



23-25 SEPTEMBER 2008, HONG KONG

### Main Conference: Day One, 24 September 2008 (Wednesday)

Time	Content
0900-0915	<b>KEYNOTE:</b> Importance of the Workplace to CEO's in Asia
0915-0945	<p><b>Overview of Commercial Real Estate Market Conditions</b></p> <ul style="list-style-type: none"> <li>● Site selection strategies</li> <li>● Where are the new hot locations?</li> <li>● Supply, demand and RE rental costs</li> <li>● Trend to decentralised locations in Hong Kong, Singapore and Shanghai</li> <li>● Interaction between CRE, workplace managers and CSR</li> </ul> <p><i>Nicholas Brooke, Chairman, Professional Property Services</i></p>
<b>Office Location Selection and Management Across Asia's Varied Markets</b>	
0945-1015	<p><b>China and India Challenges and Opportunities: The Business Case</b></p> <ul style="list-style-type: none"> <li>● Second tier cities and special economic zones</li> <li>● Dealing with delays</li> <li>● Managing client expectations</li> <li>● Managing suppliers and quality control</li> <li>● Working with design institutes</li> <li>● Relationship with government bodies and untangling bureaucracy</li> </ul>
1015-1045	<p><b>Emerging Markets, Pitfalls and Opportunities: Know This First</b></p> <ul style="list-style-type: none"> <li>● Overview of Indonesia, Philippines and Vietnam</li> <li>● Infrastructure and power challenges in emerging markets</li> <li>● Build-to-suit vs. Upgrading existing space</li> <li>● Local and international service provider coverage and standards</li> </ul>
1045-1115	<p><b>Alternative Locations - Panel Discussion</b></p> <ul style="list-style-type: none"> <li>● Satellite offices</li> <li>● Business centres</li> <li>● Home-based workers</li> <li>● Business continuity planning and alternative location support</li> <li>● Safe and back-up site selection</li> </ul> <p><i>Wade Cruickshanks, Vice President, Head of Corporate Real Estate, Lehman Brothers</i></p>
1115-1130	Refreshment Break



23-25 SEPTEMBER 2008, HONG KONG

### Financial and Legal Aspects to Workplace Planning

1130-1200	<b>Leasing vs. Build-To-Suit: The Financial Case</b> <ul style="list-style-type: none"> <li>● Determining financial criteria</li> <li>● Leasing terms and constraints</li> <li>● Sale and lease back</li> <li>● Concerns relating to land availability and title</li> </ul>
1200-1230	<b>Transaction Management and Negotiations</b> <ul style="list-style-type: none"> <li>● Timing for lease negotiation</li> <li>● Managing landlord expectations</li> <li>● Better the devil you know?</li> <li>● Role of the tenant representative and landlord's agent</li> <li>● Rent review negotiation strategies</li> <li>● Lease disposition</li> </ul>
1230-1300	<b>Workplace Financial Forecasting &amp; Effects of Triple Bottom Line Reporting</b> <ul style="list-style-type: none"> <li>● Mapping real estate needs</li> <li>● Short, medium and long term financial planning</li> <li>● Working with finance departments</li> <li>● Alternative funding strategies</li> <li>● Understanding the implications of OPEX and CAPEX patterns</li> </ul>
1300-1415	Lunch
1415-1445	<b>Panel Discussion: Designers, PM and End-Users in the Ring: Round One - Quantifying the Benefits of Project Management, Benefits of In-house, Outsourced and Service Provider Selection Strategies</b> <ul style="list-style-type: none"> <li>● Sizes of projects requiring PM</li> <li>● Cost/benefit of PM. Will PM save you money?</li> <li>● Ensuring PM consistency across multiple projects</li> <li>● Construction management - an increasingly viable option?</li> <li>● PM vs. D&amp;B vs. Turnkey vs. Design consultancy</li> <li>● Global, regional or local selection?</li> <li>● Service provider scalability</li> <li>● Creating service level agreements &amp; KPI's</li> <li>● Clear understanding of end user needs</li> <li>● Single vs. multiple service provider selection</li> </ul> <p><i>James Tan, Vice President – Corporate Real Estate Strategy and Administration, DBS Bank (invited)</i></p>

Co-organisers:



The 2nd Annual

**OFFICE SPACE**  
**ASIA 2008**

**23-25 SEPTEMBER 2008, HONG KONG**

**The Importance of Technology in Today's Offices  
and the Workplaces of the Future**

1445-1515	<b>Incorporating IT into the Relocation Process</b> <ul style="list-style-type: none"><li>● IT move management</li><li>● Real time systems and processes</li><li>● Protecting mission critical data</li><li>● Impact on the trend towards virtualisation</li><li>● Opportunity for IT disposal and upgrades</li></ul> <p><i>Stephen Fry - APAC Equities Infrastructure Manager, IB Infrastructure &amp; Control – AP Equities, JP Morgan</i></p>
1515-1545	<b>Tech Tools to Optimise Office Operations and Maintenance</b> <ul style="list-style-type: none"><li>● Lease/Buy-back technology</li><li>● Software tools for office planning</li><li>● VOIP and new internet applications</li></ul> <p><i>Brian Crockford, Program Manager, Microsoft Real Estate &amp; Facilities, Asia Region</i></p>
1545-1600	Refreshment Break
1600-1630	Case Study
1630-1700	<b>New Challenges in E&amp;M Design and Testing, Commissioning and Installation (TC&amp;I) of Office Spaces</b> <ul style="list-style-type: none"><li>● TC&amp;I of electrical and mechanical systems</li><li>● Critical systems back up and uninterrupted power supply (UPS)</li><li>● Retrofitting and upgrading existing systems</li><li>● E&amp;M due diligence</li></ul>
	<b>End of Conference Day One</b>

Organised by:



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

Customer Service: +852 2219 0111

Email: [info@BeaconEvents.com](mailto:info@BeaconEvents.com)

For sponsorship or speaking opportunity, call Jackie Leung on +852 2531 6178 or email [jleung@BeaconEvents.com](mailto:jleung@BeaconEvents.com)



23-25 SEPTEMBER 2008, HONG KONG

### Main Conference: Day Two, 25 September 2008 (Thursday)

#### Costs and Benefits of the Green Office Trend

0900-0930	<b>Demystifying Green Office Site Selection</b> <ul style="list-style-type: none"> <li>● Green office site selection criteria – making sense of rating systems</li> <li>● Existing and upcoming environmental regulations affecting office buildings</li> <li>● Negotiating green clauses into tenancy agreements</li> <li>● Financing options and implications of green office site selection</li> </ul>
0930-1000	<b>How Green Is Increasing the Importance of CRE Programmes</b> <ul style="list-style-type: none"> <li>● Working with the Senior Management Team</li> <li>● Stakeholder perspectives and Obtaining buy-in</li> <li>● The key relationship with service providers and vendors</li> <li>● Relationship with building management</li> <li>● Attraction and retention of staff</li> <li>● Energy reduction goals and management (an alliance with IT)</li> <li>● IAQ and increased productivity</li> <li>● Product and service procurement practices (Cradle to Cradle)</li> <li>● Staff engagement programmes</li> <li>● Getting programme traction and quality reporting</li> </ul> <p><i>David Rees, Regional Head Property Management, North East Asia, Standard Chartered Bank</i></p>
1000-1030	<b>Regaining Control over Energy Efficiency</b> <ul style="list-style-type: none"> <li>● Establishing your office carbon footprint</li> <li>● Low/No cost ways to save energy</li> <li>● Natural lighting &amp; air-conditioning controls</li> <li>● Legislation for energy efficiency</li> <li>● The growing movement for the decoupling of building management and energy charges</li> </ul>
1030-1045	Refreshment Break
<b>Management, Marketing and the Importance of Human Resources in Corporate Real Estate</b>	
1045-1115	<b>20 Years of Workplace Design in Asia</b> <ul style="list-style-type: none"> <li>● How the environment has changed in the past 20 years</li> <li>● Issues driving client's actions and decisions, etc.,.</li> <li>● Company culture influence over decisions related to current issues such as transparency</li> <li>● Impact of market conditions on workplace decision-making</li> <li>● Changing perception and effectiveness of the workplace</li> </ul> <p><i>John Sellery, Group Managing Director, M.Moser</i></p>



23-25 SEPTEMBER 2008, HONG KONG

1115-1145	<p><b>Incorporating Local Cultural Differences vs. Standardisation of Design Regionally</b></p> <ul style="list-style-type: none"> <li>● Maintaining corporate design standards and policies</li> <li>● Sensitivity to local cultures across the region</li> <li>● Designer selection process and request for proposals (RFPs)</li> <li>● International vs. regional vs. local designers</li> </ul> <p><i>Mark Hourigan, Greater China Real Estate Director, Nortel</i></p>
1145-1215	<p><b>Change Management and Merger &amp; Acquisition Case Study</b></p> <ul style="list-style-type: none"> <li>● Obtaining buy-in from stakeholders and business units</li> <li>● Selection of change/move management consultants</li> <li>● Understanding organisational culture and structure</li> <li>● How a major relocation affects workplace psyche and morale</li> <li>● Importance of HR in the change/move management process</li> </ul> <p><i>John Bowden, Regional Workplace Manager, Cisco</i></p>
1215-1330	Lunch
1330-1400	<p><b>Office Design Strategies that add Value</b></p> <ul style="list-style-type: none"> <li>● Successful hot-desking/hotelling case studies</li> <li>● The office as a marketing tool</li> <li>● Using the office to attract and retain key talent across generations</li> <li>● Communications for effective project management</li> <li>● Aligning office design with business strategy and HR initiatives</li> </ul> <p><i>Jeremy Kwok, Asia Pacific Director of Real Estate, WPP</i></p>
<p><b>Case Studies: Location Selection and Design Trends for Specific Office Types</b></p>	
1400-1430	<b>Datacentre &amp; Trading Floors</b>
1430-1500	<b>R &amp; D Centres</b>
1500-1515	Refreshment Break
1515-1545	<b>Call Centres</b>
1545-1615	<b>Industrial Offices</b>
1615-1645	<b>Case Study – Technology Parks</b>
	<b>End of Conference</b>

Co-organisers:



The 2nd Annual

**OFFICE SPACE**  
**ASIA 2008**

**23-25 SEPTEMBER 2008, HONG KONG**

**Pre-Conference Workshops**

**23 September 2008**

**Workshop A:** Datacentre location selection & greening strategies

**Workshop B:** Finance basics for the real estate and facilities manager

**Workshop C:** Establishing the office carbon footprint

**Workshop D:** Effective project management

**Site Visits**

New de-centralised back office and consolidation sites (TBC)  
Iconic Grade A office tower (TBC)

Organised by:



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

Customer Service: +852 2219 0111

Email: [info@BeaconEvents.com](mailto:info@BeaconEvents.com)

For sponsorship or speaking opportunity, call Jackie Leung on +852 2531 6178 or email [jleung@BeaconEvents.com](mailto:jleung@BeaconEvents.com)