

HONG KONG

PARTNERING FOR CASC CONFERENCE

2009 3-5 SEPT

RIDING OUT ADVERSITY



Council of Asian Shopping Centres Conference 2009

Early Bird Registration

On or Before 31 July 2009

Under the current global economic tsunami, shopping centres and related industries have been facing very challenging times in months and years ahead. It's time for all the professionals to study the challenges and opportunities regionally and globally, reshape strategies for changing markets, enhance competitiveness and develop innovative plans.



Guest of Honour
Mr. Tsang Chun-wah, John, JP
Financial Secretary, The Government of HKSAR



CEO Forum Host
Mr. Michael Tien
Chairman, The G2000 Group



Keynote Speaker
Mr. Ronnie C. Chan
Chairman, Hang Lung Properties Limited



Keynote Speaker
Dr. Yuwa Hedrick-Wong
Economic Advisor, Asia/Pacific,
MasterCard Worldwide



Keynote Speaker
Mr. Mac El-Omari
Managing Director, J.P. Morgan



UPDATED

About CASC Conference 2009

The Council of Asian Shopping Centres (CASC) was established in 2004 towards the goal of regional cooperation and set future directions for shopping centre management in the region. Current council members include shopping centre associations of Singapore, Malaysia, Indonesia, Hong Kong and China plus support by Philippines.

"Partnering for Riding out Adversity" as the main theme of CASC Conference 2009, will provide an opportunity for renowned practitioners and scholars from various countries and corporations to share their insights and experiences with the participants. The Conference will be a valuable platform for the speakers and participants to engage in interactive discussions, cultivate collaboration and explore opportunities.

Location

Harbour Grand Hong Kong
23 Oil Street, North Point, Hong Kong

Organised by
ISCM Institute of Shopping Centre Management

Supported and Endorsed by

Sponsored by

CASC Conference 2009

Rundown

Day 1 : 3 Sept 2009 (Thursday)

- 08:30 - 09:30** Registration
- 09:30 - 10:00** Welcome Address by Guest of Honour:
Mr. Tsang Chun-wah, John, JP, Financial Secretary, The Government of HKSAR
- 10:00 - 10:30** Speech by Organising Committee Chairman, Prof. Eddie Hui
Speech by Mr. Anthony Lau, Executive Director, Hong Kong Tourism Board
- 10:30 - 11:00** Morning Tea Break
- 11:00 - 11:30** Keynote Speech – Asian Economic Outlook
Mr. Mac El-Omari, Managing Director, J.P. Morgan
- 11:30 - 12:30** CEO Forum – Hosted by Mr. Michael Tien, Chairman, The G2000 Group
Emerging from a Challenging Business Landscape
- 12:30 - 14:00** Lunch
- 14:00 - 15:30** Breakout Session One – Regional Perspectives
- 15:30 - 16:00** Afternoon Tea Break
- 16:00 - 17:30** Breakout Session Two – Country Reports

Day 2 : 4 Sept 09 (Friday)

- 09:00 - 09:30** Keynote Speech – Retailing in Greater China
Mr. Ronnie C. Chan, Chairman, Hang Lung Properties Limited
- 09:30 - 10:00** Keynote Speech – Asian Consumer Purchasing Priorities
Dr. Yuwa Hedrick-Wong, Economic Advisor, Asia/Pacific, MasterCard Worldwide
- 10:00 - 11:00** Education Session One – Sustaining Hong Kong Advantages
- 11:00 - 11:30** Morning Tea Break
- 11:30 - 12:30** Education Session Two – Looking for Silver Linings
- 12:30 - 14:00** Lunch
- 14:00 - 15:30** Heritage Conservation – A Gift to Future Generation
Mr. Mike Hung, General Manager, Shui On Development Limited
Mr. Pine Matthew Alexander, Administration Manager, Ma Wan Project Limited (Noah's Ark Project)
- 15:30 - 16:00** Afternoon Tea Break
- 16:00 - 17:00** New Trends for Shopping Centre in Challenging Era
Mr. James Law, Chairman, James Law Cyberecture Int'l Limited
Mr. Joseph Wong, Executive Director, Ho Wang SPB Limited
- 17:00 - 17:30** Plenary Discussion – Change for a Better Future

Day 3 : 5 Sept 09 (Saturday)

- Optional Tour (Choose either one):
- 10:00 - 13:00** Hong Kong Shopping Malls Visit (Complimentary)
- or
- 10:00 - 17:30** Macau Tour (Self-paid HK\$800)

Programme and schedule are subject to change at the discretion of the organiser without prior notice.

*Please delete whichever inappropriate



Ms. Maureen Fung
Chairman
Institute of Shopping Centre Management



Prof. Eddie Hui
Chairman
CASC Conference 2009
Organising Committee

Registration Form

(*Mr. / Ms.)		Surname		First Name		
Company / Organisation						
Position						
Postal Address						
Country						
Tel		Email		Fax		
ISCM / Supporting Organisation Member		<input type="checkbox"/> Yes. Please specify name of organisation:				No. <input type="checkbox"/>

Registration Fee

Early Bird Fee: HK\$2,800 (register on or before 31 July 2009)

Standard Fee: HK\$3,300

Registration fee includes all conference sessions, lunch, tea breaks, and complimentary shopping malls visit. Optional Macau Tour is excluded. Participants shall pay separately for Macau Tour.

Payment Method

Please complete the Registration Form and return it with a crossed cheque payable to "Institute of Shopping Centre Management Limited" by mail to the following address:

Secretariat of CASC Conference 2009
QR 702, 7/F, Core R
The Hong Kong Polytechnic University
Hung Hom, Kowloon, HONG KONG

Remarks

- Official Language is English.
- The organiser reserves the right to cancel or reschedule the conference at their discretion.
- No refund can be made for cancellation by the applicant after receipt of application form by the Conference Secretariat or the organiser. However, a substitute delegate may be arranged if the applicant cannot attend the Conference and inform the Secretariat in written 7 days before the Conference.

Secretariat of CASC Conference 2009

QR702, 7/F., Core R, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong

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