



**ULI ASIA PACIFIC CORPORATE PROGRAMME**







## ULI IS ITS MEMBERS

The Urban Land Institute (ULI) is the oldest and largest network of cross-disciplinary real estate and land-use experts in the world, with the mission to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Our members’ dedication to the mission, together with their wide range of shared expertise, has allowed us to set unparalleled standards of excellence in development practice.

### OUR REACH AND IMPACT TODAY:


-  Global presence in 18 countries
-  45,000+ members across 80 nations
-  2,300+ events around the world
-  325 Corporate Partners spanning three regions: Americas, Europe, and Asia Pacific

### PRESENCE IN ASIA PACIFIC:

-  Seven National Councils across the region: Australia, China Mainland, Hong Kong, Japan, the Philippines, Singapore and South Korea
-  2,300+ members
-  350+ events across the region
-  130+ Corporate Partners

# ULI ASIA PACIFIC CORPORATE PROGRAMME

Our Corporate Programme provides a holistic way for organisations to participate in ULI activities, as well as an elevated level of recognition and support. The aim of the Programme is to work proactively with our Corporate Partners as knowledge partners, enabling us to help leverage our platform to meet their objectives and share thought leadership across the Institute and in our industry. As part of the programme, we provide a dedicated service that supports Corporate Partners to coordinate their engagements and activities across ULI so they align with their strategic objectives and business priorities.

 Exclusive entitlements, opportunities and activities to provide your firm with more flexibility to engage, and opportunities to develop the younger generation and share thought leadership across the ULI platforms.

For a deeper level of engagement and impact across our seven National Councils in the region, tailor-made programmes are available. Please contact us for more information.



*“The Corporate Programme allows partner firms to be more deeply engaged with ULI across Asia Pacific, allowing them to leverage our platform and providing greater strategic value to their businesses. We see the importance of working together with our Corporate Partners to help further the ULI mission by sharing thought leadership and providing best practices to create better communities worldwide.”*

—Nicholas Brooke, ULI Asia Pacific Chairman; Chairman, Professional Property Services Group

# ASIA PACIFIC CORPORATE PROGRAMME USD10,000

## ENTITLEMENTS:

- 10 memberships (up to five Full Members) in Asia Pacific
- 25% off additional memberships added to the company roster
- 1 x registration to the ULI Asia Pacific Summit
- 1 x invitation to the Asia Pacific Leadership Dinner (by-invitation only)
- 1 x registration to Asia Pacific Leadership Convivium
- 7 registrations to participate in key National Council conferences across the region
- Discount on all ULI publications
- Preferential rates at key ULI Asia Pacific events
- Ability to transfer memberships to other employees
- Exclusive invitations to events and activities in the region
- Partnership opportunities in Asia Pacific
- Dedicated account manager

## RECOGNITION:

- Listing on ULI Asia Pacific website
- Recognition as a Corporate Partner at key events within Asia Pacific (including the Asia Pacific Summit and Leadership Convivium)
- Opportunity to submit thought leadership to the ULI Asia Pacific platform
- Opportunity to submit content to the ULI Asia Pacific Summit mobile app

## SPECIFICALLY, ULI OFFERS ITS CORPORATE PARTNERS:

### DEDICATED ACCOUNT MANAGEMENT

Corporate Partners benefit from a corporate account management approach that is high-touch, provides seamless delivery of benefits, and aligns their vision and strategy with ULI opportunities around the region and beyond. A combination of attentive guidance and practical support results in a service that includes:

- Personalised onboarding for the whole team on how to maximise the value of ULI and its resources.
- Ability to review and update your membership roster to ensure that engagement objectives are met.
- Access to opportunities to co-write content, co-host events, and contribute as a ULI knowledge and thought leadership partner.

### SPECIAL RECOGNITION

Corporate Partners' elevated status within ULI is reflected in perks that include recognition at key events across the region, special badge recognition, website acknowledgement, etc.

### DISTINGUISHED CONNECTIONS

Corporate Partners have opportunities to provide thought leadership to ULI members and Key Leaders via both editorial content and live events.

### MISSION IMPORTANCE

Together with our Corporate Partners, ULI strengthens its focus on delivering the mission, shaping the future of the industry, and creating thriving communities around the region.



*“Accomplished leaders give of their invaluable time; to teach, to learn, sharing in a mission to make our future communities and cities great. Every conversation at ULI has made us smarter, faster. It’s what sets ULI apart from every other industry organization; the access, diversity and complete openness. Being part of the Corporate Programme helps us make deep connections in local markets, while elevating our brand and presence across the region.”*

*—Phil Kim, Shareholder and Managing Director, Asia Pacific, Jerde Partnership, Inc.*

## ULI’S CORPORATE ENGAGEMENT OPPORTUNITY

Corporate engagement offers your company the advantage of interacting with ULI in the following ways:

### MEMBERSHIP

Corporate Partners interact with a global network across every sector of real estate development and land use, from private enterprise to public service, and from young professionals to distinguished C-suite thought leaders. Direct access to people and information within the industry gives scope to boost your company’s profile, strengthen relationships, build your networks, and develop new business.

### EVENTS

As a Corporate Partner, you are able to take an active role in over 350+ events in seven National Councils across the region offering valuable insights into the latest trends shaping our industry and cities globally. These include the Asia Pacific Leadership Convivium, a leadership programme open to ULI Full Members only, and the ULI Asia Pacific Summit – the preeminent real estate event in the region, attended by more than 600 industry professionals from around the world. Our members highly value these opportunities to interact, learn, and expand their relationships with key decision-makers.

### NETWORKS

By fostering the exchange of knowledge and best practices among these groups, ULI can readily connect members with both their peers and with local, regional, and national experts.

### CONTENT CONTRIBUTION

Your perspective and experience are the greatest asset you can share. Our members want to hear from you about the topics that matter to them. Whether that be sustainability, resilience, health and well-being, the environment, or other topics, we will support you to communicate that message through our global platform.

### URBAN LAND

ULI’s flagship magazine provides content that connects and informs our members, allowing them both to network and share innovative land use practices. All 45,000 members receive the quarterly print edition. In addition, over 63,000 ULI members and friends receive a weekly e-newsletter read by over 85 percent of recipients.

### CASE STUDIES

Corporate Partners can showcase examples of their real estate projects by providing unparalleled insight into the challenges faced, the lessons learned, and the costs and the trade-offs, thereby promoting both your brand and market expertise.



## INDUSTRY INITIATIVES

We know that Corporate Partners are mission-aligned with ULI in building the very best future for the real estate industry, and the corporate programme is designed to allow members to participate in activities that are catalysts for change.

### ADVISORY SERVICES PANELS

The ULI-member panels deliver pragmatic, unbiased, and nonpartisan solutions to complex urban development problems such as post-disaster redevelopment, downtown regeneration, sustainable growth, and neighborhood revitalisation. Over two to five days, panelists address real estate and land use challenges, offering expert advice and specific recommendations.

### PRODUCT COUNCILS

Product Council meetings offer vital opportunities to further ULI's mission to strengthen the industry by sharing best practice and creating small forums for the exchange of ideas within different real estate sectors and particular areas of expertise. Product Council members establish themselves as industry leaders, with exclusive access to ULI's leadership and policy makers.

### URBANPLAN

This classroom-based learning programme developed for public officials and high school and university students, focusses on the disciplines of property development, city planning, architecture and planning regulation. By volunteering to support UrbanPlan, members are able to further the mission to educate tomorrow's voters, neighbors, community leaders, public officials, and land use professionals so that together we can create better communities.

### CENTERS

ULI centers focus on the big topics affecting the real estate industry by bringing together ULI members, staff, and supporters to deliver insightful research that can be shared across ULI's network and the entire real estate industry. Each center depends on member input and engagement for its success.

*The Center for Capital Markets and Real Estate* was founded with the goal of furthering ULI's efforts to inform, educate, explore issues, advance policies, create knowledge, and foster communication and networking related to capital markets and real estate. Its two keystone reports are the annual Emerging Trends in Real Estate® publications and the semiannual "Real Estate Economic Forecast."

*The ULI Terwilliger Center for Housing* conducts research, performs analysis, provides expert advice, and develops recommendations for best practices that reflect the residential land use and development priorities of ULI in all residential product types, with special attention paid to workforce and affordable housing. By working across ULI's networks and by publishing reports and organising conferences and workshops, the Terwilliger Center has done much to further the global dialogue on housing.

*The Rose Center for Public Leadership in Land Use* seeks to foster creative, efficient, practical and sustainable land use policies by providing public officials with access to training information, best practices, peer networks, and other resources. The Rose Center collaborates with the other networks to further its mission and is focussed on creating an environment where public officials are true partners with the development community to create liveable places.

*The Center for Sustainability and Economic Performance* is dedicated to creating healthy, resilient, and high-performance communities around the world. Through the work of its four programmes and initiatives, the center provides leadership and support to land use professionals to invest in energy performance and portfolio resilience while reducing risks due to climate change.

*The four programmes are:*

- *ULI Greenprint Center for Building Performance*
- *Tenant Energy Optimization Programme*
- *Urban Resilience Programme*
- *Building Healthy Places Initiative*



*"ULI has been a platform that resonates with me. As a member of a mission-driven organisation, I find it enjoyable to be able to give back to a group that puts communities first and is focussed on educating about the responsible use of land. Through the Corporate Programme, it has allowed me to encourage our teams to diversify their understanding of what's happening in the real estate industry, as well as learning and sharing some best practices along the way."*

*—Albert Chan, Director of Planning and Development, Shui On Land*

## LEADERSHIP INITIATIVES

ULI supports your leadership objectives to improve diversity or build sustainable succession pipelines by enabling you to access and support our industry-leading affinity groups:

*The Women's Leadership Initiative (WLI)* has as its mission promoting the advancement of women throughout their careers and increasing the number and visibility of women who serve in leadership positions in the real estate industry. This is accomplished through a variety of activities at the local and regional levels, including mentorship, programme development, and networking.

*The Young Leaders Group (YLG) and NEXT* have the mission of creating opportunities for young professionals to develop skills and build relationships that help them advance their careers, and helping them connect to and understand thoughtful land use and development practices. Our Corporate Partners are instrumental in supporting ULI's effort to show the next generation of real estate professionals the path to success.



*“While our primary business is in Australia, it was important for us to learn from the global real estate landscape and diversify our network. ULI has rich content, both online and in events across the region and through the Corporate Programme, we were able to easily tap a network of like-minded peers by leveraging their assistance to connect with leaders worldwide.”*

*—Susan MacDonald, Head of Retail, Mirvac*

## LOCAL IMPACT THROUGH THE NATIONAL COUNCIL NETWORK

ULI Asia Pacific is active in seven National Councils across the region including Australia (Brisbane, Melbourne, and Sydney), China Mainland (Beijing and Shanghai), Hong Kong, Japan, the Philippines, Singapore, and South Korea. Each National Council has distinctive programmes and activities that help deliver ULI's mission at the local level by focussing on opportunities to foster collaboration, developing programmes of interest in those markets, hosting educational forums, and convening local events.

In addition, each National Council holds a key conference each year, tailoring a mix of innovative content that attracts more than 200 real estate professionals. These locally focussed events provide opportunities to connect leaders from the same markets through the thought leadership platform, providing deeper connections, local exposure, and branding opportunities.

### EVENTS AND ACTIVITIES INCLUDE:

- Content-driven events related to trends and innovative ideas in the industry
- Young Leader programmes to help mentor and support the development of the next generation
- Networking activities
- Local Product Councils
- Workshops
- Study tours

# ULI ASIA PACIFIC CORPORATE PARTNERS

“PARTIAL LIST”

**AECOM** Imagine it.  
Delivered.

BENOY

Blackstone

Brookfield

CapitaLand

CISTRI

**CITIC CAPITAL**  
中信資本

Colliers  
INTERNATIONAL

 香港置地  
Hongkong Land

**IGIS** Asset  
Management  
INTEGRATED GLOBAL INVESTMENT SOLUTION

JERDE

 JLL

 Kai Long

**Keppel Capital**

**KPMG**

 lendlease

領展  
LINK

 南豐集團  
NAN FUNG GROUP

 新世界發展有限公司  
New World Development Company Limited

OUE

 DLA PIPER

 DPA  
DP ARCHITECTS

 FRASERS  
PROPERTY

基滙資本  
 GAW CAPITAL

 PGIM

 PONTIAC LAND

 pwc

 QIC

Gensler

 GROSVENOR

HEITMAN  
A REAL ESTATE INVESTMENT MANAGEMENT FIRM

ONE  
MUSEUM  
PLACE  
博华广场  
 Hines

 瑞安房地產  
SHUI ON LAND

SOM

 太古地產  
SWIRE PROPERTIES

 URBAN  
REDEVELOPMENT  
AUTHORITY

# GET THE MOST OUT OF YOUR RELATIONSHIP WITH ULI

As a ULI Corporate Partner, you and your organisation have access to exclusive member-only tools that connect you to ULI opportunities, knowledge, and members around the world.



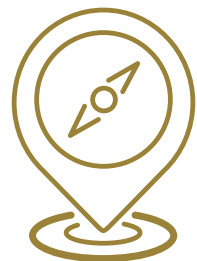
CONNECT TO AN EXPANDING  
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CONNECT WITH THE GLOBAL  
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CONNECT TO ULI  
OPPORTUNITIES TO LEAD  
OR VOLUNTEER

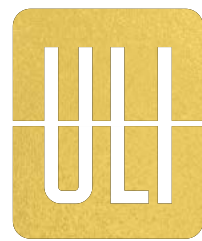
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