



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Property and Facility Management: Opportunities and Challenges

11TH OCTOBER 2008 SATURDAY
2:30 P.M. TO 5:30 P.M.

With the strong economic tie between Hong Kong, the Chinese Mainland and Asia, our Property and Facility Management (PFM) industry has increasingly become more popular and thriving than ever in many ways. Such promising integration presents both opportunities and challenges to our PFM professionals. Now we play a more important role here, across the border and in Asia, but do you know what is happening there? Our speakers will share with you: The Future Trends in Shopping Malls in Hong Kong and Asia, The New Service Delivery Model of Property Management industry in China and The Guangdong Property Market and the Hong Kong Developers.

Venue:	Chiang Chen Studio Theatre The Hong Kong Polytechnic University, Hung Hom, Kowloon
Fee:	\$200 for members of HKIS, HKIH, HKIFM, RICS, ISCM \$250 for non-members
Language:	Cantonese, materials in English
Award:	Attendance Certificate will be issued to each participant Three CPD hours will be counted (where applicable)

ORGANIZED BY

Department of Building and Real Estate
The Hong Kong Polytechnic University



The Hong Kong Institute of Surveyors



The Hong Kong Institute of Housing



Hong Kong Institute of
Facility Management



RICS Asia Pacific



The Institute of Shopping Centre
Management



PROGRAMME

TIME	PROGRAMME	SPEAKERS
2:30pm - 2:45pm	Registration	
2:45pm - 3:15pm	President Forum Discussion on the Opportunities and Challenges facing Property and Facility Management Signing of Memorandum	Presidents / Representatives of the organizers
3:15pm - 3:50pm	Session 1: The Future Trends in Shopping Malls in Hong Kong and Asia Key points: <ul style="list-style-type: none"> • Retail Trend in Hong Kong and Asia • Latest Development of Shopping Malls in Hong Kong and Asia • Future Trends in Shopping Malls in Hong Kong and Asia 	Ms. Maureen FUNG General Manager - Leasing Sun Hung Kai Real Estate Agency Ltd Ms. Maureen Fung has been the founding Chairman of Institute of Shopping Centre Management and the General Manager - Leasing of Sun Hung Kai Properties Limited. She is now responsible for the strategic planning and development, leasing and promotion with over 5 million square feet shopping malls in Hong Kong and China. Ms. Fung's professional knowledge and expertise in the shopping mall leasing and management industry has been instrumental in repositioning and renovation of a number of shopping centres, including Tai Po Mega Mall and late night shopping centre - apm.
3:50pm - 4:20pm	Break	
4:20pm - 4:55pm	Session 2: New Service Delivery Model of Property Management Industry in China Key points : <ul style="list-style-type: none"> • Residential Property Market in China • Property Service Trend in China • Customer Segmentation in Property Service • Business Process Out-sourcing (BPO) in China 	Mr. Larry HUI Vice President, China Vanke Company Limited (万科*) Mr. Hui is now the Vice President of China Vanke Company Limited and has been working in China facility management, asset management and estate management for more than 8 years. He has been presenting numerous topics on the trends, new practices and strategies, and case studies for industrial & commercial property management and asset management. His speaking highlights include: Distribution Centres in Tier II Cities in China, focusing on airport and manufacturing facilities management; Introducing International Management Standards to new markets like China; Benefits of business continuity planning and critical environment operations on people, process and technology. Mr. Hui is a distinguished speaker at various key industry forums and has been quoted in major key Chinese media including China Real Estate News, New Real Estate, Site Selection Publication, Shandong Property Management Summit 2006, and Facility Management Forum (by Site Selection Magazine). *万科企业股份有限公司是目前中国最大的专业住宅开发企业 (Source: http://industry.soufun.com/Top_research/TOP_htmlfile/08bq.html)
4:55pm - 5:30pm	Session 3: The Guangdong Property Market and the Hong Kong Developers Key points: <ul style="list-style-type: none"> • Real Estate Markets, Policy and Macro Control Measures • Hong Kong Developers in the Mainland • Real Estate Marketing Strategies: HK vs Local Developers • Case Studies: Guangzhou and Zhongshan 	Prof. Eddie Chi-man HUI Professor, Department of Building and Real Estate, and Deputy Director of Construction and Real Estate Economics Centre The Hong Kong Polytechnic University Prof. Hui has extensive publications in property management and real estate fields. He is editor/editorial board member of key international academic journals. He is currently Chairman of Research Committee, the Hong Kong Institute of Surveyors. He has been giving numerous talks on real estate and property issues locally and overseas. Prof. Lin CHEN* Professor of Real Estate Business School, Guangzhou University, and Director of Real Estate Research Institute Prof. Lin Chen has strong academic qualification and research background. She also has rich experience in property management and has delivered many talks on real estate and property issues. *presented in Putonghua

REGISTRATION FORM

PROPERTY AND FACILITY MANAGEMENT: OPPORTUNITIES AND CHALLENGES

(Closing date of enrolment : 2 October 2008)

Enquiry: Mrs. Sally Yu (Tel: 3400-2781) Miss Connie Chan (Tel: 3400-2762)

Please complete and return the form below in BLOCK LETTERS

Name: (Dr. / Mr. / Mrs. / Ms. / Miss): _____

Company: _____

Position: _____ Business Nature: _____

Correspondence Address: _____

Telephone (Office): _____ (Mobile): _____ Fax: _____ Email: _____

Membership: Member of HKIS, HKIH, HKIFM, RICS, ISCM Non-member

Payment (please check the appropriate box below)

I enclose a cheque for HK\$ _____ payable to "The Hong Kong Polytechnic University"
(Bank _____ / cheque no. _____)

Signature: _____ Date: _____

Please complete the registration form and **fax it to 2765-6323**. Completed form should be sent together with a crossed cheque (payable to "The Hong Kong Polytechnic University") to **QR702, 7/F, Core R, Management and Executive Development Centre, The Hong Kong Polytechnic University, Hung Hom, Kowloon. Attention to: Miss Connie Chan**. Please put your name and phone number at the back of the cheque.

* Personal Information Collection Statement: Details of the Personal Information Collection Statement is available from the Office (QR702, Core R) and Website (www.polyu.edu.hk/medc) of Management and Executive Development Centre of The Hong Kong Polytechnic University.