

GLOBAL CORPORATE REAL ESTATE LEADER'S SUMMIT

31 March – 2 April 2014 | Hilton, Kuala Lumpur | APAC Edition

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GLOBAL TRADE DEVELOPMENT WEEK'S 2014 APAC & EMEA EDITIONS

Staying up to date with the latest international locations for trade, incentives, capabilities, financial options & market insights globally is a huge challenge for Governments & Private Sector Trade Leaders alike. Meeting public & private sector trade leaders, authorities & organisation's face to face remains the most effective way to get the information & knowledge to support your development plans with first hand relationships directly with decision makers.

With 2 regional editions in APAC, Malaysia in March 2014 & EMEA, Dubai in October 2014 **The Global Trade Development Week** shares a combined programme of 3 major trade summits, expo, workshops, site tours & networking opportunities. Linking trade leaders & facilitators directly the programmes give you access to representatives of over 60 nations across Africa, Americas, Asia Pacific, Europe & The Middle East. The trade capacity building programmes are developed for Government & C Level Trade Leaders with interactive panel based programmes designed to share best practice, insights & opportunities - you can ask the questions that will help you to develop the trade potential of your organization directly to over 90 trade leaders.

CO-LOCATING 3 MAJOR TRADE SUMMITS IN ONE LOCATION



4th GLOBAL
FREE TRADE &
SPECIAL ECONOMIC
ZONES SUMMIT



GLOBAL TRADE
FINANCE & INDUSTRIAL
DEVELOPMENT
SUMMIT



GLOBAL CORPORATE
REAL ESTATE
LEADERS SUMMIT

WHY ATTEND

- Trade capacity building & benchmarking
- High caliber speaker faculty with perspectives from 90+ international speakers
- Face to face networking with international trade leaders & piers
- Latest industry news & trends
- Leading insights on investment & development opportunities
- Expert global knowledge & latest business intelligence
- Direct information on opportunities in africa, americas, asia pacific, europe & middle east
- Meet government, authorities, ipa's & industrial / trade locations from 60 nations
- Meet investors, financial leaders & new suppliers
- Build lucrative relationships
- Business development opportunities
- Establish new cross border partnerships
- Ensure you are ahead of your competitors
- Expo - governments, authorities, locations, enablers & suppliers
- Site tours - visit leading locations to assist your location process
- Networking receptions
- 5 star venues, airline partners & participation assistance

GLOBAL TRADE DEVELOPMENT WEEK - PROGRAMME OF EVENTS

Day 1	Day 2		Day 3	Day 4
MINISTERS & TRADE LEADERS PLENARY			WORKSHOP	SITE TOUR PROGRAMME
			WORKSHOP	
NETWORKING RECEPTION			WORKSHOP	

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For enquiries and registration:

KW GROUP SDN BHD (Malaysia)
Unit B-6-10, Block B, Phileo Damansara 1, Jalan 16/11, 46350 Petaling Jaya, Selangor, Malaysia

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INTRODUCTION

Globally, Corporate Real Estate is expected to add strategic value and deliver competitive advantage to their organisations. With economies all over the world struggling to keep pace, Corporate Real Estate has assumed greater responsibilities to the performance of bottom-line. Global Corporate Real Estate and Asset Management summit brings to the fore powerful insights into the future direction of Corporate Real Estate industry. This interactive summit discusses the key issues of expansion and investment outlook in emerging markets and making CRE a value added vertical in any organisation.

WHO ATTENDS

Global Directors & Managers for Industrial & Corporate Real Estate

Facilities Management & Facilities Operations

Government Agencies, Regional Authorities & IPA's

Multi Nationals & SME'S: CEO, COO, MD, Regional Heads & Directors

Commercial Real Estate Services (CRES)

Industrial Parks, Science Parks, Free Trade & Special Economic Zone Authorities, Operators & Owners

Site Selection & Location Advisory

Real Estate Leasing & Facilities Management Consultants

Institutional Real Estate Investors

Sovereign Wealth Funds

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CONFIRMED SPEAKER & PANELISTS

ALEXANDER NATUSCH,
Regional Manager -
Asia Pacific,
SHELL

BILL JONES
Managing Director -
ASEAN,
**ROYAL INSTITUTION
OF CHARTERED
SURVEYORS (RICS)**

HEONG ROGER
APAC Real Estate
Manager,
WEATHERFORD

KENNETH HETH
Group Head, Global
Facilities Manage-
ment Asia Pacific and
Japan,
SAP

LARRY YEAP
Director, Corporate
Real Estate and
Workplace Services,
APAC,
JUNIPER NETWORKS

**MAHES
BALAKRISHNAN**
Real Estate Director -
South East Asia &
Oceania,
ERICSSON

MICHAEL DIMECH
Senior Director -
Development, Asia
Pacific, Middle East
and Africa,
**MCDONALD'S
CORPORATION**

NAMIT JAIN
Senior Real Estate
Consultant - Asia
Pacific and Latin
America,
DUPONT

NICHOLAS LESEK
Vice President -
Corporate Services /
Real Estate - Asia (ex
Japan),
**NOMURA
INTERNATIONAL**

SUSHIL KUMAR
Director, Real Estate &
Workplace, APAC,
VMware INC

**CAPT. VINOD
RAJAN**
Head Real Estate and
Workplace India,
YAHOO

**WADE
CRUICKSHANKS.**
Managing Director,
CRS Asia Pacific, **CITI**

XAVIER GIBERT
Head of Real Estate
Asia Pacific,
ADIDAS GROUP

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SUMMIT PROGRAMME

DAY 1, MONDAY, 31ST MARCH 2014

0830	Registration Starts
0830	Morning Ice Breaking Reception
0945	Organiser's Welcome Remarks
1000	Chairperson's Opening Remarks
1015	Keynote Plenary Multilateral and Ministerial Address
1030	Keynote Plenary Multilateral and Ministerial Address
1045	Corporate Presentation
1100	Morning Refreshments & Networking
1130	Keynote Plenary Multilateral and Ministerial Address
1145	Keynote Plenary Multilateral and Ministerial Address
1200	Keynote Plenary Multilateral and Ministerial Address
1215	Corporate Presentation
1230	Networking Lunch
1400	<p><u>INTERACTIVE PANEL DISCUSSION 1</u> Global Corporate Real Estate Outlook and Trends – Convergence of Leadership, Sustainability, Innovation and Technology</p> <ul style="list-style-type: none"> • Gaining insights into the current state and future trends of Corporate Real Estate and analysing how it will impact business decisions • Overcoming internal and external challenges to respond to increasing strategic demands • Transforming the Corporate Real Estate function into a profit centre by optimising portfolio and reducing costs <p>Panelists:</p> <ul style="list-style-type: none"> • MICHAEL DIMECH, Senior Director - Development, Asia Pacific, Middle East and Africa, MCDONALD'S CORPORATION • WADE CRUICKSHANKS, Managing Director, CRS Asia Pacific, CITI • BILL JONES, Managing Director - ASEAN, ROYAL INSTITUTION OF CHARTERED SURVEYORS (RICS) • KENNETH HETH, Group Head, Global facilities management Asia Pacific and Japan, SAP
1515	Corporate Presentation
1530	Afternoon Refreshments & Networking
1600	<p><u>CASE STUDY PRESENTATIONS</u> Expanding and Investing in emerging markets hotspots - Part One (Case Studies from: China, India, Malaysia, Indonesia and Philippines)</p> <ul style="list-style-type: none"> • Adopting novel strategies to evaluate and acquire new sites in the emerging markets • Analysing the economic, political and business climate of the country • Assessing the regulatory framework and evaluating its conduciveness to business objectives • Evaluating the critical factors including the infrastructure and availability of skilled human capital etcnds and gauging expectations for global Islamic trade
1715	Corporate Presentation
1730	Chairperson's Closing Remarks
1740	Cocktail Reception

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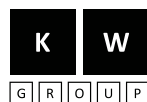
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DAY 2, TUESDAY, 1ST APRIL 2014

0830	Registration
0900	Chairperson's Opening Remarks
0915	<p><u>CASE STUDY PRESENTATIONS</u> Expanding and Investing in emerging markets hotspots - Part Two (Case Studies from: Thailand, Vietnam, Cambodia, Myanmar, South Africa)</p> <ul style="list-style-type: none"> • Optimising and re-balancing the real estate portfolio to support increasing levels of business activity in emerging markets • Analysing the economic, political and business climate of the country • Assessing the regulatory framework and evaluating its conduciveness to business objectives • Evaluating the critical factors including the infrastructure and availability of skilled human capital etc
1030	Morning Refreshments & Networking
1100	<p><u>INTERACTIVE PANEL DISCUSSION 2</u> Overcoming the challenges of land acquisition, negotiating and structuring of leasing deals to drive a favorable and productive real estate portfolio</p> <ul style="list-style-type: none"> • Selecting the optimal site and managing the due diligence process for better ROI • Planning and overseeing the construction development to ensure quality of the property • Identifying and mitigating inherent risks in leasing structures <p>Panelists:</p> <ul style="list-style-type: none"> • HEONG ROGER, APAC Real Estate Manager, WEATHERFORD • XAVIER GIBERT, Head of Real Estate Asia Pacific, ADIDAS GROUP
1215	Corporate Presentation
1230	Networking Lunch
1345	<p><u>INTERACTIVE PANEL DISCUSSION 3</u> Transforming the Corporate Real Estate strategy through the use of innovative technologies to gain and sustain competitiveness</p> <ul style="list-style-type: none"> • Establishing collaborative workspaces and open concepts to enhance productivity • How is mobile connectivity changing the concept of work and what will future look like - A game changer? • Leveraging technology to impact the bottomline favorably by cutting expenses and increasing revenue <p>Panelists:</p> <ul style="list-style-type: none"> • MAHES BALAKRISHNAN, Real Estate Director - South East Asia & Oceania, ERICSSON • NAMIT JAIN, Senior Real Estate Consultant - Asia Pacific and Latin America, DUPONT
1500	Afternoon Refreshments & Networking
1530	<p><u>INTERACTIVE PANEL DISCUSSION 4</u> Driving the growth of Corporate Real Estate through innovation and differentiation to stay relevant, profitable and competitive during the current economic climate</p> <ul style="list-style-type: none"> • Doing more with less - How do make the most of the resources at hand? • Implementing scalable business strategies to bring clear business benefits – Asset and energy Management • Adopting new business models to drive revenue, cut costs - Converting Corporate Real Estate to a profit centre from an expense centre <p>Panelists:</p> <ul style="list-style-type: none"> • CAPT. VINOD RAJAN, Head Real Estate and Workplace India, YAHOO • NICHOLAS LESEK, Vice President - Corporate Service / Real Estate - Asia (ex Japan), NOMURA INTERNATIONAL
1645	Chairperson's Closing Remarks
1700	End of Summit

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DAY 3, WEDNESDAY, 2ND APRIL 2014

POST SUMMIT WORKSHOPS

0845	Registration
0900	WORKSHOP A
1030	Morning Refreshments & Networking
1100	WORKSHOP A
1230	Networking Lunch
1345	WORKSHOP B
1515	Afternoon Refreshments & Networking
1545	WORKSHOP B
1700	End of Workshop

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31 March – 2 April 2014 | Hilton, Kuala Lumpur | APAC Edition

STANDARD INTERNATIONAL DELEGATE RATES 2014 (ALL RATES \$USD)

PLENARY & CONFERENCE ONLY (Must specify conference topic)

	CONFERENCE ONLY	CONFERENCE & WORKSHOP	4TH GLOBAL FREE TRADE & SPECIAL ECONOMIC ZONES SUMMIT	GLOBAL TRADE FINANCE & INDUSTRIAL DEVELOPMENT SUMMIT	GLOBAL CORPORATE REAL ESTATE LEADER'S SUMMIT
EARLY BIRD until 18th October 2013 First Come First Served Basis, Limited Seats	995	1495			
STANDARD PRICE Until 28th February 2014	1495	1995			
LATE BOOKING 1st March Onwards	1895	2495			

VIP ALL ACCESS INTERNATIONAL DELEGATE RATES 2014 (ALL RATES \$USD)

INCLUDES PLENARY, SUMMIT PROGRAMMES & WORKSHOPS (Must specify primary conference topic)

			4TH GLOBAL FREE TRADE & SPECIAL ECONOMIC ZONES SUMMIT	GLOBAL TRADE FINANCE & INDUSTRIAL DEVELOPMENT SUMMIT	GLOBAL CORPORATE REAL ESTATE LEADER'S SUMMIT
EARLY BIRD until 18th October 2013 First Come First Served Basis, Limited Seats		1695			
STANDARD PRICE Until 28th February 2014		2195			
LATE BOOKING 1st March Onwards		2695			

REGISTRATION FORM

ATTENDEE DETAILS

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

Job Title: _____

Email: _____ | Tel: _____

Signature (Mandatory): _____ | Mobile Phone: _____

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

Job Title: _____

Email: _____ | Tel: _____

Signature (Mandatory): _____ | Mobile Phone: _____

COMPANY DETAILS

Company Name: _____

Address: _____

Postcode: _____ | Country: _____

Tel: _____ | Fax: _____

Nature of Business: _____ | Company Website: _____

AUTHORISATION

Sales Persons Name: _____

Approving Manager: _____

Job Title: _____ | Email: _____

Tel: _____ | Fax: _____

Signature (Mandatory): _____ | Mobile Phone: _____

PAYMENT METHODS

Payment can be made via: (Please tick where applicable)

CHEQUE OR BANK DRAFT

Cheques are to be crossed and made payable to **KW GROUP Sdn. Bhd.**

Please mail your cheques together with this registration form to:

KW Group Sdn Bhd.

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BANK / TELEGRAPHIC TRANSFER

Overseas delegates may pay by telegraphic transfer to KW Group Sdn. Bhd.

Beneficiary Bank: OCBC Bank

Address: Menara OCBC 18 Jalan Tun Perak, 50050 Kuala Lumpur

Swift Code: OCBCMYKL

Account No: 787-1028252 (For payments in MYR)

Account No: 787-1028279 (For payments in USD)

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(Please note that a non-refundable 4% credit card administration fee applies.)

Please email to account@kwg.com.sg for online credit card payment request.

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Capitalise on this opportunity to market your products and services and form strategic relationships. For further details, contact **Jack Parry** on +603 7662 6888 or email jack.parry@kwg.com.sg

ACCOMMODATION

A special room rate has been arranged for attendees at this summit. To take advantage of this special rate, please make your bookings directly with the hotel and quote:

'KW GROUP GLOBAL TRADE DEVELOPMENT WEEK'

Hotel reservations and travel arrangements are the responsibilities of the registrant.

HILTON, KUALA LUMPUR
3, Jalan Stesen Sentral
50470 Kuala Lumpur
Malaysia
Tel: +603 2264 2264
Fax: +603 2264 2266

ALOFT, KUALA LUMPUR
5, Jalan Stesen Sentral
50470 Kuala Lumpur
Malaysia
Tel: +603 2723 1188
Fax: +603 2723 1588

For more details on hotel reservations please contact: anne.williams@kwg.com.sg

Official Airline Partner



Travel with Malaysian Airlines to Malaysia for the **'Global Trade Development Week'** 31 March - 2 April 2013. For more details please contact: anne.william@kwg.com.sg

TERMS & CONDITIONS

Upon the completion and receipt of the registration form, payment is required within 5 working days of the issuance of the invoice. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment. Full payment prior to the event is mandatory for attendance.

Cancellation must be received in writing at least 14 business days before the start of the event, to receive a refund less 50% processing fee per registration. No refund will be made available for cancellation notifications received less than 14 business days before the event.

KW Group reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

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