BLURRING THE LINES: TRANSCENDING BOUNDARIES

Dramatic changes in the business environment, globalizing markets, demographics, risk and technology have altered the structure of the enterprise. Empowered consumers expect a total customer experience. Brand equity is king. Big data and security risks are the new norm. These seismic shifts require transformational thinking and integrated solutions. Corporate real estate [CRE] professionals like you and the corporations you work for, must examine – and exploit – the many implications of blurred lines at a time of unprecedented uncertainty. 2017 CoreNet Global Summits will explore ways you can transcend traditional boundaries through divergence.

SUMMIT VENUE AND HOTEL

Jing An Shangri-La Hotel, West Shanghai is central to the 450,000 square-metre Jing An Kerry Centre, which integrates prime hotel, retail, office and residential space overlooking a beautifully landscaped piazza.

Group Block Code Setup Request: COR180316
Phone: (86 21) 2203 8888
Web: http://www.shangri-la.com/shanghai/jinganshangrila/reservations/

Any reservations canceled after 2017/2/28 or any reservations that no show will result in a charge equivalent to the full duration of the original reservation. In addition, early departures will be charged for the duration as originally reserved.

SUMMIT REGISTRATION PRICING

CoreNet Members Early Bird Expires 2017/1/20 Regular Expires 2017/2/20 Late After 2017/2/21
End User $795 USD $895 USD $945 USD
Young Leader $695 USD $795 USD $895 USD
Service Provider $995 USD $1,195 USD $1,395 USD
Economic Developer $895 USD $1,095 USD $1,295 USD
Retired $595 USD $695 USD $795 USD
Academic, Student $295 USD $295 USD $295 USD

Non-Members Early Bird Regular Late
End User $995 USD $1,095 USD $1,145 USD
Service Provider $1,299 USD $1,495 USD $1,695 USD
Economic Developer $1,195 USD $1,395 USD $1,395 USD

Our prices are listed in US Dollars USD ($)

AGENDA-AT-A-GLANCE

MONDAY, 20 MARCH
9:00 - 17:00 Pre-Summit Seminars - MCR/SLCR**

TUESDAY, 21 MARCH
9:00 - 17:00 Pre-Summit Seminars - MCR/SLCR**
10:00 - 16:00 Corporate Real Estate Forum*
15:00 - 19:00 Summit Registration/Information/ Sponsored Environments Open
17:15 - 18:00 Executive Leaders Council Reception*
18:00 - 19:00 Welcome Reception
19:30 Private Events

WEDNESDAY, 22 MARCH
8:00 - 18:00 Summit Registration/Information/ Sponsored Environments Open
8:00 - 9:00 Welcome Coffee & Tea
9:00 - 10:30 Opening General Session
10:30 - 11:00 Networking Break
11:00 - 12:00 Breakout Sessions
12:00 - 13:15 Academic Challenge & Luncheon
13:30 - 14:30 Breakout Sessions
14:30 - 15:00 Networking Break
15:00 - 16:00 Breakout Sessions
18:30 - 20:00 Networking Event
20:00 Private Events

THURSDAY, 23 MARCH
8:00 - 17:00 Summit Registration/Information/ Sponsored Environments Open
8:00 - 9:00 Networking Coffee & Tea
9:00 - 10:15 Special Sessions
10:00 - 11:00 Networking Break
10:30 - 11:00 Special Sessions
11:15 - 12:15 Breakout Sessions
12:30 - 14:00 Awards & Recognition Luncheon
14:15 - 15:15 Breakout Sessions
15:15 - 15:45 Networking Break
15:45 - 17:00 Closing General Session
17:00 - 17:45 Closing Cocktail Reception

* By Invitation Only
** Separate Registration Fee Applies
Agenda Subject to Change
NEW RULES AND BOLD MOVES
Companies need to be consistently making bold moves, even at the very peak of their success. This is exactly the sort of thing that new startups and small-scale enterprises do best. But, it’s an approach to business that can be learned and applied just as effectively by large organizations and industry incumbents—in fact, by anyone who’s willing to challenge the status quo wherever they are. As someone who has built, and continues to build, ‘attacker’ businesses and lead teams from startup to IPO, Azran Osman-Rani passionately believes that organisations and corporations can deploy similar structures, focus and creativity that single-minded entrepreneurs have used to create break-through business models and innovative products and services. Provocative and entertaining, Osman-Rani will share practical ideas to infuse you with an entrepreneurial spirit and an innovator’s mindset. Masterful at blurring business lines and transcending boundaries, Osman-Rani’s thought-provoking presentation will kick off the CoreNet Global Summit and set the stage for a robust two days of information exchange.

CLOSING GENERAL SESSION: 23 MARCH
LIVE ON STAGE: A PODCAST PRESENTATION
Kaiser Kuo is a recognizable and influential figure in China’s technology scene. The Chinese American is the former head of communications for Baidu.com, China’s leading search engine, and former bureau chief for Red Herring, a popular technology business magazine. His diverse background certainly blurs the lines between art and business and transcends traditional career pathways. He is also a founding member of Tang Dynasty, one of the first heavy metal bands in China. He now leads The Sinica Podcast, “a weekly discussion of current affairs in China with journalists, writers, academics, policy makers, business people and anyone with something compelling to say about the country that’s reshaping the world.” In the closing general session, Kuo will host an on-stage podcast with a thought-provoking panel of guests for the benefit of the CoreNet Global Summit audience, the association’s membership at large – and his global followers.
Large gender gaps in economic opportunities and outcomes exist in almost all countries. Women earn less, have fewer assets, bear the burden of unpaid work and care, and are largely concentrated in vulnerable and low-paying activities. Gender diversity is a challenge often faced by firms across all industries and the corporate real estate field is no exception. Despite the known benefits of a gender-equal society many companies are failing to achieve a gender balance in their senior ranks, especially in Asia. Why is this the case and how can we change it?

Speaker:
Anthony Couse, Chief Executive Officer, Asia Pacific, JLL

**Flexible Workspace: Not just Flip Flops and Backpacks**

This timely session will explore how MNCs are utilising flexible workspace as part of their portfolio and what benefits it brings them, as well as some of the potential pitfalls. It will include an overview of the APAC market, setting out the context for the rise of the contingent workforce and large scale increase in the use of flexible workspace by MNCs as well as SMEs in APAC.

Speaker:
Chris Cuff
MCR, SLCR, Regional Executive Director, Occupier Services, Colliers International

Additional Speakers:
Denis McGowan
Global Head of Real Estate, Standard Chartered Bank
John Williams
Head of Marketing, The Instant Group
Jonathan Wright
MRICS, Associate Director, Regional Tenant Representation, Colliers International

**Improving Decision Making at Oracle**

An important way for Real Estate to show value and to align with corporate strategy is in the location selection process. Recently, Oracle used its internal location assessment tool and process to select a new location for a growing line of business in Europe. Delft University and Oracle collaborated on testing a new model for assessing locations based on Delft research, called Preference-based Accommodation Strategy (PAS), and ran a parallel location assessment. Discover how and why the PAS provided better detail on the selected location and could also be used to select the best combination of multiple locations.

Speaker:
Monique Arkesteijn
Assistant Professor Real Estate Management, Delft University of Technology

Speaker:
Randy Smith
MCR
Vice President, Global Real Estate & Facilities, Oracle Corporation

**Global Cities and the Future of Real Estate**

How will cities shape the future? How will the future shape cities? This timely session will examine the cities and emerging urban clusters that will drive dramatic growth and demographic changes over the next generation. A diverse panel comprised of a Developer, Corporate User, Architect, Tenant Rep Service Provider and a Researcher will examine the implications for real estate and the dynamic fluctuations of a world in change.

Speaker:
Monique Arkesteijn
Assistant Professor Real Estate Management, Delft University of Technology

Speaker:
Randy Smith
MCR
Vice President, Global Real Estate & Facilities, Oracle Corporation

**CRE Advisors: Are They Representing You?**

Are you satisfied with how you’re being represented by CRE advisors in tenant advisory, transaction management and site selection? Your colleagues will share insights and talk candidly on what they expect and receive from their CRE advisors. You’ll have the opportunity to engage with them and take the conversation in directions that interest you.

**Moderator:**
James Woodburn
Regional Director, Head of Real Estate Asia Pacific, WPP Group PLC

**Speaker:**
Shelley Boland
Global Head, Workplace, Standard Chartered Bank

**Speaker:**
Dr. Paul Luciani
Asia-Pacific Real Estate Leader, EY
**Breakout Sessions: 22 March**

**22 March 2017 | 13:30 - 14:30**

The Science and Mystery of Human Experiences: Implications for the Asian Workplace

Experience can be defined as “an impression created by an event or an occurrence to create value for someone or a group of individuals”. It sounds straightforward yet it is a significantly misunderstood topic. How do you create an outstanding human experience at work, while successfully deploying strategy, measuring value and calculating returns on investment? What does an experience entail and demand? Could you influence and control it? Could you provoke memorable moments? Where do you start?

**Speaker:**
- Marie Puybaraud PhD
  Global Head of Research at JLL
  Corporate Solutions, JLL

**22 March 2017 | 13:30 - 14:30**

Citytech Intelligent Real Estate for Smarter Cities in China

The world is urbanising, and China is no exception. Cities in China are taking on increasing economic importance, the use of technology is increasing and resources are becoming scarcer. By making the best use of the latest technology and the solutions it brings, smart cities can attempt to allocate high-demand resources more efficiently. Smart cities can take things to the next level with improved quality of life for citizens, enhanced services, reduced costs and resource consumption, and improved connectivity between the people and the city government. Smart real estate development can enhance efficiency, increase asset value and augment sustainability. Smart offices can be managed more efficiently through the use of Building Information Modelling (BIM) platforms and Integrated Workplace Management Systems.

**Speaker:**
- Shaun Brodie
  Head of China Strategy Research, Cushman & Wakefield

Additional Speakers:
- Ryan Beesley
  Asset Management Solution Expert, IBM Watson
- Marc Emile Shamma’a
  Head of Strategic Consulting, Global Occupier Services, Asia Pacific, Cushman & Wakefield

**22 March 2017 | 13:30 - 14:30**

Transformation of Pharmaceutical and Life Science Labs and Workplaces

The Pharmaceutical and Life Sciences industry is going through significant transformation and has unique real estate and workplace requirements. Two recent research studies have been conducted on this sector: The first global paper looks at the evolution of labs - miniaturisation, automation, artificial intelligence, virtual labs. A second APAC regional study looks at how the industry is embracing alternative workplace strategies. This session will include summary presentations of the research followed by an interactive discussion and a look at some of the most innovative new workplace solutions in the region.

**Speaker:**
- Peter Andrew
  MCR, Director
  Workplace Strategy
  Centre of Excellence, CBRE

**Additional Speakers:**
- Margaret Tran
  Consultant, CBRE
- Chris Wong
  Head of Real Estate Strategy - Asia, AstraZenica

**22 March 2017 | 15:00 - 16:00**

Verizon Accelerates Brand through Global Coworking Initiative

As Verizon network technology has advanced, the amount of space needed to house its equipment has reduced over time, leaving large pockets of unused space throughout legacy owned assets. In Fall 2015 Verizon announced a creative strategy to repurpose this extra space by opening coworking communities. Verizon recognises that the most innovative new ideas often come from outside traditional corporate R&D departments. By inviting entrepreneurial communities into their coworking spaces, Verizon has direct access to high value talent, local tech startup subcultures, and global innovation networks. Verizon’s Global Real Estate team is applying lessons learned from its coworking venture to their global corporate workplace strategy. At the heart of this strategy is an understanding of space as a critical opportunity to create a platform for innovation, collaboration and communication to support the business.

**Speaker:**
- Melissa Marsh
  Founder and CEO, PLASTARC, Inc.

**Speaker:**
- Steve Coster
  Principal, Board Director, HASSELL
22 MARCH 2017 | 15:00 - 16:00

Enabling the Business – Unilever Campus Transformation
In keeping with Unilever’s workplace strategy to enable the business in ever changing business context, Unilever’s Workplace Services recently completed a 2.5 year transformation of an old, outdated office environment at their LK1 campus in Shanghai. This complete makeover supports Unilever’s multi-billion dollar business in North Asia and introduces an agile environment that flexes to changing business needs. Without disrupting the daily business operations for close to 1500 employees, a carefully thought out strategic plan and flawless execution were essential. This new office supports dynamic changes in the business structure and has helped to enable reorganisation of various business groups.

Speaker: Meng-Chew Ching
Workplace Services Director, Asia Pacific, Unilever Asia Pacific Ltd.

Speaker: Kin Ng
Director, CRES Project Management; Unilever Asia Pacific

22 MARCH 2017 | 15:00 - 16:00

Robots: Friend or Foe?
Many have spoken about the 21st century as a place where spaceships roam the skies and robots take over our planet. While much of science fiction remains as fiction, working alongside robots is not as far-fetched as one might think. New technology advancements mean there is growing potential to safely bring the power and precision of robots closer together with the creative and problem-solving ability of humans. This could dramatically increase productivity and help companies safeguard their bottom line. This session will explore the key technologies driving the change, and more importantly it will identify how technological change will impact CRE strategy at a portfolio, building and workplace level over the short, medium and longer term.

Speaker: Erwin Chong
Senior VP / Head, Corporate Real Estate Strategy & Administration, DBS Bank Ltd.

Additional Speakers:
William Chong, Head, Business Technology, Corporate Solutions APAC, JLL

22 MARCH 2017 | 15:00 - 16:00

One Belt, One Road: Mapping China’s Further Integration into the Global Economy
The one belt, one road initiative refers to the Silk Road Economic Belt and Maritime Silk Road, a significant development strategy launched by the Chinese government. The initiative aims to enhance the connectivity, cooperation and open trade between China and over 60 countries across the proposed belt route and Europe. It is also intended to further market integration and create a regional economic co-operation framework of benefit to all. This session focuses on the main projects and goals already achieved and looks to the future. Gain valuable insights about the challenges and benefits 3rd and 4th tier cities will face and how occupiers and developers can be best placed to maximise opportunities that arise from the policy.

Speakers:
Abhishek Bajpai
Director, Colliers International
Tammy Tang
Executive Director, Colliers International

23 MARCH 2017 | 9:00 - 10:00

Employees and the Experience Economy
Recruiting and retaining top talent with a focus on engagement and productivity remains a top challenge across all industries. In the experience economy, creating a compelling place for people to work and thrive has moved to the top of the CEO agenda. The workplace is the new frontier of real estate transformation and insightful workplace strategy solutions can yield tremendous value in solving business challenges, not just real estate problems. In line with this need, Cushman & Wakefield developed a way to measure the value of workplace experience: Experience Per Square Foot. This new measurement, EPS2, scores the employee experience in the workplace, identifying the drivers and areas of improvement that deliver bottom line benefits.

Speaker: Bryan Berthold
MCR, Managing Director, Workplace Strategy, Cushman & Wakefield

Additional Speakers:
Marc Shamma’a
Director, Cushman & Wakefield
Transforming the Colleague Journey in India
Imagine 15,000 colleagues spread across 4 major cities in India (Chennai, Noida, Mumbai and Pune) trying to get to work safely and in a timely fashion! The challenge was delivering an automated Transportation Service for everyone! The CRE Team partnered with Barclays Business Units and their strategic Facilities Management partner to develop a solution relying on technology and collaboration. Barclays is one of the first companies to deliver a fully automated Transportation Service. This session will highlight their journey and detail the technology features including real time GPS tracking of vehicles; live data base of vehicle and documentation; built-in panic buttons, mobile app, and automatic routing of journey.

Speaker:
Nick Brand
Regional Head of Corporate Real Estate Solutions (CRES), Asia Pacific and Middle East, Barclays Bank PLC

Additional Speakers:
Rebecca Morgan
Regional Head of Facilities Management, Asia Pacific and Middle East, Barclays Bank PLC
Billie-Ann Reader
Regional Account Director, Asia Pacific and Middle East ISS Asia Pacific PTE Ltd

Not Second Best!
Secondments blur the lines and transcend the boundaries between end user and service provider. The legal and accounting professions have relied on secondment strategies for years and now secondments are gaining traction within the corporate real estate industry in APAC. As quick fix to solve a talent gap, a successful secondment can provide huge benefits for all involved, but they can fail more often than they succeed presenting risks to key relationships and talent retention. Are they worth the risk and do we even have a choice?

Speaker:
Emily Gray
Executive Director, Cushman & Wakefield

Speaker:
Caroline Court
Head of Real Estate, East Asia & Oceania, Ericsson

Drones: Eyes in the Sky or Hurdles to Cross?
When you hear “small drone”, often what comes to mind are hobbyists flying remote-controlled objects resembling miniature helicopters. Though many operate drones for fun, the technology is gaining acceptance on the commercial side. Armed with powerful video and photographic attributes, drones are acting as “eyes in the sky” for companies, allowing them to collect data, deliver goods and check on the status of projects. On the CRE side, property developers and brokers are experimenting with them for purposes ranging from aerial photos to boost marketing efforts, to real-time safety observations on construction sites.

Speaker:
Sheridan Ware
Chief Information Officer - Asia Pacific and Greater China, Cushman & Wakefield
Balance and Renew Your Energy Workshop
The way we work can cause exhaustion and contribute to job stress. This lively workshop demonstrates valuable stress and resiliency techniques to improve and nurture your energy, restore focus and help prevent injury and illness. You will have the opportunity to use biofeedback monitors to gain insights into your energy levels and how to reduce fatigue.

Live debate: CRE and finance roles in the impact of lease accounting changes. Whose baby is it?
The International Accounting Standards Board and Financial Accounting Standards Board have introduced new leasing guidance that will require many companies to bring leases on balance sheet for the first time. The proposed changes will affect how CRE and Finance teams consider the effects of leasing and accounting on real estate decisions. This session will be conducted in a debate format between CRE and Finance teams, where the focal point of discussion is to determine where the responsibility and accountability lies for the successful integration of new leasing standards.

From Shanghai to San Francisco: National Culture, Organisational Culture and Workplace Design
Blurring the lines and transcending the boundaries means that global companies are dealing with different national cultures in countries they do business in, while having various organisational cultures themselves. If culture trumps strategy, as it has been noted in numerous business books, this begs a question: Does national culture trump organisational culture, or is it the other way around? And should global companies design their workplaces for local national cultures or their global organisational culture in mind? This highly interactive session will introduce two cultural frameworks, and will explore their interrelationships and workplace design implications.

Can Your Building be Hacked?
The technological silos that historically existed in corporate buildings placed limitations on how buildings were managed and operated. We are moving into the ‘information sharing’ age of buildings. To achieve information sharing, integration of building systems and enterprise systems are required through the joining of two often discrete worlds - the IT department and Real Estate. This practical session will cover how a holistic approach to security is required so that your corporation will not be exposed to excessive risk, non-compliance, and the potential for internal and external hackers.
23 MARCH 2017 | 11:15 - 12:15
Integrator Model: Lines Blurred and Driving REal Value
The Microsoft Integrator Model was established in October 2011. Prior to the implementation of the model, Microsoft Real Estate and Facilities (RE&F) were not seen as a strategic partner to the business. RE&F operated in silos and there was no consistency in delivery and operations. This session will focus on how the deliberate blurring of lines has enabled a fundamental shift in the planning, delivery and operation of corporate real estate at Microsoft. The discussion will also include the development of their data warehouse and use of Power BI Dashboard that has resulted in one source of the truth for data which is driving optimal decision making.

Speaker:
Mike DeMuro
Senior Director, International
Microsoft Real Estate & Facilities, Microsoft

23 MARCH 2017 | 11:15 - 12:15
Healthy Choices - GSK’s Internal & External Partnering Strategies for Growth in Asia
As one of the world’s largest healthcare companies GSK is focused on three priorities: grow a balanced global business, deliver more products of value and simplify the operating model. These strategic priorities translate into a drive within the Worldwide Real Estate & Facilities (WREF) team to seek out key internal and external partners to optimise service delivery. Working on a “thin client” model, the APAC WREF team has focused on optimising the real estate supply chain around three pillars: 1. Increase productivity through SMARTWorking; 2. Increase efficiency through enterprise FM and services standardisation; and 3. Become a “friend” of the business in order to understand their aspirations and pain points, and communicate the value RE and FM can deliver, creating savings to reinvest in local business growth. This session will outline the thinking behind these strategies, the implementation models and share initial observations on the unfolding across the region.

Speaker:
Dr. Caroline Burns
Workplace Revolution

23 MARCH 2017 | 14:15 - 15:15
Delivering on the Here for Good Promise
In 2014, Standard Chartered Bank (SCB) and CBRE agreed to a broad reaching Property & Workplace partnership across Asia Pacific and beyond. This was designed to provide SCB with services that created financial benefits as well as help them achieve their CSR goals and support their corporate “Here for good” message. A key part of this was partnership was the creation of a unique Energy Management framework and program. You will develop a deeper understanding of how they identified various energy management and reduction opportunities to implement a guaranteed energy reduction with risk/reward outcomes.

Speaker:
Shelley Boland
Global Head, Workplace, Standard Chartered Bank

23 MARCH 2017 | 14:15 - 15:15
NOT QUITE PUBLIC, NOT QUITE PRIVATE: Improving Commercial & Social Value with Activated Private Spaces
Commercial developments are going up faster than ever, with little consideration given to their role as part of the city, or how they connect the people that will inhabit them. But is there a better way? Not Quite Public Not Quite Private explores through a series of case studies, how good design and experiential architecture can reconnect people with each other and the city around them. The case studies include projects from across the globe which already blur the lines between public and private spaces.

Speaker:
Richard Mullane
Principal, HASSELL

Additional Speakers:
Andrew Low
Principal, HASSELL
Breakout Sessions: 23 March

23 March 2017 | 14:15 - 15:15
The ‘Quality of Life’ Workplace Experience: An Integrated FM Approach
With an aim to attract a young workforce, organisations are including facilities around health, fitness and recreational spaces in their workplaces. While the FM teams are adept at managing and designing the traditional spaces, a holistic solution encompassing these aspects is somewhat lacking. The challenge is to create workplace experiences that integrate seamlessly within the premises and are embraced by end users. This case study of the J&J Shanghai office will focus on a unique Quality of Life solution. Discover how form, function and services can come together to positively impact workplace Quality of Life, drive deeper engagement and help retain the workforce of 2017 and beyond.

Speaker: Gordon Chung
Lifestyle Services Director, Asia Pacific, Sodexo

Additional Speakers:
Russell Higgins
Director, MD&D Facilities, Pacific Region | MD&D Global Supply Chain, Johnson & Johnson

23 March 2017 | 14:15 - 15:15
Smart Buildings and Wellness: Wireless IAQ Sensors and Cloud Monitoring
In China’s challenging environment, where outdoor air routinely exceeds the WHO 24-hour PM2.5 exposure limit by 10x, real-time monitoring data is now used by many facilities managers to manage indoor air quality. For IEQ professionals, continuous monitoring of the indoor environment provides an insight to the bigger picture which spot testing can sometimes omit. By going one step further and measuring other parameters such as water, sound, light, and occupancy density, building owners and operators can allow their buildings to “talk” to them about their performance. Research provided by the team behind RESET, a green building certification focused on IAQ, suggests that buildings and companies in Shanghai, China who have taken steps to improve the indoor environmental quality offer their employees longer life. As a consequence, in Shanghai, one of the world’s fiercest battlefields for talent, good employees are increasingly considering workplace health and safety as a factor in selecting where and for whom to work. Measured “wellness” data is also applicable outside of China, as before long we will also be able to incorporate wearable data devices which can generate an overall wellness score for a building.

Speaker: Thomas Watson
Director of Engineering, PureLiving China

Additional Speakers:
Louie Cheng
President, PureLiving China

Summit Venue and Hotel

Jing An Shangri-La Hotel, West Shanghai is central to the 450,000 square-metre Jing An Kerry Centre, which integrates prime hotel, retail, office and residential space overlooking a beautifully landscaped piazza.

Group Block Code Setup Request: COR180316
Phone: (86 21) 2203 8888
Hotel Reservation Cut-off Date: 2017/2/28
Web: http://www.shangri-la.com/shanghai/jinganshangri-la/reservations/

Any reservations canceled after 2017/2/28 or any reservations that no show will result in a charge equivalent to the full duration of the original reservation. In addition, early departures will be charged for the duration as originally reserved.
NEW SLCR SEMINAR

Executive Skills for Corporate Real Estate Leaders* (SLCR)

Executive Skills for Corporate Real Estate Leaders brings together content for senior CRE professionals from three of top leadership development seminars, focusing on leadership and soft-skill development within the context of the CRE business environment. This is the next step for SLCR Candidates exploring professional development for senior leaders.

Real Estate’s Impact on Financial Statements* (MCR Required)

Financial statements summarizing the present financial condition of a business are the indisputable starting point for making management and investment decisions. As a CRE professional, you will make a difference in your organization by learning how financial statements are used by senior management, financial institutions, investors and shareholders and how real estate transactions impact financial performance measures.

*Extra fee required for Pre-Summit Seminars.

CORENET GLOBAL ACADEMIC CHALLENGE: 22MARCH

As CoreNet Global continues its mission to raise the profile of corporate real estate and demonstrate the range of rewarding careers available for the next generation of leaders, relationships with universities become an increasingly important strategic goal. These relationships will help build a pipeline of talent into a profession where demand for talent is expected to outstrip supply in just a few years.

A good way to raise awareness of the profession, demonstrate the impact of corporate real estate on the global economy, and illustrate our commitment to mutually-beneficial relationships with universities is through a student competition. The CoreNet Global Academic Challenge is an important step in raising the awareness of the profession and the impact of corporate real estate on the global economy. The competition is designed to attract students from all academic disciplines to tackle key challenges facing the profession, and perhaps more importantly, the challenges facing the enterprises our members serve.

We asked university students from all over the globe to create the employee experience they themselves would like to have after graduation. Acting as teams of consultants, these students were charged with producing an enterprise solution relevant to the company’s business sector (finance, high-technology, insurance, and manufacturing) which:

- Maximizes the productive and creative ability of its human capital;
- Increases the success rate for hiring top talent;
- Reduces employee turnover; and
- Earns the company “employer of choice” status.

A panel of distinguished judges will identify three teams from all those who apply (41 as of 2016/11/15), to fly to Shanghai and present their ideas to attendees during lunch on Wednesday at the 2017 CoreNet Global Summit Shanghai. The winning team will receive $5,000 USD, and a matching grant for their home university to support corporate real estate education.

Portfolio Realignment* (MCR Elective / SLCR)

This seminar is designed to formulate a comprehensive restructuring plan that can be implemented within your company. This is a highly collaborative seminar, presented with case studies, and provides a reference and guidebook to build out a specific, comprehensive plan for your company.

Organizational Change: Positioning CRE for Success* (SLCR)

As one of the educational seminars in the CoreNet Global Senior Leader of Corporate Real Estate (SLCR) certificate program, this seminar examines key issues, variables and success factors for designing a CRE organization that supports the strategic objectives of senior management, while developing relationships and optimal solutions for business unit clients. The seminar covers offshore client relationship management and service delivery, as well as recent trends in shared services and organizational change management.
WHO'S ATTENDING THE 2017 CORENET GLOBAL SUMMIT SHANGHAI

The 2017 CoreNet Global Summit Shanghai presents an opportunity for amplifying personal and professional growth. While Blurring the Lines, sessions will highlight on Cybersecurity, Robotics and Future Technology, The Science and Mystery of Understanding the Human Experience, and Organizational Culture and Workplace Design. Networking is always a focal point of the CoreNet Global Summit and attendees can anticipate expanding their professional network with the anticipated 550 plus CRE professionals who register for this event.

Previous Summit attendance has included participants from these leading companies:

- Air Products Singapore Private Ltd.
- American Express
- ANZ
- AstraZeneca
- Avnet Technology Hong Kong Ltd.
- Avon Cosmetics Inc.
- AXA Asia
- Bank of New Zealand
- Barclays Capital Services Ltd.
- BASF East Asia Regional Headquarters Ltd.
- Belfast Harbour Commissioners
- Bose Corporation
- BP PLC (Singapore)
- CA Technologies
- Cabot Corporation
- Chevron International Pte. Ltd.
- Cisco Systems
- Citibank
- Coca-Cola Refreshments
- Convergys Corporation
- Credit Suisse
- Daimler Greater China Ltd.
- DBS Bank Ltd.
- Deutsche Bank AG
- DHL
- Diageo
- Eaton
- EMC Corporation
- EY
- Gartner UK Ltd.
- General Electric
- General Motors Corporation
- GlaxoSmithKline Pte Ltd.
- Goldman Sachs
- Google
- Hanesbrands Inc
- Henkel (China) Investment Co., Ltd.
- Hewlett Packard
- HID Global Corporation
- HSBC
- IBM
- JDSU
- John Deere
- Johnson & Johnson
- JPMorgan Chase Bank (China) Company Ltd.
- Juniper Networks
- Macquarie Group Ltd.
- Manulife Financial
- Mapletree Investments Pte Ltd.
- Merck
- Microsoft Corporation
- NCH Corp
- NetApp Singapore Pte Ltd.
- Network Appliance, Inc.
- Oracle Corporation
- Orange Business Services
- Singapore Pte Ltd.
- Osram Sylvania
- PerkinElmer, Inc.
- Pfizer Incorporated
- Philips Electronics
- Polycom Asia Pacific
- Procter & Gamble
- Prudential
- Reed Elsevier
- Reserve Bank of Australia
- Rolls-Royce Singapore PTE Ltd.
- Royal Bank of Scotland Group
- Royal Dutch Shell
- Shell Eastern Petroleum (Pte) Ltd.
- Siemens Ltd., China Shanghai Branch
- Standard Chartered Bank
- State Street
- Suncorp
- Symantec
- TE Connectivity (HK) Ltd.
- The Travelers Companies
- Unilever
- United Overseas Bank Ltd.
- United Technologies Corporation
- Visa
- VMware
- Wells Fargo
- Westpac
- WPP Group PLC
- XL India
- Yahoo!
- ZenithOptimedia
- Zurich Insurance Group Ltd.

NETWORKING AT THE 2017 CORENET GLOBAL SUMMIT SHANGHAI

Corporate real estate professionals attending the 2017 CoreNet Global Summit Shanghai will have the chance to exchange ideas and discuss coming changes during special networking events.

Networking breaks geared to facilitate this important peer to peer dialogue are planned throughout the Summit.

SPONSORSHIP OPPORTUNITIES STILL AVAILABLE: Make sure your name is on the list!

CoreNet Global Summits provide countless opportunities to network and build lasting relationships with your best customers. Several sponsorship levels and opportunities are available to get your products and services in front of future customers. Take advantage of this once-a-year opportunity to showcase your brand alongside the biggest names in the business to stakeholders in the Asia Pacific. For more information, please contact: promotions@corenetglobal.org

CORENET GLOBAL WOULD LIKE TO THANK OUR DIAMOND SPONSORS

Thank you to our Ruby Level Sponsors:

Colliers International
Cushman & Wakefield

Thank you to our Emerald Sponsors:

JLL
Knoll
Serrview