

## Day One - 17 Nov 2014, Monday

08:00 Registration & Coffee

09:00 Chairman's Welcome & Introduction

09:10 Opening Speech  
**HE U Kyaw Lwin**  
*Union Minister of Construction*

### 09:40 **Yangon's Transforming Development Landscape: From Investment to Execution of Real Estate Projects**

- Where and what are the development opportunities?
- Choosing investments - assessing risk versus returns
- Development, design & construction Management
- Incorporating CSR and building human capacity

*Mr. Gareth Wong Wei Han*

*Dy General Manager (Myanmar)*

**Surbana International Consultants Pte Ltd**

### 10:10 **Urban Services Planning covering Water Supply, Sewerage and Drainage Management – The Direction for Myanmar**

*Dr. Than Than Thwe, Deputy Director of Urban and Regional Planning Div DHSHD, Ministry of Construction*

10:40 Discussion followed by Refreshment Break

### 11:10 **Creating a Winning Partnership in Myanmar's Real Estate Portfolio**

- Understanding land evaluation and prices
- Aligning common objectives for a successful joint venture
- Choosing the right business model on

shared ownership

- Working with government and local authority
- Strategies for efficient funding and profit repatriation

*Mr. Christopher Thurane Aung, New Business Development Director Dagon Group of Companies*

### 11:40 **Marga's Experience - A Foreign Investor in the Myanmar Property Market**

- Myanmar country analysis
- Partnership, application and legal matters
- Branding and marketing
- Project delivery

*Dr. Stephen Suen Hon Ming, Chairman*

**Marga Group**



MARGA

12:20 Discussion followed by Networking Lunch

14:00 Chairman's Introduction

### 14:10 **Is There More to Myanmar than Yangon and Mandalay?**

- Current hotel and tourism scenario for Myanmar
- Specific developments in Yangon and Mandalay
- Other key tourist destinations
- Challenges for development
- Solutions for growth
- Future potential destinations
- Road map to success

*Mr. Akshay Kulkarni, Regional Director - Hospitality, South & Southeast Asia Cushman & Wakefield (India) Private Limited*

14:40

### **Owners vs. Operators Panel: What can Branding Offer to Myanmar's Hotel Sector?**

- Expectations and strategies of global chains in emerging markets like Myanmar
- Opportunities and challenges in international branding
- Local hotel chains: striking a balance between demand and service
- Markets for refurbishment and retrofitting in the hotel sector
- Trends in hotel developments: budget, luxury, boutique, serviced apartments
- Operational issues between owning a hotel and operating a hotel in Myanmar

*Panelists:*

*Mr. Bill Barnett, Managing Director*

**C9 Hotelworks Company Limited**

*Mr. Teddy Chia, Director (Operations)*

**Max Myanmar Group of Companies**

*Mr. Akshay Kulkarni, Regional Director*

*- Hospitality, South & Southeast Asia*

**Cushman & Wakefield (India)**

**Private Limited**

15:20 Discussion followed by Refreshment Break

### 15:50 **Role of SEZ in Urban Development**

- Development of the Kyauk Phyu zone
- Impact on infrastructure development in this region
- Opportunities in manufacturing plants and commercial offices
- Opportunities in housing and mixed use projects

*Ms. Nina Yang, Executive Director*

**CPG Corporation**

16:20

### **Panel Discussion: Office Market & Transaction in Yangon**

- Office space utilization & outlook
- Lease and rental price trends
- Who's coming in and what are their requirements?
- Setting up commercial space: location, grades, villa/condo space
- Managing flexible and virtual office space and facilities
- Mayangone Township as Yangon's 2nd CBD: How will it impact office/commercial space rental and availability

*Panelists:*

*Mr. Tony Picon, Managing Director*

**Colliers International Myanmar**

*Mr. Mark Petrovic, Managing Director*

**Archetype Myanmar Limited**

17:00 Discussion followed by end of Day 1

17:05 - 18:05 hrs.

*Networking Reception*  
for Speakers & Delegates

## Day Two - 18 Nov 2014, Tuesday

### **Focused Session: Retail Property**

09:00 Chairman's Introduction

### 09:10 **Retail-anchored Mixed-use Projects in Myanmar: How to Get it Right?**

- Role of retail in driving the success of mixed use project
  - Incorporating entertainment, Cineplex's and restaurants to the retail mix to generate customer traffic
  - Case Study: HAGL Project in Yangon
- Ms. Hoa Le, National Head (Retail Services) Cushman & Wakefield*

09:40 **Changing Retailing Landscape & Responding to a New Consumer Lifestyle**

- Site selection, store location and outlet concept
- Tailor made solutions responding to local market customs
- Moving into secondary locations, what to look out for?
- Latest developments and features in malls across Asia's emerging markets

10:10 **Mega-malls & Retail Chains: Negotiating Retail Contract & Pitfalls to Avoid**

- Deal killers in land use: which land is allowed for retail development?
- What are the licenses you need to open a chain of retail outlets?
- Leasing agreement and tax trap to watch out for?
- Permit to import and trade (pertaining to consumer goods and food items)

Mr. Edwin Vanderbruggen, Partner  
VDB Loi Myanmar

**VDB | Loi**

10:40 Discussion followed by Refreshment Break

11:10 **Overview of Myanmar's Growing Consumer Market & Trends**

- Learning consumer mindset: life concern, attitudes, perception towards brand
- Purchasing habits and patterns, retail choice, influencer, etc.
- Media consumption and approaching Burmese consumers
- Gap analysis on key product usages

Mr. Yan James Aung, Research Executive  
Nielsen MMRD

11:40 **Owners & Retailers Panel: Why Expand into Myanmar?**

- Meeting expectations and aligning common interest between owners and retailers
- Retailer's cost of doing business beyond occupancy costs
- Having the right retail mix to meet local market demand
- What is/will be the expansion mode, where and why?
- Exit, divestment and partnering strategies
- Lifestyle features and entertainment facilities to promote customer satisfaction

12:20 Discussion followed by Lunch

14:00 **Mixed Use Developments: Exploring New Concepts in Design and Planning**

Mr. Gruffudd Owain, Executive Principal  
Aedas Pte Ltd

14:30 **Gaining Maximum ROI from Shopping Centre Assets & Mixed Use Projects**

- Blueprint for success in emerging markets such as Myanmar
- Managing and repositioning of the asset

15:00 **Exploring Investment Opportunities in Asia's Frontier Markets**

- Retail investment opportunities in Asia's frontier markets
- Overcoming operational challenges of market entry

15:30 Final Discussion followed by Refreshment Break

16:00 End of Conference.

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## "Ground Breaking Projects Reshaping Myanmar's Urban & Real Estate Landscape" "Exploring Myanmar's Burgeoning Retail Property Sector"

*"Dagon City 1: A multipurpose residential project including office buildings, apartments and a five-star hotel will be built on military land near the Yangon Zoo."*  
- June 2014, Eleven Myanmar

*"Surbana International Consultants, one of the largest building and urbanisation consultants in Asia, announced it will be setting up a branch office in Yangon as part of its expansion plans in Myanmar."*  
- Apr 2014, Myanmar Business Today

*"A Singapore-based consortium led by CPG Consultants has been appointed to develop the master plan for Myanmar's Kyaok Phyu Special Economic Zone that will include a deep-sea port and an industrial park."*  
- July 2014, Channel News Asia

*"Aeon is the first major Japanese retailer to branch out to Myanmar since a civilian government took over power from the military in 2011."* - Feb 2014, Kyodo News International

Myanmar is a hotspot for investments as the real estate sector catapults to new heights with large investments and major projects in the pipeline. As more foreigners and companies set up base in Myanmar, demand is on the increase for office spaces and residential units, propelling property prices and investments. Influx of tourists visiting the country has opened new avenues for international hoteliers and local owners to venture into partnership, retrofit and rebrand existing assets to higher standards. Urbanization is driving major cities for a more strategic city planning and infrastructure developments. Yangon's second Central Business District, development of Special Economic Zones and the country's impending Condominium Law are key factors that will further impact the real estate sector.

With so much going on in Myanmar's real estate front, CMT's 3rd MRES is the ideal platform that will address practical issues shaping the property markets, covering:

- Mixed-use Projects
- Hotels
- Office Buildings
- Special Economic Zone
- Infrastructure and Urbanisation and
- Special Focused Session: Retail Property

The retail scene is continuing to emerge alongside the booming real estate landscape in Yangon. The city has approximately 168,000 sqm of leasable retail space which includes shopping malls, hypermarkets, department stores and other retail support components (source: Colliers International). Many retail anchored mixed-use developments such as Dagon City, Golden City and Junction City are currently under construction pushing greater opportunities for retailers and owners alike.

CMT's 3rd MRES will spotlight key issues in the retail real estate market:

- Role of retail in driving the success of mixed use projects
- Getting the right-mix: from tenants to leasing
- Negotiating mega-malls & retail chains contract
- Aligning common interest between owners and retailers
- Gaining maximum ROI from shopping mall assets
- Perspectives from developers on investing in retail property
- Exploring architectural consideration for mixed use developments

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