



## **2007 Recent Membership Drive of Asian Pacific Branch**

亞太分會會員  
招募工作新動向

## Development of CIH APB in Macau

亞太分會在澳門的發展

2007



First batch of graduates of the training course for practitioners in Macau

澳門房屋管理技術人員培訓班第一屆畢業同學



Class in progress - Course for Housing Professionals applying for membership via the distinguished professional route

課程進行中 - 房屋專才循「卓越地位途徑」申請成為學會專業會員



Dr. Chiang Coc-meng, President of Macau Housing Bureau addressed at the graduation ceremony of the Macau Training course

澳門房屋局局長鄭國明博士於培訓課程結業禮致辭



## Development of CIH APB in Taiwan 亞太分會在台灣的發展

Year Book 2007 2007年年報



President of CIH met Mr. Jason Wu, Mayor of Taichung City, at the membership presentation ceremony

總會會長與台中市市長胡志強先生於專業會員授證典禮會面



Presentation of membership certificate to new members  
為專業會員授證



New members from Taiwan  
新專業會員合照



Exchange of friendship  
與台灣同業建立更緊密聯繫

## Development of CIH APB in Taiwan

亞太分會在台灣的發展

2007



CIH delegates to Taiwan

總會及亞太分會代表訪問台灣



After a long selection process, the examiners ready to conduct the final interviews

經過嚴謹的考核，考試委員正準備最後的面試



Courses for Housing Professionals applying for membership via the distinguished professional and direct final routes

特設課程供房屋專才循「卓越地位途徑」或「直接途徑」申請成為學會專業會員





## The Development of Asian Pacific Branch: Past, Present and Future

### 亞太分會會員招募工作新動向

on housing management programmes between the universities in Hong Kong and Macao.

Training and education are correlative and instrumental elements in the continuing professional development of any housing professional during the course of his career advancement. The Committee will be offering training programmes on professional practice and technical visits for members to stay abreast of topical issues and the latest development in property management and other relevant industries.

To face and endeavour a myriad of opportunities and challenges, the next natural progression for the Branch is to convert into a Business Unit, appreciating the same achievements as other business units like those in North Ireland, Wales and Scotland. The Branch will be seriously considering the merits of adopting this proposal by the headquarters of the Institute to capture the future development in the region. Upon successful transformation, the Asian Pacific Business Unit (APBU) will become more independent and resourceful in terms of allocating its manpower and be more financially viable to cope with the expansion in the region. The Board of APBU will act as an Advisory Board to steer the directions and advise on the policy of the Unit. Performing the role as the think-tank and the highest management body of APBU, the Board will be fully assisted by a strong executive team acting as an execution arm for the Board. This complementary partnership is envisaged as a feasible solution for the Branch to move forward.

Prior to the turn of the millennium, Asia has been overwhelmed by a cycle of financial crisis and economic prosperity. It was imperative for governments of the countries on the Pacific Rim to maintain social stability through effective housing management for the communities. The nature of housing management and

core services provided by property managers have evolved vigorously. Since then, the licensing regime for professional property managers was introduced in many Asian countries, for instance, Korea introduced the licensing mechanism for property managers more than a decade ago, the mainland government launched the regulatory regime for *Certified Property Manager* in last November, and the governments of Malaysia, Macao and Taiwan are all heading towards this direction. Hong Kong is lagging behind the development of this provision. In my opinion, the industry should ally to seek active involvement in lobbying the government on this initiative.

The proposition of professional recognition across the border was put forward in a pleasant conversation among Ms. Xie Jiajin, the President of China Property Management Institute, and the management of the Branch, the HKIHL, and Hong Kong Institute of Real Estate Administration. The industry generally welcomed this proposal and agreed that now is an opportune time for the industry to foster closer ties with our mainland counterparts and open the dialogue on recognising professional acknowledgment and accreditation in the region.

Looking forward, we must review our present situation. How can we build stronger relationships among members in the different regions? How can we sustain our development to continue to preach the gospel of housing management? How can we maximize the contributions by our members in order to meet the increasing public aspirations for better living environments for the communities in the global village? I am confident that the Branch, including myself, is ready in each and every way to embrace these challenges!



# The Development of Asian Pacific Branch: Past, Present and Future

## 亞太分會會員招募工作新動向

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### The Development of Asian Pacific Branch: Past, Present and Future

Ricky Yuen

As the Chairman of Professional Development Committee, I am particularly pleased to have participated in the inception of this new Committee earlier this year. Not only has the establishment constituted an important chapter in the development of the Branch, but also it has officially marked the beginning of a new era: the active engagement of the Branch in the Asia Pacific Region.

During the past decades, the Branch has been steadfastly promoting membership and professionalism in housing within the region. Assuming this role has never been an easy task where obstacles and hindrance such as differences in professional recognition and geographical spread have made the road to success a difficult one. How should we overcome these problems? How could we derive and implement a set of strategies that would progressively and effectively resolve these contentious matters? Under careful deliberation, the Executive Committee of the Branch decided to form a new Committee in 2007: **the Professional Development Committee**. The primary aim of the Committee is to navigate the roadmap of the development of the Branch hoping to provide a more comprehensive picture when formulating the overarching development strategy in the Asia Pacific region for the Institute.

With the concerted effort made by the Executive Committee Members of the Branch, I am very proud to pronounce that the Institute, for the very first time, has successfully recruited new professional members from Taiwan and Macao. As what Mr. Paul Diggory, our President, expressed vividly to the 33 new members at the Certificate Presentation Ceremony in Taiwan on

23 October 2007: "Because you are the first group of professionals in Taiwan to become corporate members of the *Chartered Institute of Housing*, this is a milestone in the history of our organisation.....". I could not agree with Paul more on this issue. The presentation ceremony was graced with the presence of the Mayor of Taichung City, Mr. Jason Wu, along with the prominent members of other professional housing management associations in Taiwan. To the Taiwanese counterparts, the new members of CIH have allied to set a benchmark of professionalism in housing, thereby enhancing the imminent licensing mechanism which is expected to be enforced soon. Our next endeavour will be collaborating with the Taiwanese universities to establish long-term development on the validation of high quality academic professional programmes at bachelor level or above in order to nurture more housing professionals to tackle the ever-changing housing demands in Taiwan.

At the Joint Annual Dinner with the Hong Kong Institute of Housing (HKIH) this October, we celebrated with our members from Macao and Taiwan, adding some valuable members to the big family of Hong Kong. Against the backdrop of the fast-growing economy in Macao, gambling consortium and luxury residential premises have proliferated in the last two years, calling for a wide spectrum of services rendered by local, Hong Kong and expatriate professionals, let alone the housing and housing-related practitioners. To capitalise the rising demand for professional property managers, the Committee has conducted a recruitment exercise for corporate members in Macao through a series of rigorous and discreet procedures. It is anticipated that these new members will enhance the housing profession by contributing their networks and expertise to our worldwide platform of knowledge exchange and sharing of good professional practice. The Committee has also participated in pursuing possible collaboration

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Mr Victor Chow, Chairman of CIH APB addressed at the graduation ceremony of the training course in Macau  
亞太分會周超雄主席於培訓課程結業禮致辭



Happy Moment After the Hard Work  
辛勞終獲成果



President and CEO of CIH met new CIH members in Macau  
總會會長及首席執行官與澳門新會員合照