

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 Product Council Launch Meeting
11th July 2018

JW Marriott Singapore South Beach, 30 Beach Road, Singapore 189763
HQ – India Meeting Room, L2 Assembly Building

Product Council Leadership

Co-Chair: [Augustine Tan](#), Executive Director, Property Services Division, Far East Organization & President, Real Estate Developers' Association of Singapore
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

8:30am – 9:00am Registration & Networking

9:00am – 9:15am **Co-Chairs' Welcome Remarks/Introductions**
Introduction of Members and Guests

9:15am – 9:30am **Introduction of ULI Product Councils – The Global Experience**

- Goals and Objectives, Council Members Expectations
- ULI Leadership Members will share on the value of ULI Product Councils and provide insights and lessons learned on building ULI product council's unique culture

9:30am – 10:30am **Project Presentations**
Developers from each project will present case studies covering building history, innovative approaches, lessons learned in the development process and the results.

Case study 1: Tanjong Pagar Centre, Singapore

At 290m, Tanjong Pagar Centre is the tallest building in Singapore. It is located above and directly linked to the Tanjong Pagar MRT station, and comprises 890,000 sq ft of Grade A office space at Guoco Tower; a 100,000 sq ft lifestyle and F&B component; 181 luxurious homes at Wallich Residence; the 222-room Sofitel Singapore City Centre, and a 150,000 sq ft landscaped urban park. Hear the story of how this large scale integrated development has contributed to the rejuvenation and transformation of Tanjong Pagar District into a business and lifestyle hub in the CBD and uplifted the infrastructure, the facilities and amenities for the precinct.

[Cheng Hsing Yao](#)

Group Managing Director, GuocoLand Singapore

Case study 2: The Rockefeller Center, New York

Rockefeller Center, the most recognized commercial property in the world, encompasses six square blocks between Fifth Avenue and the Avenue of the Americas, from 48th to 51st Streets, rising 70 stories above beautiful Midtown Manhattan. Tishman Speyer has directed the redevelopment and repositioning of Rockefeller Center since July 1996, including a redevelopment of the 224,000 square feet of retail space on the concourse level and the creation of large blocks of desirable retail spaces at the street level. Office occupancy at Rockefeller Center has grown from 86% in 1996 to more than 98% today. The session highlights what Tishman Speyer has done at Rockefeller Center to create new value in a mixed-use complex.

[Michael Spies](#)

Senior Managing Director, Tishman Speyer & ULI Global Governing Trustee

Case Study 3: Kampong Admiralty

Kampung Admiralty is Singapore's first integrated public development that brings together a mix of public facilities and services under one roof. The traditional approach is for each government agency to carve out their own plot of land, resulting in several standalone buildings. This one-stop integrated complex, on the other hand, maximises land use, and is a prototype for meeting the needs of Singapore's ageing population. Located on a tight 0.9Ha site with a height limit of 45m, the scheme builds upon a layered 'club sandwich' approach. A "Vertical Kampung (village)" is devised, with a People's Plaza in the lower stratum, a Medical Centre in the mid stratum, and a Community Park with studio apartments for seniors in the upper stratum.

[Dr Chong Fook Loong](#)

Group Director, Research & Planning, Housing & Development Board

10:30am – 10:45am	Break
10:45am – 11:45am	<p>Roundtable Working Session – Break out Session to Brainstorm and Present on 'Challenges and Opportunities of Mixed Use Development'</p> <p>Each table will brainstorm, collect thoughts and present and lead a rapid-fire discussion of key takeaways from their Roundtable discussions.</p> <ul style="list-style-type: none"> • <i>Financing</i> • <i>Design and Development</i> • <i>Programming/Placemaking</i>
11:45pm – 12:00pm	Wrap Up and Discussion/Suggestions for Future Council Meetings and Programmes
12:00pm – 12:30pm	Guided project tour of South Beach
12:00pm – 1:30pm	Networking lunch hosted by City Developments Limited