

ULI Asia Pacific Executive Education Workshop – Hong Kong

Urban Mixed Use Development: Lesson and Techniques for Success

Dates : 22 – 23 September 2014

Venue : HKUST Business School Central, Room 1501-02, 15/F Hong Kong Club
Building, 3A Chater Road, Central, Hong Kong

Principal Instructor/Course Moderator:

Jim Heid, Founder, UrbanGreen, Inc, San Francisco, CA

Workshop agenda

22 September, Day 1

- 8:30 AM Registration and networking
- 9:00 AM Program welcome
- 9:15 AM Course introductions, Recap of the day's program
Jim Heid, Founder, UrbanGreen, Inc
- 9:45 AM How, what and why of Mixed Use
Jim Heid, Founder, UrbanGreen, Inc
- 10.30 AM Morning refreshments/Break
- 10.45 AM Panel 1: Challenges of Mixed Use
Moderator: Jim Heid, Founder, UrbanGreen, Inc
Panelists:
Richard Price, CEO, Asia Pacific, CBRE Global Investors
Albert Chan, Director of Development Planning and Design, Shui On
Land Limited
Hugh Andrew, Managing Director, BlackRock
- 12.00 PM Case study #1: Offsite project tour
[International Commerce Centre](#)
- 1:00 PM Networking Lunch, Prince Restaurant @ Elements
- 2:30 PM Feasibility Analysis for Mixed Use
Presenter: David Faulkner, Executive Director | Valuation & Advisory
Services | Asia, Colliers International
- 3.30PM Afternoon refreshments/Break

3.45PM Panel 2: Designing for Mixed Use
Moderator: Mike Zamora, Senior Director, Asia Real Estate Advisors
Panelists:
Guy Perry, Executive Director, Buildings + Places, APAC, AECOM
Riccardo Mascia, Managing Director, HOK
Sean P O'Malley, Managing Principal, SWA Group
Ian Milne, Senior Director, Atkins

5:00 PM Networking drinks

5:30 PM Workshop adjourns

23 September, Day 2

9:00 AM Day 1 recap

9:30 AM Panel 3: Underwriting and Financing Mixed Use
Moderator: Jim Heid, Founder, UrbanGreen, Inc
Panelists:
Clement Lau, Head of Development and Valuations, Hongkong Land
David Faulkner, Executive Director | Valuation & Advisory Services |
Asia, Colliers International
Stuart Mercier, Vice President, Brookfield Property Group

10.15 AM Morning refreshments/Break

11.00 AM Case study #2: Offsite project tour
[Pacific Place](#)

12:00 PM Networking Lunch

1.30PM Case study #3: **Lifehub @ Daning**
Lifehub @ Daning is a retail-anchored mixed-use development project in Zhabei, Shanghai. Developed by Chongbang Group and completed in 2006, Life Hub @ Daning consists of 15 buildings with approximately 250,000 sqm of GFA. It is a great example of how a well-designed and executed project can serve as a catalyst to transform an urban neighborhood. The case study provides key details of the project and the neighborhood, the developer's overall concept for the project, the development and financing of the project, and key success factors as well as what the developer would do differently with the benefit of hindsight.
Presenter: Christopher Wu, Managing Director – Investment and Development, Chongbang Group

- 2:30 PM Panel 4: Operating mixed use
Moderator: Jim Heid, Founder, UrbanGreen, Inc
Panelist:
Alan Yip, Partner, Mayer Brown JSM
David Martin, Head of Retail, Hongkong Land
- 3.30 PM Closing remarks
- 3:45 PM End of workshop