to promote their business by holding 30-minute interactive workshop sessions about a specific topic, country or project on their stand. Attending delegates will be able to pick up the keys to success in certain sectors and regions through open debates led by industry representatives.

In order to attend, registrations are to be made on MIPIMWorld – Asia, the online matchmaking tool with contact details of all participants, which will list all the available workshops at the market as of September. Participants may also attend networking events, thematic lunches and matchmaking sessions.

Please note that the MIPIM Asia Early Bird offers 30% off the individual participation fee (690€ instead of 990€) to professionals who register before August 31, 2008.

## INNOVATION & INTERNATIONAL JURY FOR THE SECOND EDITION OF THE MIPIM ASIA AWARDS

**Paris, 28 August 2008** - For the second consecutive year MIPIM Asia, the world's property market in Asia-Pacific, will host the MIPIM Asia Awards, which reward the finest real estate achievements in this region. MIPIM Asia 2008 will be held at the Hong Kong Convention and Exhibition Center from 19 to 21 November.

For the first time, winners will be selected by MIPIM Asia participants who will be able to elect their favorite project in the following seven award categories: 'Business Centers,' 'Mixed Use Buildings,' 'Residential Developments,' 'Hotels and Tourism Resorts,' 'Green Buildings,' 'Shopping Centers' and the 'MIPIM Asia Futura Award.' In addition, a special jury prize will be awarded and, new this year, the project with the most votes will receive a 'Participants' Choice Award.'

*"For the launch of the Awards in 2007, MIPIM Asia set the bar very high, selecting an outstanding jury and giving unprecedented visibility to the candidate projects," says Tadao Kamei, Executive Officer Principal of Japanese design firm Nikken Sekkei, one of last year's most noticeable winners. "The judicious choice of categories will this year again give extensive promotion to outstanding projects around the world."*

20 finalists will be selected on September 19 by an international jury of well-known personalities from the Asia Pacific real estate sector headed by **Robert Lie**, Managing Director, Redevco Asia Limited, Hong Kong:

- **Reuben Chu**, Chairman, Professional Green Building Council, Managing Director, Structural, Infrastructure & Environmental, Hong Kong
- **Richard David**, Treasury Holdings China Limited, Managing Director, China
- **Martin Donovan**, South China Morning Post, Editor, Hong Kong
- **Timothy J. Grady**, Merrill Lynch (Asia Pacific) Limited, Managing Director, Hong Kong
- **Cheng Soon Lau**, Invesco Hong Kong Ltd, Managing Director, Hong Kong
- **Morgan Laughlin**, The Royal Bank of Scotland, Managing Director, Regional Head of Real Estate Finance - Asia Pacific, Japan
- **Nick Loup**, Grosvenor, Managing Director, Hong Kong
- **Hokyu Lee**, Savills Korea, BHP Korea Ltd., Korea Asset Advisors Ltd., Managing Director, Korea
- **Dr Ronald Lu**, Hong Kong Institute of Architects, Managing Director, Hong Kong

- **Richard T.G. Price**, ING Real Estate Investment Management, CEO- Asia, Hong Kong
- **Michael Smith**, Managing Director and Head of Asian Real Estate, Goldman Sachs Pte, Singapore
- **Graeme Torre**, AIG Global Real Estate Investment, Managing Director, Hong Kong

This competition is open to any company in the property sector with projects or achievements in Asia Pacific. Nominees for the MIPIM Asia Awards will be extensively promoted before and during the event.

The winners of the MIPIM Asia Awards will be announced on November 20, 2008 at a prestigious ceremony followed by a cocktail party.

## 8. What is Reed MIDE M?

Based in Paris, France, **Reed MIDE M** is a leading organiser of professional, international exhibitions.

Founded in 1963, Reed MIDE M is a leading organiser of professional, international tradeshows. Reed MIDE M events have established themselves as key dates in professional diaries. The company hosts MIPTV featuring MILIA, MIPDOC, MIPCOM, and MIPCOM JUNIOR for the television and digital content industries, MIDE M for music professionals, MIPIM, MIPIM Asia, MIPIM HORIZONS and MAPIC for the property and retail real estate sectors.

**Reed MIDE M** is a division of **Reed Exhibitions**, the world's leading events organiser. Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 500 events serves 47 industry sectors. In 2007 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 39 fully staffed offices.

MIPIM Asia marks a significant expansion into the Asia Pacific region for **Reed MIDE M**. Complete details about **Reed MIDE M** can be found by visiting <http://www.reedmidem.com>.

### Future property markets:

**MIPIM Asia** – 3d edition: November 19-21, 2008 (Hong Kong)

*The world's property market in Asia Pacific*

**MAPIC** – 14<sup>th</sup> edition: November 19-21, 2008 (Cannes)

*The international market for retail real estate*

**MIPIM HORIZONS** – 1<sup>st</sup> edition: December 2-4, 2008 (Cannes)

The world's property market for fast growing regions

**MIPIM** – 20<sup>th</sup> edition: March 10 – 13, 2009 (Cannes)

The world's property market

## 9. MIPIM Asia visuals and press contacts



The official visuals of MIPIM Asia 2008 can be obtained through the MIPIM Asia press service. For more information on MIPIM Asia and the press department:

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

For photos of MIPIM Asia 2007 please go to:

<http://creativegp.com/mipimasia/2007OfficialPhotos/album.html>.

All pictures are in high definition.

The MIPIM Asia **Press Club** is a dedicated and fully-equipped (individual work stations, computer terminals, high-speed internet connections, fax, photocopiers...) area for the international press to conduct interviews, write and send their stories or to simply relax between meetings.

### Your press contacts in Paris:

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