

## OVERVIEW

Cityscape Asia 2009 – Asia's premier international business-to-business real estate development and investment event in the region has successfully concluded, welcoming more than 3,000 participants including international and regional real estate investors, developers, architects, government officials and financiers.

Now in its 3rd year, Cityscape Asia 2009 presented three days of stimulating and dynamic environment for key industry professionals to network and create cutting-edge strategies to drive the industry forward.

Cityscape implemented the following initiatives to facilitate networking, idea sharing and market intelligence for top decision makers working within the region:

- Cityscape partnered with **Cityscape Intelligence** and produced an integral market report "Focus on Asia".
- **Cityscape Connect Singapore Business Breakfast** – the first in a series of not-for-profit networking functions provided a forum for top real estate professionals to interact and discuss key industry issues.
- **Investor Round Tables** – an exclusive 'invite only' forum featuring some of the most prominent figures in global real estate gathered and discussed key issues related to real estate investment. The key focus areas were Vietnam and Malaysia (Iskandar).
- **Investors & Developers Networking Reception** – this brought investors and developers together to network, meet new clients and create joint venture partnerships
- **Interactive Open Discussion Forums** – these free to attend interactive seminars addressed issues from real estate development, sustainable architecture and making sound investment decisions.
- **Site Visit** – Cityscape Asia partnered with the Urban Redevelopment Authority (URA) Singapore for an exclusive tour of the Singapore City Gallery.



## SHOW PROFILE

### Number of years show has run:

3 years

### Venue:

Suntec Convention Centre, Singapore

### Date:

19 – 21 May 2009

### Participants

Number of participants:	3,042
Participating countries:	42
Average Days Attended:	1.5

### Special Networking Events

Awards Ceremony and Gala Dinner:	19 May
Investors & Developers Networking Reception:	20 May
Investor Round Tables:	19–20 May
Developer Project Showcases:	19–21 May
Open Discussion Forums:	19–21 May
Cityscape Asia Singapore Gallery Tour:	20 May
Networking Cocktail Party:	20 May

## 2009 SPONSORS

### Gold & Awards Sponsor



### Cocktail Party Sponsor



### Supporters



Held In  
**UNIQUELY Singapore**

### Endorsed by



## EXHIBITOR PROFILE

### Real Estate Developers:

Residential, Office, Commercial, Hotel & Leisure, Retail, Industrial

### Real Estate Investors:

Banks, Financial Institutions, Investment Companies, Pension Funds, REITs, Venture Capitalists, Insurance Companies, Hedge Funds, Fund Management Companies, Private Equity Investors, Asset Management Companies, Sovereign Wealth Funds, Private Investors

### Cities and Regional Authorities:

Investment Promotion Agencies, Economic Development Authorities, City Promotion Agencies and Authorities, Location marketing agencies, Regional Development and Investment Zones, Inward Investment Organisations

### Real Estate Owners

### Property Advisors

### Real Estate Solution Providers

### Real Estate Development Consultants

### Architects

### Designers

### Urban Planners

### Consulting Engineers

### Contractors

### Construction Companies

### Project Management Companies

### Corporate End Users

### Retailers

"Cityscape Asia is now firmly established as the leading B2B real estate exhibition for the region. Full credit to the organisers who introduced a plethora of investor / developer meeting functions throughout the three days. We will certainly return in 2010."

**Oliver Ontiveros**, Managing Director, **Elysium Capital Limited**

## EXHIBITORS BY COUNTRY



### Reasons for Exhibiting:

- 89% To seek contacts for future business
- 78% To raise profile of company/ organization
- 67% To seek new contacts
- 56% To seek immediate business
- 44% Meet existing clients or partners
- 33% To establish a presence in a new market
- 22% To monitor activity of competitors
- 11% To establish joint ventures
- 11% To meet retailers
- 11% To look for a local agent
- 11% To look for investors

### Success of Exhibitors:

- 82% of exhibitors stated that the visitor quality met their expectations
- 81% of exhibitors considered Cityscape Asia to be crucially important to their marketing activity in the region
- 78% of exhibitors considered Cityscape Asia to be the leading event of its kind in the region
- 78% of exhibitors were successful in meeting their overall objectives at the show
- 78% of exhibitors considered Cityscape Asia to be crucially important to their marketing activity in the region
- 76% of exhibitors would recommend exhibiting at Cityscape Asia 2010
- 74% of exhibitors stated that by exhibiting at Cityscape Asia, it improved their business prospects both locally and internationally
- 71% of exhibitors considered Cityscape Asia an event that is constantly improving



## VISITOR PROFILE

**Institutional Investors**  
**Banks and Financial Institutions**  
**Real Estate Investors**  
**High Net Worth Individuals**  
**Commercial Residential Real Estate Development**  
**Real Estate Owners**  
**Real Estate Advisors**  
**Investment Promotion Agencies**  
**Architects and Designers**  
**Real Estate Portfolio Managers**  
**Real Estate Solution Providers**  
**Project Managers and Directors**  
**Municipal & Regional Govt. Authorities**  
**Construction Companies**

**Senior Executives of key organisations involved in the design and construction of:**  
 Hotel and Leisure Developments  
 Office Towers  
 Residential Developments  
 Marina and Waterfront Projects  
 Development Projects  
 Government and Civic Buildings  
 Leisure and Theme Parks

## VISITORS BY COUNTRY

## VISITORS

### What were the prime reasons for attending this event?

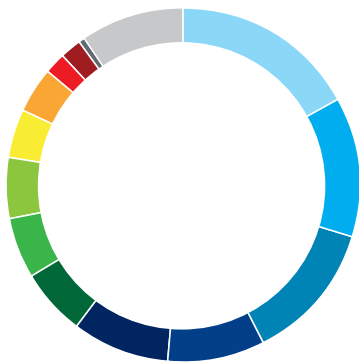
- 59% Keep up to date with new projects and developers
- 44% To source investment from the Asian region
- 39% Obtain general information industry knowledge
- 28% To seek business opportunities
- 23% To source investment from other markets (outside of Asia)
- 17% To meet service providers (architects, consultants, project managers, etc.)
- 14% Meet potential/new business partners
- 7% To establish joint ventures
- 3% Meet existing business partners

### Interesting Statistics

- 92% of the visitors intend to visit Cityscape Asia 2010
- 88% of the visitors felt that there were sufficient networking opportunities at Cityscape Asia 2009
- 85% of visitors stated that Cityscape Asia 2009 met and exceeded their expectations
- 76% of visitors thought the quality of exhibitors at Cityscape Asia was good
- 75% of visitors rated Cityscape Asia 2009 as the leading event in the industry



## VISITORS' NATURE OF BUSINESS



Real Estate Developers	20.71%
Consultants	15.80%
Investment	15.57%
Project Management	10.81%
Architects	10.73%
Banking / Finance	7.40%
Construction	6.80%
Suppliers	6.73%
Engineers	5.37%
Contractors	5.14%
Retailer	2.49%
Municipality / Government	2.27%
Operator	0.76%
Other	11.34%

## VISITOR INTEREST IN SOURCING FROM THE EXHIBITION



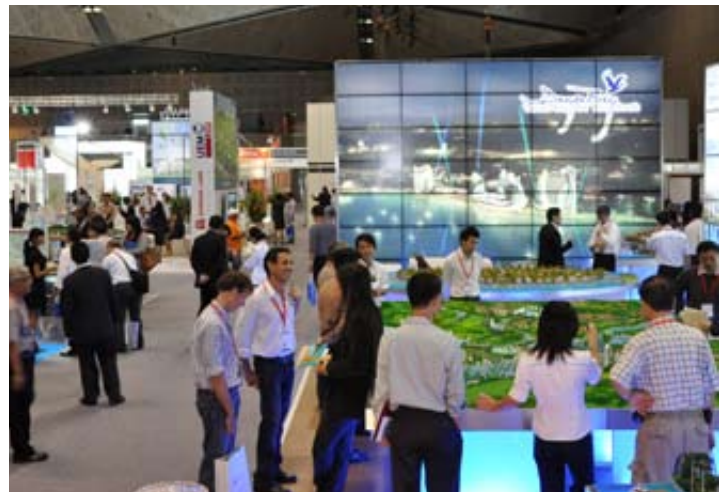
Investment Opportunities	28.19%
Architectural Design	18.82%
Consultancy	14.59%
Project Management	13.30%
Joint Ventures & Partnerships	10.20%
Property Management	10.43%
Engineering	6.88%
Spatial Design	5.74%
Contracting	5.06%
Energy Management	4.84%
IT Solution	4.61%
Leasing Opportunities	3.93%
Franchising Opportunities	3.63%
Other	7.03%

"We have been attending Cityscape Asia since it started. One of our objectives in attending this event is to raise awareness of our company and projects among international investors. This year's event has helped us build our brand with this key target group."

**Samantha Soo**, Senior Executive Marketing and Sales, **Mah Sing Properties Sdn Bhd**

"The annual place to gather and take stock of the past and look towards what is in store for next year. An event I would recommend to anyone serious about real estate in Asia."

**John Evans**, Managing Director, **Tractus Asia**



### NETWORKING OPPORTUNITIES

**The Cityscape Awards for Real Estate in Asia** celebrated and rewarded those companies that have shown outstanding performance and achievement in key market and project areas in the real estate development in the Asian region.

Sponsored by Scala Land, the glittering awards ceremony and gala dinner provided the perfect opportunity for the Asian real estate industry to gather, network and meet achievers in the real estate industry.



#### Cityscape Asia Cocktail Party

One of the standout attractions of Cityscape Asia 2009 was the Cocktail Party held at Sapphire at The Jewel Box atop Mount Faber, Singapore's iconic hilltop destination.

Sponsored by Ridge Solutions, the event was an astounding success - with people from the region and beyond in attendance, building relationships and partying into the early hours.



#### Cityscape Investor Round Tables

A new addition to the Cityscape portfolio, these Investor Round Tables offered an exclusive opportunity for leading figures in real estate to discuss the key issues affecting real estate investment and development in emerging markets. Two investor round table sessions were held during Cityscape Asia which focused on the Vietnamese and Malaysian real estate markets.



#### Real Estate Finance & Investment Conference

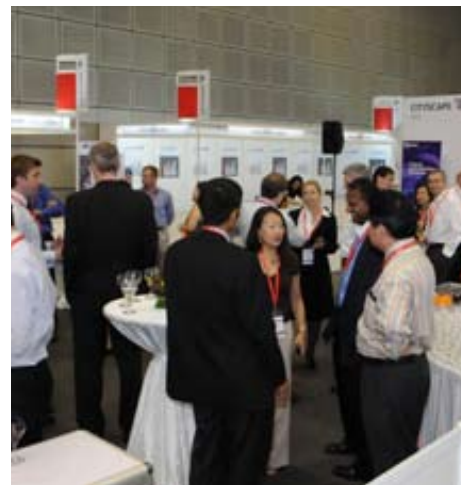
In response to changing market dynamics the format of the Real Estate Finance And Investment Conference for 2009 focused on providing an interactive environment where delegates were given the opportunity to voice their opinions and share their experiences. Leading these discussions were speakers from some of the world's foremost real estate and investment companies, delivering delegates an unparalleled opportunity to network with industry experts and formulate cutting edge strategies.



#### Investors & Developers Networking Reception

These hour long speed networking receptions were the perfect opportunity for global real estate investors, developers and financiers to network face-to-face to discuss investment opportunities and create joint venture partnerships.

It was structured in such a way that allowed industry experts to network with potential clients and partners as quickly and easily as possible.



#### Interactive Open Discussion Forums

This year, the newly introduced Interactive Open Discussion Forum took place on each day of the event on the exhibition floor.

Each forum was led by a respected industry expert who initiated a topic of discussion and engaged the audience in a series of discussions.

#### Here are some of the topics covered:

- Strategies to combat tough times.
- Navigating Asian markets through the turbulence – perspectives looking at 2010 and beyond.
- The idea house; a case study in sustainable tropical living.
- Branding in tough times

" Amongst other impressive factors, the one thing I take away from participating as a speaker at the Cityscape Singapore is the high degree of professionalism by the organizers. I am sure that Cityscape will further expand and deepen it's engagement with the real estate industry, I wish them the very best for the future."

**Priyaranjan Kumar**, Regional Director – Institutional Investor Group, Asia Pacific, **Cushman & Wakefield**

## NETWORKING OPPORTUNITIES CONT.

### Networking Luncheon Focusing On The US Real Estate Market

Financial eyes are focusing on the US market with proactive investors exploring the region for potentially lucrative undervalued and distressed assets. In addition, as the global economy shows green shoots of recovery, many anticipate that the US will be one of the first to come out of the recession thereby offering opportunities for both inbound and outbound investment.

This networking was initiated for real estate professionals to find out more about investment opportunities in the American Real Estate and also the potential for US investors directing funds into emerging markets globally.



"I personally met some excellent new contacts and kept in touch with old ones. I will definitely be back for 2010."

**Kelvin Ng**, Chief Executive Officer, **Synergistic Real Estate**

## SAMPLE LIST OF PARTICIPANTS

### Title

V.P. Sales, Marketing & Cust Svc  
 President  
 Managing Director  
 Vp- Real Estate  
 Partner Corp. Real Estate  
 Investment Director  
 MD/CEO  
 Head Of Real Estate Investment  
 Chief Executive Officer  
 Managing Director  
 Chief Executive Officer  
 Director - Head Of Asia Real Estate Group  
 Managing Director  
 Chief Executive Officer  
 President & C.E.O.  
 Chief Executive Officer  
 Deputy GM  
 Investment Banker  
 U.K. Operations Director  
 Head Of Asian Strategy & Indirect Investment  
 CEO/Executive Director  
 Business Development Director  
 Director  
 Director  
 President & Chief Executive Officer  
 Aia, Principal Of Callison / General Manager Of Callison (Shanghai),  
 Investment Manager  
 Managing Director  
 Chief Executive Officer  
 Managing Director  
 VP  
 Senior Director Corporate Services  
 Director Of Asia Pacific  
 Head Of Real Estate Group  
 Head Of Real Estate-South Asia Investment Banking  
 Snr Vice President  
 Managing Director  
 Senior Associate  
 Project Manager  
 Regional Business Dvpt Director  
 Executive Director  
 Managing Director  
 Managing Director  
 Managing Director

Associate Real Estate  
 Director Retail Leasing  
 Director  
 Minister Of Economic Reflation  
 Chief Financial Officer  
 Chief Financial Officer  
 Chairman  
 Founder  
 Director Of Investment  
 Chief Executive Officer And Chairman  
 Of The Executive Committee  
 Managing Director  
 Worldwide Real Estate Director  
 Chief Executive Officer  
 General Manager  
 Director  
 Chief Of Islamic Indexes/Head Of Consultancy

President

General Manager  
 Sr. Principal Commercial Properties Officer  
 Director  
 Vice President  
 Chief Investment Officer  
 Chief Executive Officer  
 Senior Vice President  
 Managing Director  
 Managing Director  
 Chief Executive Officer  
 Managing Director  
 Chief Executive Officer  
 Chief Operating Officer  
 Chief Executive Officer  
 Asia Pacific Director  
 Director Residential Investments  
 Chairman Of Board  
 Chief Development Officer

### Company

Aboitizland, INC  
 Advanced India Projects  
 Afg Capital Management  
 Aldar  
 Allen & Gledhill LLP.  
 Alpha Investment Partners  
 Amanah Raya Jmf Asset Management & Amnah Raya Reit  
 Amanah Raya Reit  
 Amfirst Reit  
 Annesing Pte Ltd  
 Ara Asset Management Ltd  
 Arcapita Pte Ltd  
 Archiland Property Co. Ltd  
 Ascendas  
 Ascendas Land Pte Ltd  
 Asia Capital Reinsurance Group Pte Ltd  
 Asiamalls Management Pte Ltd  
 Asian Fiance Bank  
 Atlas Industries (Vietnam) Ltd  
 Aviva Investors  
 Axis Reit Managers Bhd  
 Barwa Real Estate  
 Benoy Ltd  
 Big Properties  
 Burt Hill Associates  
 Callison  
 Cambridge Industrial Trust  
 Capita Land Financial Limited  
 Capitaland China Holdings  
 Capitaland Financial Ltd  
 Capitaland ILEC Pte Ltd  
 CEI Contract Manufacturing Ltd  
 Citco Singapore Pte Ltd  
 Citic Capital  
 Credit Suisse  
 DBS Bank  
 Developers And Builders Alliance (USA)  
 DLA Piper Thailand Ltd  
 Dubai World  
 DWP  
 Econolodge CO. Ltd  
 EFG Private Bank  
 Elysium Capital Limited  
 Etablissement Public Pour L'aménagement  
 De La Region De La Defense  
 Ethos Advisors Pvt. Ltd  
 Far East Organisation  
 Fender Katsalidis Mirams Architects  
 French Government  
 Future Capital Holding  
 Gallant Venture Ltd  
 Gaysorn Property Co. Ltd  
 Global Asset Solution  
 Golden Flower Group

Golden Land Property Development Plc  
 Growth Investment Management Ltd  
 GUCCI Group  
 Hahn Sung H&C  
 Hektar Asset Management SDN Berhad  
 Ho Chin Soon Research SDN BHD  
 Hong Kong Arab Chamber  
 Of Commerce & Industry  
 Hong Kong Arab Chamber  
 Of Commerce & Industry  
 Horizon Hill  
 Housing & Development Board  
 HUU Lien Investment JSC  
 IMCC  
 Indochina Capital  
 Indochina Capital Corporation  
 ING REIM (S) PTE Limited  
 Innoland Vietnam  
 Invesco Real Estate - Asia  
 Invista Real Estate  
 Iproperty Group Asia Pte Ltd  
 Iskandar Assets ADN BHD  
 Iskandar Investment Berhad  
 Iskandar Regional Development Authority  
 Jerde Partnership  
 Jones Lang Lasalle  
 JSC Finantek  
 Jumeirah Group

### Title

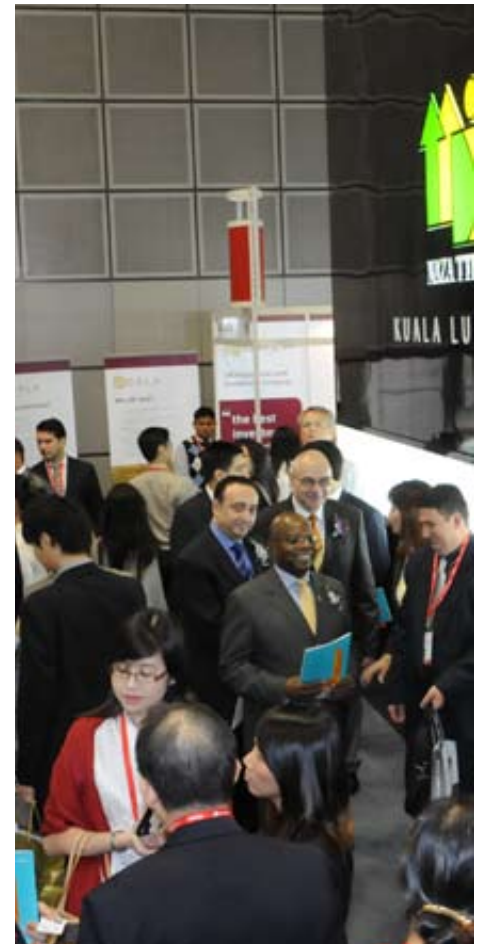
V.P. Development Asia Pacific  
 Architect  
 CEO - Commercial  
 Senior Vice President  
 Managing Director  
 Managing Director  
 Vice President  
 Assistant General Manager, Investment  
 Chief Executive Officer  
 Exec Director  
 Director  
 Deputy Fund Manager  
 Chairman  
 Business Development Manager  
 President & Chief Executive Officer  
 Chief Executive Officer  
 Managing Director  
 President  
 Chief Operating Officer  
 Director General  
 Snr Investment Manager  
 Chairman  
 Director  
 COO And Managing Director  
 Managing Director  
 Managing Director  
 General Manager  
 Principal  
 Senior General Manager  
 Director  
 MD & Head Real Estate Asia  
 Vice President  
 Chief Executive Officer  
 Bldg. Planning & Property Valuation  
 Director  
 President - Direct Investment & Private Equity  
 President And CEO  
 Partner  
 Managing Director  
 Head-Investment Sales & Commercial Dept  
 Chief Executive Officer  
 President Director & Chief Executive Officer  
 President & Director  
 President / CEO  
 Manager Investment Marketing  
 VP - Real Estate  
 Chief Executive Officer  
 Vice Chairman  
 Sales Director  
 Managing Director & C.E.O.  
 Senior Vice President  
 President  
 General Manager  
 Chief Executive Officer  
 Chief Executive Officer  
 Director  
 Chief Executive Officer  
 President APAC/ME  
 Vice President, Township Development  
 Managing Director  
 Chief Executive Officer  
 CFO / CIO  
 Director  
 Chief Investment Officer  
 VP - Business Devt  
 Chief Executive Officer  
 Consultant  
 Chief Executive Officer  
 Regional Director  
 Managing Director  
 President  
 Managing Director  
 Manager (Investments)  
 Group Director (Strategic Planning)  
 Investment Professional  
 Director Investment & BD  
 Chief Executive Officer  
 Managing Director  
 Vice President  
 Managing Director  
 Manager - Singapore  
 Vice President  
 Chief Executive Officer  
 Chief Executive Officer

### Company

Jumeirah Group  
 JZMK Partners  
 Keppel Land Int Limited  
 Khazanah Nasional Berhad  
 Khong & Jaafar  
 Kone Elevators, Escalators  
 Korea Association Of Realtors  
 K-Reit Asia Management Limited  
 Kuwait Finance House  
 Lai Fung Holdings  
 Leisure Farm Corporation SDN BHD  
 Lend Lease Asia Holdings Ltd  
 Liaison Consultancy Services - Real Estate Division  
 Lilyod Northover  
 Low Risk Capital Pte Ltd  
 Macau Studio City  
 Macquarie Securities (Singapore) Pte Ltd  
 Magnum Group  
 Mah Sing Group Berhad  
 Malaysian Economic Planning Unit  
 Mapletree Investment Pte Ltd  
 Maya Group Of Companies  
 MC2 Intentional Property Pvt. Ltd  
 Milestone Capital  
 Millenium Asset Management  
 Millennium Spire Asset Management  
 MPGA (Malaysia) SDN.BHD.  
 Mulvanny G2 Architecture  
 Naza TTDI SDN BHD  
 Neufomation Architect  
 Oak Tree Capital  
 OCBC Bank  
 Olive Real Estate Brokers  
 P. Bose  
 P.G. Dave / Skyline Group  
 Pacific Star Asia Pacific Pte Ltd  
 Pacifica Malls  
 Paul, Hastings, Janofsky & Walker Llp.  
 Plan Solution Management  
 Propnex Realty Pte Ltd  
 Prudential Property Investment Management  
 PT Bali Nirwana Resort  
 PT Halmahera Development & Investment  
 REBI  
 Resort Master Planner  
 Rreef Asia Pacific  
 RS Capital  
 Sai Thanh International  
 Scala Land Group  
 Scitygate Real Estate Dvpt. Ltd  
 Sembcorp Industrial Parks Ltd  
 Sepang Gold Coast  
 Simple Tree Digital & Technology Co Ltd  
 Solitaire Capital Development  
 SP Corporation Limited  
 Sparch  
 Standard Chartered - Istithmar Real Estate  
 Steinway Lyngdorf  
 Surbana Land Pte Ltd  
 Swisslake Capital Asia Pte Ltd  
 Synergistic Real Estate  
 Technocom Group  
 Temasek Holdings  
 The Ascott Group Limited  
 The Banyan Tree Hotels & Resorts  
 The Islamic Bank Of Asia Ltd  
 Thermarium Baeder - Bau Gmbh  
 TH-Properties SDN BHD  
 Tourism Western Australia  
 Tractus Asia Ltd.  
 Trikona  
 UEM Land  
 UOL Group Limited  
 Urban Redevelopment Authority  
 Varde Partners Asia Pte Ltd  
 Viet Hung Urban Dvpt. & Investment  
 Vina Capital  
 Wachovia Securities Corporation  
 Wet Design  
 Whitestone Investment Ltd  
 Windtech Consultants  
 World City Co., Ltd  
 YTL Pacific Star Reit Mgt Ltd  
 ZCA Capital Pte Ltd

"I was very impressed with Cityscape Asia this year. In difficult economic times, the organisers delivered a thought provoking event where senior decision makers from the pan Asian real estate industry met to forge partnerships and discuss further business opportunities."

**Don Lam, Chief Executive Officer, VinaCapital**



## MARKETING & PROMOTION

Cityscape Asia was more than just a 3 day event. Our marketing campaign began 12 months prior to the event and an extensive marketing plan was executed with precision.

A wide variety of mediums were used to further promote and enhance the presence of Cityscape Asia. This led to significant media coverage prior, during and after the event.

**TV / Radio** A comprehensive pre-event advertising campaign on CNN and 938 LIVE were aired regularly throughout the year across Asia and internationally. At the event, many international and local television stations covered Cityscape Asia and interviewed exhibitors and participants. Cityscape Asia also ran an extensive radio campaign on the country's premier business channel, consisting of commercials and interviews with key exhibitors and participants.

**Advertising** A series of adverts with an approximate distribution of over 1.7 million copies are placed including:

- Major newspapers dailies such as Business Times, The Edge and the Straits Times
- 22 international publications
- 18 online partners
- 16 key industry partners local and international

**Cityscape Asia Supplement in Business Times** In conjunction with Cityscape Asia, a 4pp full page, full colour supplement in The Business Times was planned and published on the first day of Cityscape Asia.

This enabled some of our exhibitors to leverage on this targeted environment and give prominence to their developments and services at Cityscape Asia. It was an excellent opportunity to generate increased awareness amongst their customers, business associates and corporate prospects.

**Telemarketing** Cityscape has a dedicated team of industry-specific, knowledge-rich telemarketers that personally invited key delegates and industry professionals to ensure their attendance.

**Press / Media Relations** Together with the help of our global network of affiliate PR offices we managed the event's international and regional press activities. The total value of media coverage received by the event in 2009 was over SGD 950k. Some of the press present at the event included;

- CNN
- Channel News Asia
- Business Times
- The Edge Malaysia
- The Edge Singapore
- Straits Times
- Utusan Malaysia
- The Star
- Financial Times
- PEI Media
- Lexicon Group
- Ensign Media
- Merger Market
- Institutional Real Estate
- China Trend Buildings
- International Harold Tribune
- Facility Media
- Property Report
- Berita Harian
- Sin Chow Daily

More than 80 press representatives were present at Cityscape Asia and held various press conferences and interviews with key speakers and exhibitors. A strong press contingent of 20 members from Malaysia were also present.

**Direct Mail & Fax** Our largest proportion of the Cityscape marketing campaign is dedicated to direct marketing. Our in-house database contains over 350,000 unique records. We invest heavily in ensuring that every record on our database is updated on a monthly basis. Cityscape has one of the most advanced database management system which allows us to segment, target and conduct marketing effectively.

We mailed a total of 120,000 conference brochure and visitor tickets to our targeted market and profile audience. The brochures were also mailed to partnering associations, sponsors, exhibitors and speakers to be further distributed to their clients as well.

**Email** Cityscape has built an opt-in database of investors and industry professionals spanning 156 countries. They are kept updated with event and industry information via e-bulletins broadcasted on a regular basis.

Over 70,000 email data in total have been receiving information and updates about Cityscape Asia throughout the year leading up to the event.

**SMS** Cityscape sends out regular updates to its opt-in database of more than 28,000 mobile phone users via SMS broadcasts. With research showing 94% of all text messages sent are read, the campaign provided an effective tool for keeping visitors up to date with the progress of the event and industry information.

**Website** The Cityscape website is one of the primary mediums through which the event is promoted all year round. The website keeps visitors up to date with details of the event and has an average website visitor count of over 30,000 visits per month of which 21,000 are unique visitors.

**International Broadcasting Partner:** CNN

**Official Radio Station:** 938 LIVE

**Supporting Associations:** URA, Marina Bay, IMCC, REDAS, SISV, Thai Appraisal, APREA, EPRA, FIABCI, RICS, HOREA, HKIR

**Knowledge Partner:** Cityscape Intelligence

**International Media Partner:** The Institutional Real Estate Letter

**Cityscape Global Partners:** Cityscape Magazine, Cityscape Intelligence, Emporis

**Official Media Partners:** Director Thailand, FuturArc, Home Finder, Indonesia Design, iproperty.com, LP, Mergermarket, Millionaireasia, PRC Magazine, Privatebanking.com, Property report, China Hedge, Emporis, Euromoney, Liquid Real Estate, Oxford business Group, property World, Property Wire, Property Finance Europe, ZYRE

**Regional Media Partners:** Tropical Living Thailand

## TESTIMONIALS

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"Informative, good presentations and a great place to network with those who are serious about the industry."

**Stuart Labrooy**, Chief Executive Officer, **Axis REIT Management**

"This is the first time we are participating in Cityscape Asia, and we've managed to establish close relationships with some potential partners. Our target has been met, and several investors have expressed interest in finding out more about what we have to offer. We will definitely be following up with these people when we return to Vietnam. This year's exhibition has been highly successful, and we will definitely be coming again next year."

**Vo Thanh Phong**, Permanent Secretary, **Urban Development and Construction Co., Vietnam**

"Despite the fact that many conferences are languishing in the wake of the financial crisis, I was heartened by the Cityscape conference, which attracted a discerning crowd of interested developers whom we have since been able to engage with."

**Jason Pomeroy**, Director, **Broadway Malayan**

"We thank you for the dedication and commitment exemplified by the IIR team. The commendable service rendered by the team is excellent!"

**Razaleigh Zainal**, Senior Vice President, Marketing, **Iskandar Investment Berhad**

"I found the various networking sessions and interactive discussion forums very helpful. They have helped me learn more about the opportunities in the real estate sector and I think the organizers have done an excellent job."

**Tero Borvornpotsakul**, Owner, **Surin Park Corporation Ltd**

"This was the first time Plan Solution Management had participated in Cityscape Asia, armed with our product and a smile we were blown away with the success we had. People traffic was always high and we met a number of contacts who have and will continue to prove to be an invaluable source for new partners and investors. The Cityscape Asia staff were very helpful and informative and the cocktail functions were an incredible networking opportunity for us. We look forward to coming back next year due to the success of this year's exhibition!"

**Sithu Aung**, Managing Director, **Plan Solution Management Pty Ltd**

"Visiting Cityscape Asia is a great opportunity to meet with real estate industry leaders from across Asia. The quality of people and networking functions the organizers initiates definitely make it the leading real estate event in region"

**Mr. Gulu Lalvani**, Chairman, **Royal Phuket Marina**

"Cityscape Asia provided us with an excellent platform to present our work and position Benoy as one of the leading designers in the region".

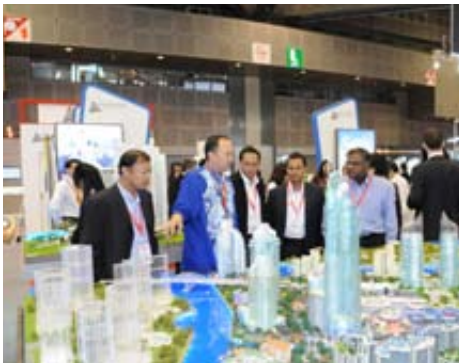
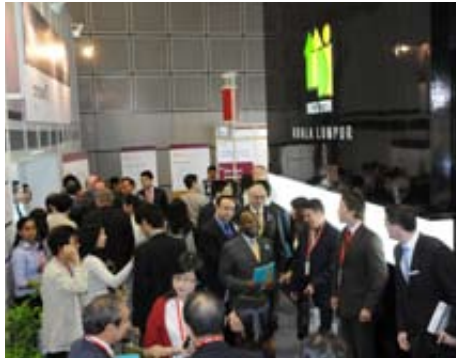
**David Buffonge**, Director, **Benoy**

"Cityscape Asia provided us with a platform to meet with several potential investors and business partners from across Asia. We will be back next year to further establish our position in this exciting and developing market"

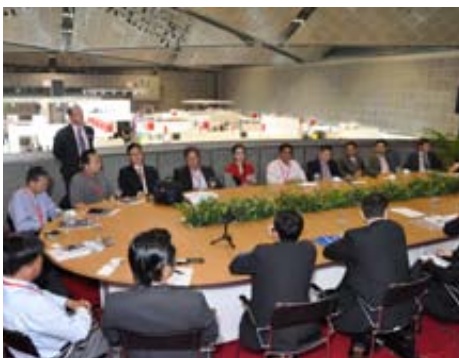
**Raul Silva**, Chief Executive Officer, **RS Capital**

## PICTURE GALLERY

Generate New Business, Showcasing Products and Services



Connecting, Sharing and Learning



## Fostering Business Relationships and Networking in Style at Glamorous Social Events



## Experiencing Cityscape Asia 2009





"Cityscape Asia 2009 was exciting. We achieved our objective to network with high-level foreign investors, and the conference presentations were also of really high quality,"

**Greg Hanna**, Chief Executive Officer, **Hanna Investments Limited**

## ORGANISER



## CONTACT DETAILS

IIR Middle East  
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 Fax: +9714 335 1891  
 Email: [cityscapeasia@iirme.com](mailto:cityscapeasia@iirme.com)  
 Web: [www.cityscapeasia.com](http://www.cityscapeasia.com)

## FUTURE DATES & VENUE

18 – 20 May 2010  
 Suntec Convention Centre, Singapore

**Research Compiled by BLS International**  
 All figures have been independently compiled by BLS International. BLS International is the leading provider of event technology solutions for the exhibition & events industry, supporting more than 50 major event organizers. BLS International is a one stop service centre, providing solutions for all event database management, registration and marketing requirements, with over 10 years of experience working with the most recognisable event organizers in the industry.

## CITYSCAPE

BUILDING BUSINESS

Cityscape Events:

**CITYSCAPE**   
 ABU DHABI

**CITYSCAPE**   
 DUBAI

**CITYSCAPE**   
 JEDDAH

**CITYSCAPE**   
 RUSSIA

**CITYSCAPE**   
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