

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 Meeting

Tuesday, 11 February 2020

[csuites at Paya Lebar Quarter](#) (PLQ), level 5, PLQ 3

2 Tanjong Katong Road, PLQ 3, Paya Lebar Quarter Singapore 437161

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

8:30am – 8:45am Registration & Networking

8:45am – 9:00am Co-Chairs' Welcoming Remarks/Introductions/General Announcements/Business Session

- Review of ULI Priorities & Council Member Expectations (see back page of agenda)
- Introduction of 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.

9:00am – 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.

[Kok Poh June](#)

Group Director, New Estates 2, Development Group, JTC Corporation

10:00am – 11:00am Study Tour of Paya Lebar Quarter

- Brief introduction by Ng Hsueh Ling, Managing Director, Singapore and Chief Investment Officer, Asia, Lendlease (5 mins)
- Quick introduction to Precinct at PLQ3 model area on Level 1 (5 mins)
- Walking Tour (50 mins): Residence (15 mins) | PLQ Precinct (20 mins) | JLL Office (15 mins)

11:00am – 11:15am Refreshment Break

11:15am – 11:50am **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

11:50am – 12:00pm **Wrap Up and Discussion/Suggestions for Future Council Meetings and Programmes**

12:00pm – 12:30pm Shuttle service transfer to the [Singapore Chinese Culture Centre](#) for the Joint Networking Lunch with the [2020 ULI Singapore Annual Conference](#)

12:30pm – 1.45pm **Networking Lunch**

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

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11 February 2020

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Confirmed Attendance – Members & Guests

Name	Organization	Job title
COUNCIL MEMBERS		
Scott Dunn	AECOM	VP, South East Asia
Daniel Cerf	ARA Trust Management (Cache) Limited	CEO
Terence Seah	Benoy	Director, Head of Singapore Design Studio
Ronald Tay	CapitaLand Singapore	CEO
Peter Hyland	Cistri Pte Ltd	Regional Director
Gerald Yong	City Developments Limited	SVP & Head, Business Development & Investments
Terence Tang	Colliers International	Managing Director, Asia, Capital Markets & Investments
Chan Hui Min	DP Architects	Director
Ong Choon Fah	Edmund Tie	CEO
Teng Chye Khoo	Executive Director	Centre for Liveable Cities
Augustine Tan	Far East Organization	Executive Director
Cheng Hsing Yao	GuocoLand Singapore	Group Managing Director
Valerie Wong	GuocoLand Singapore	General Manager
Dr Chong Fook Loong	Housing and Development Board	Group Director (Research & Planning)
Chris Fossick	JLL	Chief Executive Officer, Southeast Asia
Anthony Chua	Keppel Urban Solutions	General Manager
Ng Hsueh Ling	Lendlease	Managing Director, Singapore and CIO, Asia
Prof Joseph Ooi	NUS IRES	Vice Dean, School of Design & Environment
Ker Wei Kwee	Pontiac Land Group	Senior Vice President
Ben Robinson	Raffles Quay Asset Management Pte Ltd	Chief Executive Officer
Darren Sabom	SC Capital Partners	Portfolio Manager
Hwang Yu-Ning	Urban Redevelopment Authority	Chief Planner & Deputy Chief Planner
Chris Panfil	WATG	Vice President, Director of Strategic Planning & Urban Design

GUESTS		
Name	Organization	Job title
Ng Chiang Wei	Allianz Real Estate	Head of Asset Management, APAC
Esther An	City Developments Ltd	Chief Sustainability Officer
Eu Chin Fen	Frasers Hospitality International Pte Ltd	Chief Investment Officer
Koh Teck Chuan	Frasers Hospitality International Pte Ltd	Chief Executive Officer
David Tan	JTC Corporation	Assistant Chief Executive Officer
Kok Poh June	JTC Corporation	Group Director
Ko Iwahori	Managing Partner	Acadia Capital Limited
Brian Riady	OUE Ltd	Deputy Chief Executive Officer
Nina Yang	SJ CityGlobal	Chief Executive Officer