



4th Asia Pacific Real Estate Investment Summit Philippines 2015

Post Event Report



22 October 2015
Solaire Resort & Casino
Paranaque City, Philippines

Executive Summary

The Philippines continues to be one of the fastest growing economies in the world with sustained strong growth in gross domestic product driven by the combined effects of positive macroeconomic fundamentals, favorable demographics, constant growth in overseas remittances, a dynamic business process outsourcing market and a fast growing tourism and leisure sector.

The government for its part has accelerated the pace of investment spending over the roll out of its own infrastructure projects as well as through the Public Private Partnership program which has gained a lot of traction in recent months. The country likewise continued to receive credit rating upgrades from international rating agencies and advanced to enjoy rising business and consumer confidence, which manifested themselves through an increase in both local and foreign direct investments.

The real estate sector has been one of the major beneficiaries and contributors to this growth story, with its strong multiplier effects to the various segments of the economy. It is for this reason that the Asia Pacific Real Estate Association (APREA) – Philippine Chapter will, for the fourth time, bring to the country the Asia Pacific Real Estate Investment Summit Philippine series.

Held on 22 October 2015 at the modern and stylish Solaire Resort & Casino, this year's summit gives its guests unparalleled access to business networking opportunities where real estate industry players can come together, interact and share their views on various issues affecting the industry – with the goal of promoting and strengthening the Philippine real estate sector.

The 4th Asia Pacific Real Estate Investment Summit Philippines convenes a distinguished set of speakers and panelists who will shed light on the opportunities and challenges facing the real estate industry while showcasing the country's latest pipeline of infrastructure and township projects.

In attendance at this momentous gathering are more than three hundred (300) senior government officials and C-level executives from:

- Asset & Fund Managers
- Engineering & Construction Firms
- Financial Institutions
- Industrial & Logistics Players
- Institutional Investors
- Legal & Tax Experts
- Property Consultants
- Property Developers
- Property Operators
- Regional Investment Agencies
- Urban Development Authorities
- and more.

The 4th Asia Pacific Real Estate Investment Summit's powerful keynote and panel sessions will touch on the core themes arising in the Philippine property sector including:

- REGULATORY REFORMS SUPPORTING DOMESTIC REAL ESTATE DEVELOPMENT
- ASSESSING THE PHILIPPINES' 2016 REAL ESTATE MARKET OUTLOOK
- ASEAN INTEGRATION'S IMPACT ON DOMESTIC REAL ESTATE MARKET
- PRIVATE CAPITAL FINANCING FOR LARGE-SCALE REAL ESTATE PROJECTS
- PROPERTY MARKET TRENDS AND OPPORTUNITIES IN THE PHILIPPINES
- PHILIPPINE TOWNSHIP PROJECTS' SNAPSHOT

The 4th Asia Pacific Real Estate Investment Summit is a superb platform to:

- NETWORK with the most influential figures in Philippine real estate
- CONNECT with investors
- LEARN from industry leaders
- EQUIP yourself with essential knowledge about the Philippine real estate market

Event Overview and Summary Evaluation

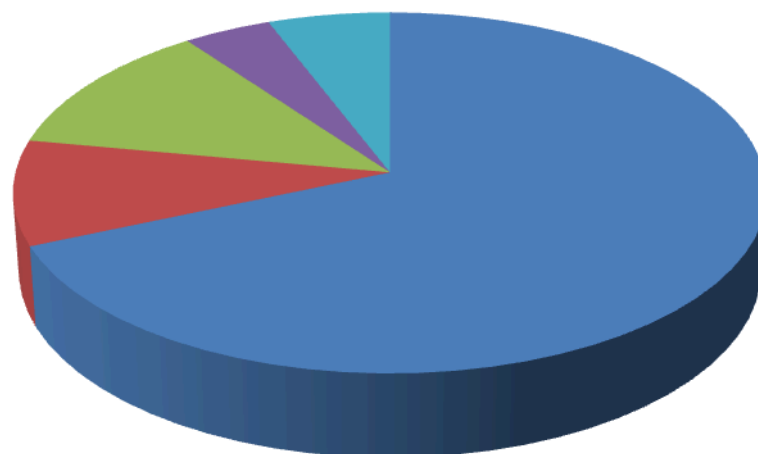
Event Name:	4th Asia Pacific Real Estate Investment Summit Philippines
Event Host:	Asia Pacific Real Estate Association - Philippine Chapter
Event Organizer:	The Pinnacle Group International
Event Venue:	Solaire Resort & Casino
Event Location City:	1 Asean Avenue Entertainment City Paranaque City
Event Location State/Province:	Manila
Event Location Country:	Philippines
Published Event Start Date:	October 22, 2015
Published Event End Date:	October 22, 2015
Event Type:	Summit
Event Frequency:	Annual
Event Web Address:	www.4APREISP.com
Event Objectives:	This year's summit gives its guests unparalleled access to business networking opportunities where real estate industry players can come together, interact and share their views on various issues affecting the industry – with the goal of promoting and strengthening the Philippine real estate sector.

Statistical Data

Attendance Stats:	
Original Expected Attendance:	330
Breakdown:	
Speakers:	25
Guests:	305
Total On-Site/Actual Registrations:	308
Breakdown:	
Speakers	25
Guests	263
*Additional Media	20
Number of Domestic Attendees:	
Percentage:	69%
Number of International Attendees:	
Percentage:	31%

Geographical Stats	
Country	Number of Attendees
Philippines	211
Singapore	29
America and Europe	37
China	13
Others	18

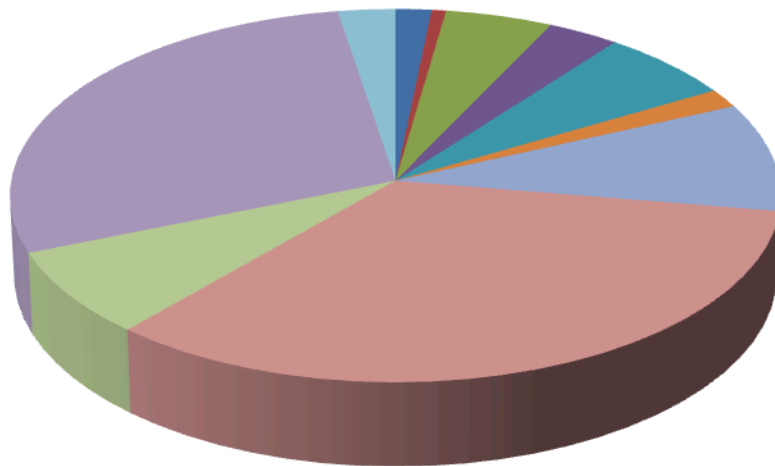
Geographical Distribution



■ Philippines ■ Singapore ■ America and Europe ■ China ■ Others

Industry Classification Stats	
Industry Group	Attendees
Asset & Fund Managers	5
Engineering & Construction Firms	2
Financial Institutions	15
Industrial & Logistics Players	10
Institutional Investors	19
Legal & Tax Experts	5
Property Consultants	29
Property Developers	104
Property Operators	23
Others	88
Government	8

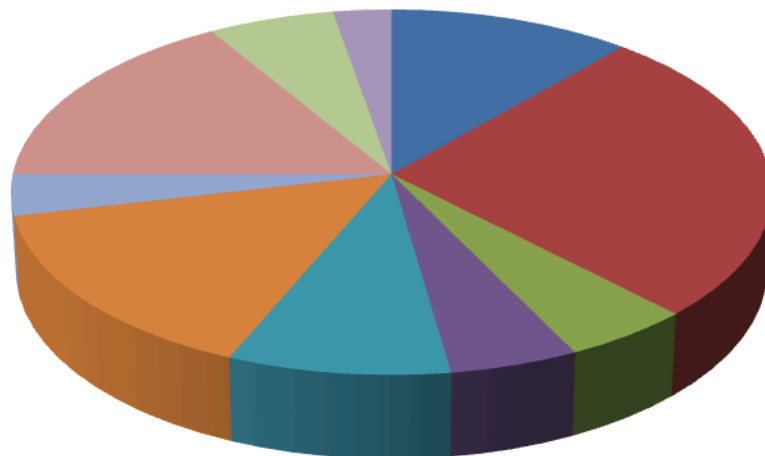
Industry Group Distribution



- Asset & Fund Managers
- Engineering & Construction Firms
- Financial Institutions
- Industrial & Logistics Players
- Institutional Investors
- Legal & Tax Experts
- Property Consultants
- Property Developers
- Property Operators
- Others
- Government

Designation Stats	
Designation	Attendees
Chairman and CEO	25
President and Vice President	58
Chief Operating Officer	11
Chief Finance and Finance Manager	11
Chief Investment Officer	19
Executive Director	33
Senior Partner	8
Business Development Manager	36
Design and Project Manager	13
Others	6

Distribution by Designation



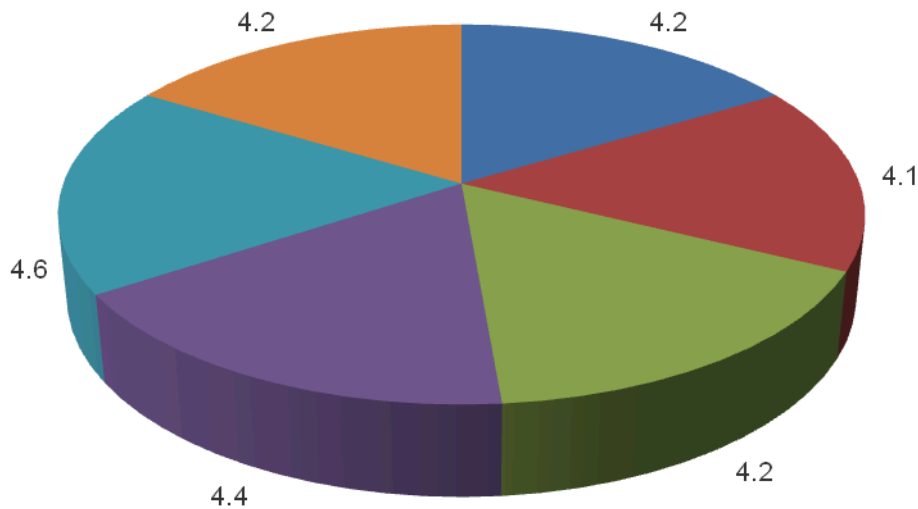
- Chairman and CEO
- Chief Operating Officer
- Chief Investment Officer
- Senior Partner
- Design and Project Manager
- President and Vice President
- Chief Finance and Finance Manager
- Executive Director
- Business Development Manager
- Others

Media Reach

Media Coverage	<p>The summit was successful in obtaining the following media coverage:</p> <ul style="list-style-type: none">• PPP Center http://ppp.gov.ph/?press_releases=4th-asia-pacific-real-estate-investment-summit• BusinessWorld Online http://www.bworldonline.com/content.php?section=Corporate&title=robinsons-land-to-open-10-new-provincial-malls-in-next-2-years&id=117418 http://www.bworldonline.com/content.php?section=Corporate&title=ayala-land-expands-seda-brand&id=117417• INQUIRER.net http://business.inquirer.net/201163/ph-property-mart-unlikely-to-crash-say-experts http://business.inquirer.net/201167/ph-losing-out-in-reit-race-amid-strict-rules• The Standard http://thestandard.com.ph/business/190186/robinsons-bullish-plans-10-new-malls.html• The Philippine Star http://www.philstar.com/business/2015/10/24/1514048/lrt-line-4-6-rolling-out-next-year http://www.philstar.com/business/2015/10/23/1513660/rlc-opening-more-malls-provinces• The Manila Times http://www.manilatimes.net/millennials-dictate-real-estate-trends/225127/ http://www.manilatimes.net/century-properties-to-kickstart-resort-projects/225115/• Manila Bulletin http://www.mb.com.ph/sec-open-to-dialogue-on-reit-law-amendment/
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Likert Scale

1 = Lowest ; 5 = Highest



- The topics are comprehensive, relevant and timely.
- The speakers are well-prepared, insightful and engaging
- The program is appropriate and smoothly executed
- The event is logistically well-organized
- The venue is comfortable and conducive for the event
- Overall, how did the event meet your expectations

“Nice to learn from industry practitioners.”

- Reynaldo David – House of David Realty, President

“Can we invite different developers in a panel. That will be very interesting. The invited speakers and panelists all did well. Good job to the organizing committee.”

- Charissa Cortuna - DMCI Homes, Senior Marketing Research Analyst

“Very informative.”

- Kat Corpus – Century Properties group, Inc., AVP

“A very meaningful event, speakers are knowledgeable and they were able to address the issues professionally and effectively.”

- Josephine Rivera – Megaworld Corporation, Sales Manager

Continuous Improvement

Testimonials from Guests:

On Speakers and Panels:

- “One of the presenters was too fast on the presentation.”
- “More on lecture type and open forum. Panel discussion is sometimes boring except with Arch. Palafox. Some slides are not readable.”
- “Presentation slides of Rick Santos was not that visible/clear.”
- “Arch. Palafox became the panel member. He does all the talking. Don't make him a moderator next time. “ :-)”
- “While panel discussion is innovative and fresh by nature, it has a tendency to derail from the real topic and become long drawn if not executed properly. Arch Palafox should have been a speaker and not a moderator.”
- “Need to increase engagement among attendee.”

On to Next Year's Event:

- “Request for additional representation for local and national authorities since the discussion is affected by existing regulation.”
- “Suggest that the organizer invites representatives from the government sector to address real estate developer's issues.”
- “Should have more speakers vs. panels.”
- “Since the REIT market is dead, more relevant topics should be discussed.”

Organizers:

- “ID Cards name are small, can't recognize people name, so you still have to go near to read. Handouts of topics should be distributed or emailed to participants.”
- “There should be a pre-event survey/questionnaire from guests for info gathering”.
- “There should be assistants to collect questions”.
- “Logistics, visuals can be improved! Higher LCD resolution during panel.”
- “Provide bigger space for panelists; proper lighting as well.”