

THE ESSENTIAL GUIDE TO STRUCTURED ASSET MANAGEMENT

4 NOVEMBER 2008



SEEING BEYOND THE GRIM HORIZON

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ABOUT THE CONFERENCE

The RICS Public Sector Asset Management Guidelines is a result of many years of research made by a group of recognized property experts and professionals. It has been produced by combining the wealth of public sector asset management knowledge with best practice. The Guidelines is a structured approach to the subject that will add tremendous value to your business and help you embrace all opportunities that your property can provide. **Mr. Keith Jones**, editor of **RICS Public Sector Asset Management Guidelines** will come to Hong Kong for this special event on November 4th, 2008 to share his experience and updated knowledge on the guidelines. He will be joined by local prominent experts including **Mr. Nicholas Brooke** and **Mr. Mike Hudson** who will share their insights and perspectives on Asset Management as well as their views towards the guidelines. Register now and don't miss this great opportunity to learn valuable information and meet key industry players.

SPEAKERS

Mr. Keith Jones, Director, Performer Carter Consulting **"Thoughts and Visions for Structured Asset Management - The RICS Asset Management Guidelines"**



More recently the UK Government has encouraged a strategic approach to the management of public sector property assets and the Royal Institution of Chartered Surveyors has published Good Practice Guidelines on UK Public Sector Asset Management, to ensure that practitioners and senior managers are aware of the correct processes to adopt in this strategic management of property assets.

Keith Jones will discuss the background to the management of public sector property assets in the UK, the challenges that this presents and the overall content of the Good Practice Guidelines. He will also mention the way that these developments have been mirrored in other countries such as Australia and New Zealand and in other industries, such as the oil and transportation industries.

Mr. Nicholas Brooke, Chairman, Professional Property Service Limited **"Weathering the Storm-The Importance of a Pro-active and Robust Approach to Asset Management in Uncertain Times."**



Mr. Brooke will discuss the nature and extent of the challenges facing real estate owners and investors in the region following the recent financial turmoil. He will review likely changes in the global financial architecture and the emergence of new players, new structures and an increased awareness of risk. These players will demand enhanced added value services from their asset management providers and a pro-active and accountable approach and it represents a major opportunity for the surveying profession.

The demand for improved services will also extend to the management of public assets and Mr. Brooke, in his capacity as Chairman of Hong Kong Science And Technology Parks Corporation (HKSTP), will outline the measures that HKSTP has introduced to enhance process and governance as well as the physical management of the HKSTP portfolio.

Mr. Mike Hudson, Director, Facilities Management Office, HKUST **"From Here to Eternity - a long term view of asset management"**



Buildings are like people – some age better than others. During this process it is important to ensure that there is a consistent alignment between the goals of an organization and the facilities that support these goals. Universities are complex organizations with constantly changing demands arising from the ever increasing needs and expectations of students and staff and society as a whole. Facilities have to accommodate a wide variety of processes and activities that change over time, failure to do so results in them being no longer being fit for purpose. Top organizations compete to recruit and retain the best people, their ability to do so is influenced by the quality of the working environment. After staffing, facility related costs are often the second largest component of overall expenditure and are often a first target when funding becomes tight. Yet demands continue to increase. Without effective management of public sector assets the long term service needs of those we serve cannot be met.

PROGRAM

Date Tuesday 4 November 2008
Venue Novotel Century Hong Kong

9:00 – 9:45	Registration
9:45 – 9:50	Welcome Speech, Mr. K.K.Wong, Organizing Committee Chairman
9:50 – 10:30	Mr. Keith Jones, Director, Performer Carter Consulting
10:30 – 10:40	Q & A
10:40 – 11:00	Coffee Break
11:00 – 11:30	Mr. Nicholas Brooke, Chairman, Professional Property Service Limited
11:30 – 12:00	Mr. Mike Hudson, Director, Facilities Management Office, HKUST
12:00 – 12:15	Q & A
12:15 – 1:45	Networking Lunch
1:45	End of Conference

REGISTRATION FORM

Please in appropriate box

Non-member Registration Fee:	HK\$600	<input type="checkbox"/>
Registration Fee for RICS Members and Members of Co-organizer and Supporting Organization:	HK\$540	<input type="checkbox"/>
Early Bird Registration Fee: (before 24 October 2008)	HK\$480	<input type="checkbox"/>

(The registration fee includes lunch and RICS Public Sector Management Guidelines in Chinese worth HK\$400)

Membership No.: _____ Organization: _____

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

Company: _____

Position: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____ (For sending confirmation)

PAYMENT METHOD

By Cheque

Please complete the registration form and return it together with a crossed cheque made payable to "RICS International Limited" addressed to:

Conference Secretariat - Creative Consulting Group
Room 2704, C. C. Wu Building, 302-308 Hennessy Road, Wanchai, Hong Kong.
Attention : Ms. Kate Kwan

Remarks

- Official language is English.
- The conference is designed for 3 CPD hours.
- The organizer reserves the right to cancel or reschedule the conference at their discretion.
- No refund can be made for cancellation but a substitute delegate is normally permitted.

Enquiry

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