

ULI Mission: The Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is an independent global nonprofit supported by members representing the entire spectrum of real estate development and land use disciplines.

Integrated Development Council Virtual Meeting

Tuesday, 4 August 2020, 9:00am to 11:00am

Location: Zoom Meeting

Product Council Leadership

Co-Chair: [Augustine Tan](#), Executive Director, Property Services Division, Far East Organization

Co-Chair: [Cheng Hsing Yao](#), Group Managing Director, GuocoLand Singapore

Vice Chair: [Gerald Yong](#), Senior Vice President, Head of Business Development and Investments, City Developments Limited

Vice Chair: [Ng Hsueh Ling](#), Managing Director, Singapore and CIO, Asia, Lendlease

Agenda

8:50am – 9:00am Log in, get settled

9:00am – 9:10am Council Business
Welcoming Remarks
Housekeeping Items: Zoom tips on chat, mute, video on.
Welcome to new members and guests

Case Study Presentations

Developers present mixed use development case studies covering building history, innovative approaches, lessons learned in the development process and the results.

For each segment, there will be a 30 minutes presentation (slide deck on screen) followed by 25-30 minutes of Q&A with council members to share thoughts and perspectives in the context of the ever shifting 'new normal'.

9:10am – 10:00am **Case Study 1: Punggol Digital District (PDD)**

The Punggol Digital District is the first district in Singapore to adopt a one integrated masterplan approach that embodies an innovation ecosystem for cross-fertilisation of ideas and knowledge. It brings together a business park, a university, residences, heritage trail and other community facilities so that the community can indeed work-learn-play. It is a living showcase of Singapore's smart innovations that includes technologies to support a car-lite and environmentally friendly district.

David Tan, Assistant Chief Executive Officer, Development Group, JTC Corporation
[Kok Poh June](#), Group Director, New Estates 2, Development Group, JTC Corporation

Q&A discussion facilitated by Ong Choon Fah, CEO, Edmund Tie

10:00am – 11:00am **Case Study 2: Paya Lebar Quarter (PLQ)**

The mixed used Paya Lebar Quarter is a key catalyst to the URA masterplan to regenerate Paya Lebar into a bustling, pedestrian-friendly, new city precinct and a dynamic sub-regional business hub with a distinctive sense of place and cultural identity.



Directly connected to the dual MRT lines at Paya Lebar Interchange, the four-hectares 99-years leasehold site spans across two adjacent parcels. PLQ comprise of close to one million square feet of next generation workspaces and amenities in the three Grade A towers designed to optimize the health and wellbeing of 10,000 working executives, a standalone mid-to-mid plus mall with a retail space of 340,000 square feet, as well as a 429-unit private residential development with covered access to the surrounding shopping and lifestyle amenities via an elevated pedestrian network.

[Ng Hsueh Ling](#), Managing Director, Singapore and Chief Investment Officer, Asia, Lendlease

Q&A discussion facilitated by Chan Hui Min, Director, DP Architects

11:00am

Closing comments and meeting ends



Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed participant of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE:

Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY:

Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS:

The key to truly valuable interaction between the Council members is the sharing of real deals and real numbers, as well as successes and lessons learned.

ATTEND EVERY MEETING:

Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RESPECT FOR OTHERS:

Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION:

Council members are all highly successful real estate professionals. Self-promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES:

It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

RECRUIT THE BEST AND BRIGHTEST:

Council members often come into contact with new leaders in the industry—both ULI members and non-ULI members—with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to ULI Singapore meetings and work with your Council leadership to help them become future members of ULI and your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP:

Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate at the ULI Asia Pacific Summit
- Attend and participate at ULI Singapore programmes
- Contribute to ULI publications/research