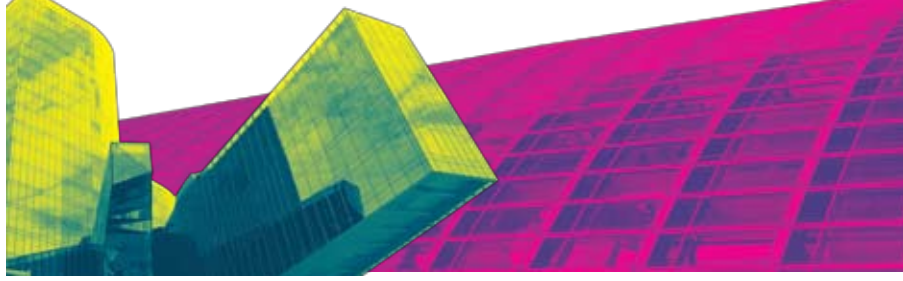


ASIA OFFICE SPACE CONGRESS 2009 REGISTRATION FORM



TO REGISTER

Facility Media
602-603 Yu Yuet Lai Building, 43-55 Wyndham Street, Central, Hong Kong
Tel: +852 2851 9923 Fax: +852 2851 9477
Email: register@facilitymedia.com
Website: www.officespacecongress.com

HOTEL INFORMATION

Harbour Grand Hotel
Address: MTR Fortress Hill Station Exit A, 23 Oil Street, North Point, Hong Kong
Website: www.harbour-grand.com
Special Rates Available: Please contact our delegate team on +852 2851 3140 for booking details.

YOUR DETAILS (Please use BLOCK LETTERS)

First Name (Mr/Mrs/Ms/Miss/Dr): _____ Last Name: _____
Job Title: _____ Department: _____
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Email: _____ Direct Fax: _____
 Yes, I would like to receive information from Facility Media via email

APPROVING MANAGER

First Name (Mr/Mrs/Ms/Miss/Dr): _____ Last Name: _____
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Company Name: _____
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	Normal Price	Supporting Institute Rate*	Paid RFP Subscriber Rate	Group Discount
Early Bird (before 1 Nov)	US\$499 / HK\$3890	US\$399 / HK\$3110	US\$399 / HK\$3110	3 for price of 2 total US\$998
After 1 Nov	US\$699 / HK\$5450	US\$599 / HK\$4670	US\$599 / HK\$4670	3 and above 20% discount

Early bird rates are contingent upon payment being received within 14 days from the registration date.
NOTE: on-site registrations - US\$200 surcharge will be collected and no discounts are available. All discounts can only be applied at the time of registration and discounts cannot be combined. All discounts are subject to approval. Please note the fee does not include travel or hotel accommodation costs. For group discounts please call +852 2851 3140.

***SUPPORTING INSTITUTE** Name of eligible institute and membership number: _____

Eligible Institutes & Organisations:
CORENET HKSA
RICS ICRM

PAYMENT METHOD AND CANCELLATION POLICY

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Please invoice my company quoting the following reference:

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Please make your crossed cheque or bank draft payable to **Facility Media Ltd.** in US\$ or HK\$ only. Please contact Facility Media customer service for standard exchange rate. PLEASE mail your cheque or bank draft and registration form (including mailing label) to Customer Service, Facility Media, 602-603 Yu Yuet Lai Building, 43-55 Wyndham Street, Central, Hong Kong.

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CANCELLATION POLICY:

Should you be unable to attend, a substitute delegate is always welcome at no extra charge. We can also provide a credit note for attendance at any future event. Alternatively, a 50% refund will be provided for cancellations received in writing (letter or facsimile) no later than four weeks prior to the event; thereafter we regret no refunds can be made.



ASIA OFFICE SPACE CONGRESS 2009

In Partnership With:



THE REALITIES OF RECOVERY

2 December 2009,
Harbour Grand Hotel
Hong Kong



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SENIOR MANAGER, APAC & JAPAN
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PAUL SCROGGIE
DIRECTOR - CORPORATE CONSULTANCY
KNIGHT FRANK NEWMARK



JEREMY KWOK
DIRECTOR OF REAL ESTATE
WPP

Plus insight from speakers such as:

- James Lawford**, Senior Vice President, CRS, **Citi**
- Royden Braganza**, Regional Director - Corporate Services, **Cushman & Wakefield**
- Chris Woolston**, Managing Director, **forward thinking inc (UK)**
- Matthew Blain**, Principal, **Hassell**
- Jeremy Sheldon**, Managing Director Markets, Asia Pacific, **Jones Lang LaSalle**

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ASIA OFFICE SPACE CONGRESS 2009

CONFERENCE AGENDA

2 DECEMBER 2009, HARBOUR GRAND HOTEL, HONG KONG

09:00 **Welcome and opening Address**

09:05 **Opening Keynote: "Global economics, recovery and the commercial real estate outlook"**

- Economies in recovery mode?
- The Trickle-Down Effect of upheaval: how events in the US and Europe are impacting on Asian markets
- Establishing the effects for corporations active in Asia
- The outlook for the short and medium term

CORPORATE REAL ESTATE FOR A NEW GLOBAL ECONOMY

09:40 **The future faces of commercial real estate in Asia's business hubs**

- Engineering value for money in international leasing portfolios
- Rental rates and their effects on stocks
- Is supply meeting changing tenant demands?

Jeremy Sheldon, Managing Director Markets, Asia Pacific
Jones Lang LaSalle

10:15 **End-Users Panel: Diverging Expectations: the landlord – tenant relationship**

- Meeting expectations as business performance and RE markets fluctuate
- Using workplace design elements support drive business performance
- Winning tactics and evolving standards

Panel:

Jeremy Kwok, Director of Real Estate, **WPP Asia Pacific**
James Lawford, Senior Vice President, Corporate Realty Service, **Citi**
Michael Zamora, Senior Manager, Asia Pacific and Japan Regions, **Cisco**

11:00 **Networking break**

LEASING THE MARKET: ADDING VALUE & COST EFFICIENCY THROUGH NEGOTIATION

11:25 **Renewals and restacks**

- Negotiating trends and tactics for optimizing cost value returns
- Getting more for less
- Clauses to look out for: establishing and mitigating the hidden costs

Royden Braganza, Regional Director – Corporate Services,
Cushman & Wakefield

12:05 **Green Leases: Incorporating green into your tenancy agreements**

- The value of going green: saving costs through efficient workplace management
- How to define "green" – what you can and can't include
- Legal implications for tenants and landlords

12:40 **Networking Lunch**

USING THE WORKPLACE TO DRIVE BUSINESS PERFORMANCE IN A CHALLENGING MARKET

14:00 **Change, Engage: Inside out or inside in?**

Paul Scroggie, Director – Corporate Consultancy, **Knight Frank Newmark**

14:35 **Generation "Why?"**

- The impact of the financial crises on workplace management and design across the region
- An Asian perspective on generational workplace change
- Culturally sensitive workplace strategies
- The future of workplace design in the new global economy

Chris Woolston, Managing Director, **forward thinking inc.**

GREEN SHOOTS: ECONOMIC AND ENVIRONMENTAL DEMANDS FOR ECO-EFFICIENCY

15:10 **The Economic benefits of Sustainable Workplaces**

- Evaluating company's green credentials as part of the decision making process
- Evaluating the success of sustainable initiatives employed
- Importance of gaining and maintaining buy-in from all stakeholders
- How to use the designed environment to achieve more sustainable workplaces and effect cultural change

Matthew Blain, Principal, **Hassell**

15:45 **Networking break**

16:10 **Panel: The Green Dilemma: What can developers, end-users & service providers do to ensure a sustainable future**

- The need for green – the future of triple bottom line reporting in Asia
- Easy wins and choosing where to invest for real returns
- Consultants appointment strategies – getting value for money
- Survival of the greenest – in a tricky market, does green give a competitive edge

Panel Moderator:

Claire Saeki, Co-Founder & Publisher, **RFP Magazine**

16:10 **Closing International Keynote : Innovation and the workplace**

Andrew Harrison, Director, Learning and Research, **DEGW (UK)**

17:20 **End of conference and Cocktail Event**

WHY YOU SHOULD ATTEND?

WHO SHOULD ATTEND?

PLATINUM SPONSORS

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The Asia Office Space Congress is an ideal opportunity to obtain the latest information on corporate real estate, office projects and workplace strategy from a planning, design and fit-out perspective. A speaking panel of industry leaders will deliver high level presentations and expert analysis on the latest trends and market data, technical aspects and sustainable office options.

This conference is a unique opportunity for anyone involved in the lifecycle of corporate workplace projects to not only learn about the latest developments and technologies, but also network with corporate end-users, developers, designers and architects, consultants and contractors involved in these exciting projects.

Expert speakers will discuss:

- The economic outlook for the commercial real estate industry.
- How companies are minimising office overhead costs.
- New trends for dealing with office real estate.
- Green office solutions and project delivery issues.
- Latest workplace design strategies & standards.

Administration Manager

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