



2nd ANNUAL MIXED-USE DEVELOPMENT

Envisioning Future Mixed Use Development

27th - 28th May 2015 | Manila, Philippines

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WHY YOU CANNOT MISS THIS EVENT

As cities become increasingly more populous, smart and sustainable mixed-use developments have become the engines of community and economic vitality. In the past, developers tended to separate residential and commercial developments, but now people want to live in a diverse and secure environment.

Mixed-used is creating a unique project and design puzzle that is encouraging companies to innovate to fit different uses together. You need to provide elements like green space that will engage people and resonate with their tastes and needs. Striking the right balance of commercial, workplace and community uses helps ensure people arrive for one reason—and stay for the rest.

Trueventus 2ND Mixed Use Development Series, drawing from its broad range of speakers and expertise provides you an interactive and learning platform to ask industry leaders about their winning approaches, and highlights common mistakes made and pitfalls to avoid, while providing real-life examples for a successful mixed-use project. Covering all types of developments, from horizontal and vertical, we will be looking into all aspects of a mixed-use development, to tap into the diverse markets through mixing the right elements of mixed-use components in order to generate higher returns of investment in the long term and establish a global brand!

THIS UNIQUE CONFERENCE WILL BRING DELEGATES THE BENEFITS OF:

- **Reinventing** the concept of Mixed Use Development
- **Finding** the right balance of mix use components to be integrated in your project
- **Positioning** your MXD as the key drivers of economic growth
- **Assessing** the commercial elements in your MXD project
- **Using** MXD as a tool for creating smart cities
- **Learning** best practices in mixed used development projects
- **Benchmarking** with leading developers and architects

WHO SHOULD ATTEND?

This conference is designed for Director Generals, CEO's, COO's, CFO's, Real Estate Developers, Property Developers, Property Investors, REIT Advisors, Leasing Directors, Managing Directors, Executive Directors, Operation Directors and key decision makers from the property development, management and investment sectors who are responsible for:

- Property development
- Property investment
- Property management
- Leasing management
- Marketing
- Sales
- Business development
- Real estate development
- Financial advisors
- Head of retail
- Operation management
- Facilities management
- Building management

Industry

- Developers
- Property investment houses
- Property management firms
- Property managers
- Investment banks
- REIT's
- Architectural and design firms
- Real estate consultants
- Shopping malls
- Hotels and Resorts
- Apartment management services
- Retail outlets

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AsianNGO is the pioneer media platform designed to empower NGOs and development professionals in Asia-Pacific, capacitating them with resources for sustainable growth. The main channel of AsianNGO is a web portal for users to track and apply for available grants, project partners and download learning assets for their better organisational management; and event updates for their relevant interests. In addition, AsianNGO releases a print magazine every two months with news and policy updates from the development sector; as well as a weekly e-newsletter with the latest grants and upcoming events across the region.

www.asiango.org



The International Society of City and Regional Planners (ISOCARP) is a global association of experienced professional planners. It was founded in 1965 in a bid to bring together recognised and highly-qualified planners in an international network. The ISOCARP network brings together individual and institutional members from more than 80 countries worldwide. As a non-governmental organisation ISOCARP is recognized by the UN, UNHCS and the Council of Europe. The Society also has a formal consultative status with UNESCO.

www.isocarp.org

MEDIA PARTNERS



Shelter is a quarterly magazine that intends to be a repository of ideas rather than of references. It aims to stir discussions and reviews to ignite the public's interest with architecture and design. Through a collection of reportage, features, and essays, Shelter will serve as a catalyst for the progress and development of our industry.

www.shelter-magazine.com



Ensign Media is the publisher of Asia's leading monthly luxury real estate magazine, Property Report and the quarterly supplement, Helm Superyacht Lifestyle. The company also organises the region's foremost real estate events – the Property Awards, which play host to annual gala dinners for up to 600 CEO's, senior managers and leading industry figures in Bangkok, Kuala Lumpur, Manila, Jakarta and Singapore.

www.ensign-media.com



Property Report Magazine gives readers an in-depth look at the luxury property market in Southeast Asia and beyond by highlighting the best locations, showcasing the most exclusive launches, and reporting on crucial trends that affect real estate investments. Its regional expertise gives it an edge, examining each piece of the market in context, which has become even more crucial with the coming of the AEC.

www.property-report.com

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Featuring Keynote Presentation and Case Studies Delivered by Distinguished Speakers:



Felino Palafox, Jr. Founder and Principal Architect
Palafox Associates, Philippines
**Most outstanding Architect awarded by City of Manila*
**BCI Asia Top 10 Architecture Awarded (2005-2011)*

Speaking on: Transit-engaged Vertical Urbanism and Mixed-Use Developmet

Felino "Jun" Palafox Jr. has 42 years of experience in architecture and 40 years in planning. He led and managed his firm Palafox Associates in the planning of more than 16 billion square meters of land and the design and architecture of more than 12 million square meters of building floor area in 38 countries.



Peter J. Kindel Director
Skidmore, Owings & Merrill LLP, Hong Kong
**Honoured with 14 national and regional design awards from the American Institute of Architects, the Urban Land Institute*

Speaking on: Pushing Boundaries of Mixed Use Design: Reviewing top-notch design trends in mixed-use developments

In his 22-year career, his projects have included mixed-use master plans, city plans, new communities, urban conservation, and the design of streets and park systems.



Joselito N. Luna Vice President
Ayala Land, Philippines
**Nuvali, Bonifacio Global City*
**Cebu IT Park*
**Arca South*

Speaking on: Leveraging on Mixed-Use Developments: Creating a complete neighbourhood in meeting the "live-work-play" concept - Ayala CaseStudy

Joel has over 29 years of design experience covering the fields of architecture, planning, urban design and design management. He has led the masterplanning of several large-scale, mixed-use townships of Ayala Land, Inc. such as Nuvali, Bonifacio Global City, Cebu I.T. Park, Arca South, Lio Tourism Estate, and many others.



Eric Manuel Vice President, Business Development
Daiichi Properties, Philippines

Speaking on: Securing relationship- Building long term partnership with tenants and investors to maximise profitability

Eric Manuel has over 12 years of experience in the Commercial/Corporate Real Estate and Financial Services industries providing strategic and transaction services to investor/occupier clients.



Eric Phillips Principal
NBBJ, Shanghai
**Microsoft R&D Headquarters, China*
**Four Seasons Hotel & Private Residences*

Speaking on: Maximising land use- Delivering vibrancy and business synergy by integrating a mix uses vertically (Panel Discussion) Exploring the investment opportunities of mixed-use projects in Asia

Eric with more than 15 years of experience has worked extensively in the United States and Asia. His work encompasses as wide variety of project types including corporate offices, large scale mixed-use development, and residential projects.



Sean Seonkook Kim Associate Vice President
RTKL, Beijing China

Speaking on: Enhancing connectivity and accessibility- Strategic Infrastructure Planning

Sean Seonkook Kim has over 18-year experience on architectural design, research and masterplanning experience with a strong background designing multiple building typologies of varying scale in architecture for numerous project types.



Lars Wittig Country Manager
The Regus Group, Philippines

Speaking on: Flexible workspace in Mixed Use Development

Lars oversees Regus' strategic growth and operations across this region. He leads a number of teams dealing with sales, marketing, operations, finance, human resources, customer services and training.



David Buffonge Director
Lead Architects, Hong Kong
**Westgate Singapore*
**Raffles City Shenzhen*
**Riverside66, Tianjian, china*

Speaking on: Unlocking Development Opportunity: Integrating well planned mixed use developments in Transit Oriented areas

David is an Award Winning Architect and Urban Designer with over 18 years of experience in the design of large mixed-use developments around the world. He is an expert in Retail Planning & Design, Urban Design & Master Planning, High Density Vertical Mixed-Use Development, Transport Oriented Design (TOD) & Airport Terminals.

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Featuring Keynote Presentation and Case Studies Delivered by Distinguished Speakers:



Owen Wee Liam Choo Vice President
Surbana International Consultants, Singapore

Speaking on: Sustainability and Urbanisation: How to urbanize in a sustainable manner

Owen has been involved in a wide range of projects that include a National Park Board East Coast Park Master Planning, public housing, private housing, design competitions for Firestations and Lasalle Arts School, Public Housing Punggol WaterWay.



Arch Romolo V. Nati Chief Executive Officer
(ITPI) Itaipinas, Philippines

*Miramonti
*Mixed-use Condominium

Speaking on: : Exploring the Investment Opportunities of Mixed-Used-Project in Asia

Arch. Romolo Valentino Nati is a multi-awarded green architect and designer. He has been awarded in Italy, Estonia and the Philippines. He specializes in the design and development of sustainable buildings.



Dr. Saeed Zaki Regional Managing Director
DWP Design Worldwide Partnership, Malaysia

Speaking on: Augmenting MXD as a strategy in greening Brownfield developments

Dr. Saeed Zaki has over 25 years of designing, planning, research and management experience with local and multi-national consulting and construction firms.



Paul Walker Head of Investment, Urban Regeneration
Lend Lease, Australia

Speaking on: Enhancing the value of MXD- Infusing your development with retail and hotel components

Paul has 15 years experience in the property and legal sectors in Asia and Australia. Prior to joining Lend Lease, worked for Westfield Australia in development and retail management roles.



Edgar Sabidong Assistant Vice President- Project Management
Arthaland Corporation, Philippines

Speaking on: Transforming suburban business districts into New Economic Hub through outstanding MXD's



Johan Formalejo Advisor- Urban and Technical Planning
Sinarmas Land, Indonesia

Speaking on: Capturing different market segments: Finding the right mix of components to draw customers for maximum profitability



Jerico Go Senior Vice President
Megaworld, Philippines

Speaking on: (Panel Discussion) Exploring the Investment opportunities of mixed-use projects in Asia

Mr. Jerico P. Go serves as Senior Vice President for Business Development and Leasing of Megaworld Corporation. He was appointed on June 20, 2014



Scott Dunn Vice President/Director of Development
AECOM, Malaysia

Speaking on: City-within-a-city: Utilising MXD as a tool for building smart cities - A Case Study

Scott is the Vice President at AECOM in Southeast Asia, and part of ULI Singapore Council for the Urban Land Institute. Focused on promoting collaborative work across regions, he directs multidisciplinary teams on the design of mixed used new communities and high-density master plan developments across Asia.

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Day One-Wednesday, 27th May 2015

0800 **Registration and Coffee**

0845 **Opening Address by Chairperson**

0900 **Session One**

Leveraging on Mixed-Use Developments: Creating a complete neighbourhood in meeting the “live-work-play” concept- Ayala Case Study

Walkability, vibrancy, community, all traits of mixed-use developments that have been called a trend to watch in 2015, as the demand to live, work, and play in one location continues to grow at remarkable rates. This session seeks to highlight the following key elements practiced by Ayala in delivering successful MXD projects.

- Addressing the organisational implications of mixed-use developments
- Understanding the components and complexity of a mixed-use to create flexible designs that meet ever-changing demands
- Exploring different mixed-use real estate business models to strategise towards a more profitable investment
- Way forward in accelerating the creation of mixed-use developments

Joselito N. Luna Vice President
Ayala Land, Philippines

0945 **Session Two**

Transit-engaged Vertical Urbanism and Mixed Use Development

As our cities veer towards transit-engaged developments that prioritise the pedestrians over cars and public transport, the radius of human activity will become significantly smaller and more compact. This session highlights the following key elements:

- Exploring global best practices in transit-engaged vertical urbanism and mixed-use developments
- Prioritising pedestrian through various modes of transportation
- International and local case studies sharing

Felino Palafox, Jr. Founder and Principal Architect
Palafox Associates, Philippines

1030 **Morning Refreshment**

1100 **Session Three: Panel Discussion**

Exploring the investment opportunities of mix-used projects in Asia

This panel discussion seeks to reveal the development and planning as well as investment opportunities of the mix-used projects in Asia. Hear as our panel of speakers share their insight on the various factors that will attract investments on MXD project in the Asian region due to its long term growth.

Panelists:

Eric Phillips Principal
NBBJ, Shanghai

Arch Romolo V. Nati Chief Executive Officer
(ITPI) Itaipinas, Philippines

1145 **Session Four**

Transforming suburban business districts into New Economic Hub through outstanding MXD's

- Drawing economic activity by attracting investors
- Creating new economic hubs to attract businesses
Providing significant investment, financial and business opportunities to the economic growth and development of the region

Edgar Sabidong Assistant Vice President-Project Management
Arthaland Corporation, Philippines

1230 **Networking Luncheon**

1400 **Session Five**

Enhancing connectivity and accessibility- Strategic Infrastructure planning

- Capturing modern master-planned multi-modal transportation interchange based development
- Initiating transport oriented development with proper financing structure
- Gaining support from the government to create a seamless road and highway system
- Proposing infrastructure proposal that can enhance connectivity from city centre to suburban area

Sean Seonkook Kim Associate Vice President
RTKL, Beijing China

1445 **Session Six**

Enhancing the value of MXD: Infusing your development with retail and hotel components

- Exploring effective ways of integrating retail components in your development
- Incorporating various creative designs and infrastructures complemented with the right strategies to ensure the success of your development as a retailed destination
- Hotel Partnership: Collaborating with retail and mixed-use developments for increased market share

Paul Walker Head of Investment, Urban Regeneration
Lend Lease, Australia

1600 **Session Seven**

Pushing the Boundaries of Mixed-Use Design: Reviewing top-notch design trends in mixed-use developments

- Adopting integrated design concept
- Creating winning design – Designing MXD for new age, environmental conscious customers and investors
- Employing unique and creative approach to urban planning that other cities can look to as a source of inspiration

Peter J. Kindel Director
Skidmore, Owings & Merrill LLP, Hong Kong

1645 **Session Eight**

Maximising land use- Delivering vibrancy and business synergy by integrating a mix of uses vertically

This session will focus on optimum land use in highly dense urban environment. The following key elements will be discussed:

- Positioning various elements and strategic phasing of integrated development for synergistic land use
- Exploring new models in vertical MXD to take on specifics as Asian urban development
- Optimising the viability of vertical structure by managing the value change

Eric Phillips Principal
NBBJ, Shanghai

1730 **End of Day One**

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Day Two-Thursday, 28th May 2015

0800 **Registration and Coffee**

0845 **Welcome address**

0900 **Session One**

City-within-a-city: Utilising MXD as a tool for building smart cities-A Case Study on Singapore City Development

- Smart city planning: Comprehensive master plan design in transforming cities into a smart metropolis
- Utilising innovative planning tools and technology in creating smart cities
- Integrating sustainable transport solution in urban areas

Scott Dunn Vice President/Director of Development
AECOM, Malaysia

0945 **Session Two**

Capturing different market segments: Finding the right mix of components to draw customers for maximum profitability

- Creating a better understanding of the drivers of mixed-use developments
- Employing new strategies to integrate money making elements into the development
- Identifying the real mechanisms driving the desire for mixed-use developments

Jolan Formalejo Advisor- Urban and Technical Planning
Sinarmas Land, Indonesia

1030 **Morning Refreshments**

1100 **Session Three**

Setting the standard high: Luxury mixed-use development- Case Study City Crossing, Shenzhen

- Adding strategic features to create a modern mixed-use development to offer more lifestyle opportunities
- Delivering a good mix of commercial, residential and entertainment options
- Leveraging on the unique mix of elements to increase profitability
- Adding variety to the local community with the introduction of services that enhance the quality of life

Speaker to Be Advised

1145 **Session Four**

Sustainability and urbanisation: How to urbanise in a sustainable manner?

Aisa posed to see an unprecedented era of growth and urbanisation. However, this is accompanied by increase consumption and damage to the environment as well as strain the limited resources in cities. This session seeks to highlight the following key elements

- Damage to the city's environment and resources. How can design and planning reduce the permanent damage to the city.
- Using a case study to illustrate a possible way to development responsibly and sustainably

Owen Wee Liam Choo Vice President
Surbana International Consultants, Singapore

1230 **Networking Luncheon**

1400 **Session Five**

Unlocking Development Opportunity: Integrating well planned mixed use developments in Transit Oriented areas

Cities across the world are racing to cope with rapid and often uncontrolled urbanisation. Transit-oriented development strategies can help urban areas develop sustainably, uniting land use, transport planning, and urban design to create more people-oriented cities

- Recognising the importance of TOD in enhancing the value of MXD projects
- Best practice in developing successful TOD

David Buffonge Director
Lead Architects, Hong Kong

1445 **Session Six**

Redeveloping existing building into a revolutionized MXD building

- Recognising the hidden potential within an existing asset-transforming it into a more viable use
- Examining how vacant office buildings can be converted into MXD building to increase ROI
- Exploring new incentive schemes that have been developed to aid property owners to retrofit their buildings

Speaker to Be Advised

1530 **Afternoon Refreshments**

1600 **Session Seven**

Securing relationship- Building long-term partnership with tenants and investors to maximise profitability

- Understanding the needs of clients and finding a feasible solution
- Ensuring proper communication with tenants and investors to create satisfaction towards business continuation
- Adopting new strategies in delivering good mix of tenants

Eric Manuel Vice President, Business Development
Daiichi Properties, Philippines

1645 **Session Eight**

Augmenting MXD as a strategy in greening Brownfield developments

Many industrial areas within our towns and cities are not the central, thriving areas they once were. To make better use of the prime, inner-city real estate that these areas occupy, Brownfield sites are being identified for redevelopment into new green city as one way to accommodate growing population demands. This session will presents best practices on how to increase profitability by viewing contaminated sites as lucrative opportunities .

Dr Saeed Zaki Regional Managing Director
DWP Design Worldwide Partnership, Malaysia

1730 **End of Conference**

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COMPANY DETAILS

Name	Industry
Address	
Postcode	Country
Tel	Fax

ATTENDEE DETAILS

1	Name	Job Title
	Tel	Email
2	Name	Job Title
	Tel	Email
3	Name	Job Title
	Tel	Email
4	Name	Job Title
	Tel	Email
5	Name	Job Title
	Tel	Email

APPROVAL

NB: Signatory must be authorised on behalf of contracting organisation.

Name	Job Title
Email	
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Authorising Signature	

COURSE FEES

USD 1695 per delegate

Documentation Package USD 495

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MN-IF134

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Karen Leong

T: +603 2775 0000 (Ext: 510)

E: karenl@trueventus.com

TERMS & CONDITIONS

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- Upon receipt of the complete registration form, invoice will be issued. Trueventus request that all payments be made within 5 working days of the invoice being issued. Full payment must be received prior to the event. Only delegates that have made full payment will be admitted to event. Clients are responsible for their own banking fees and banking fees will not be absorbed into the booking price.
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