

ULI Mission: Shape the future of the build environment for transformative impact in 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**

Wednesday, 31 March 2021

[DP Architects](#)

6 Raffles Boulevard, #02-249 Marina Square, Singapore 039594

### Product Council Leadership

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

Co-Chair: [Chan Hui Min](#), Director, DP Architects

### Immediate Past 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**

2:00pm – 2:30pm Registration & Networking

2:30pm – 3:00pm ULI Singapore Welcome Remarks / General Announcements

- Update of Product Council Leadership: Chan Hui Min, Ng Hsueh Ling
- Review of ULI Priorities & Council Member Expectations (see overleaf)
- Introduction of New Council Members

### **Case Study Presentation**

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

3:00pm – 3:50pm **Case Study – Saigon Centre**

With the rapid urbanization of Vietnam, Keppel Land entered into this market with its mixed-use development Saigon Centre in the heart of Ho Chi Minh City's Central Business District. From its Phase 1 completion in 1996 of a 25-storey mixed-use development, it has since expanded to include a retail mall and a Grade A office building, along with a serviced apartment. Keppel Land will share about its development strategy and its initial product concept and how it has evolved over the years in tandem with the rise of the market's affluence, lifestyle and consumerism; the pain points and challenges; and its plans for this Centre's future.

[Daniel Tan](#)

Head, Property Management, Keppel Land Vietnam

3:50pm – 4:00pm **Wrap Up and Discussion/Suggestions for Future Council Meetings and Programmes**

## 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

**CONFIRMED IN-PERSON ATTENDEES**

<b>S/N</b>	<b>Name</b>	<b>Organization</b>	<b>Job title</b>
1	Hui Min Chan	DP Architects	Director
2	Eric Cheah	Union Investment Real Estate	Head of Investment Management Asia Pacific
3	Cheng Hsing Yao	GuocoLand Limited	Group Managing Director
4	Dr Chong Fook Loong	Housing and Development Board	Group Director (Research & Planning)
5	Anthony Chua	Keppel Urban Solutions	General Manager
6	Scott Dunn	AECOM	Vice President, Asia
7	Chris Fossick	JLL	Chief Executive Officer, Southeast Asia
8	Hwang Yu-Ning	Urban Redevelopment Authority	Chief Planner & Deputy Chief Planner
9	Peter Hyland	Cistri Pte Ltd	Regional Director
10	Frank Khoo	City Developments Limited	Group Chief Investment Officer
11	Ng Hsueh Ling	Lendlease	Managing Director, Singapore and CIO, Asia
12	Ong Choon Fah	Edmund Tie	Chief Executive Officer
13	Prof Joseph Ooi	NUS IRES	Vice Dean, School of Design & Environment
14	J. Christoph Panfil	WATG	Vice President, Director of Strategic Planning & Urban Design
15	Darren Sabom	8MRE	Managing Director
16	Augustine Tan	Far East Organization	Executive Director, Property Services Division
17	Terence Tang	Colliers International	Managing Director, Capital Markets & Investments
18	Chew Peet Mun	CapitaLand Singapore	Managing Director, Workspace and Residential
19	Benett Theseira	PGIM Real Estate	Managing Director and Head of Asia Pacific
20	Valerie Wong	Guocoland Singapore	General Manager, Commercial
21	Gerald Yong	City Developments Limited	SVP & Head, Business Development & Investments
22	Dan Cerf	DevinQi Advisors	Principal
23	Ker Wei Kwee	Pontiac Land Group	Senior Vice President, Alternative Investments
24	Ben Robinson	Raffles Quay Asset Management	Chief Executive Officer
25	Lawrence Ler	Gensler	Director, APME Mixed-use & Retail Centers Practice Leader