



## Message from the Chairman

Never before in the history of the Hong Kong has building management received such wider attention. The outbreak of SARS in 2003 highlighted the contributions of good building management towards environmental hygiene; the Albert House incident has demonstrated the importance of professional building management on public safety. The Chief Executive, in his recent Policy Address, called for public attention to the pressing need for proper management and maintenance of old buildings. The community at large has waken up to the reality that Property Management is an indispensable function in Hong Kong's unique built environment, contributing to its sustainable development; economic and functional values of its most valuable assets; and above all, the well being of its citizens. The profile of property management has quietly escalated to a level of high recognition and public acceptance.

With the focusing of our business direction to the Asia Pacific Rim, we are seeking to establish APB as a platform for exchanging ideas and knowledge on property management among our counterparts in the region, in particular China. My recent contacts with academia, government officials and practitioners in the Mainland have confirmed my conviction that there are vast opportunities available in the market of China. I am also glad that the brand name of CIH(APB) is now being recognized as a symbol of professionalism and quality with international appeal.

The toil of our predecessors to break the ground and sow the seeds for the Branch's development in our motherland is now paying off. The link with

Tsinghua University heralded a breakthrough of CIH(APB) in encouraging mainland educational institutions in delivering quality property management programmes; Wu Han University will become the first university in China to launch a full time undergraduate course on property management to be accredited by CIH. In the long run, we hope to assist China to establish a qualification framework and accreditation system for her professional property managers through education and training. This will pave the way for the ultimate reciprocal recognition of professional qualifications in property management between Hong Kong and China.

The immediate challenge facing the Branch is the launch of the Distinguished Professional Route to Corporate Membership provided exclusively to prominent figures in the property management industry of China. The logistics of introducing more housing degree programmes with major universities in China is also a task to be vigorously pursued. These efforts would surely place our Branch in a vantage point to expand our membership base as well as to promote the gospel of professional property management in China. In the local context, the Branch will join force with other professional institutions under the Professional Property Services Alliance to lobby the HKSAR Government for a seat in the Legislative Council in the 2008 election to safeguard the interest of the industry. The Branch will continue to play an active role in providing professional advice to the Government on housing matters.

Here I would like to enlist the support of all members in bringing CIH(APB) towards the fulfillment of our goals. My heartfelt thanks go to the Executive Committee members for their selfless contributions throughout the year, and our Council Member for his tireless service linking the Branch with the UK headquarters.

Finally, may I wish you all a very prosperous Year of the Rooster.



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