



The 2nd Annual

REIT Asia Pacific Philippines Summit 2010

27 - 28 July | New World Hotel | Makati City, Philippines

STRENGTHENING. DEEPENING. SUSTAINING.



www.REITs2010.tpgi.org

2nd Annual REIT Asia Pacific Philippines 2010 Summit

The Philippine Stock Exchange (PSE) welcomed the passage of the Real Estate Investment Trust (REIT) Act into law, the fourth landmark legislative reform proposed by the PSE to boost markets.

The REIT law will provide the regulatory and tax framework for REITs, which are companies that own and operate income-producing real estate assets. Shares of these REITs are to be listed on and traded at the PSE.

To encourage investments in REITs, the REIT law provides certain tax incentives to the REIT contrary to fears that the fiscal incentives in the law may undermine the revenues of government. The REIT law can even help contribute to the government coffers. The REIT law promotes transparent tax reporting purposes. Moreover, the new business opportunities that will be created should translate to a broader tax base for government.

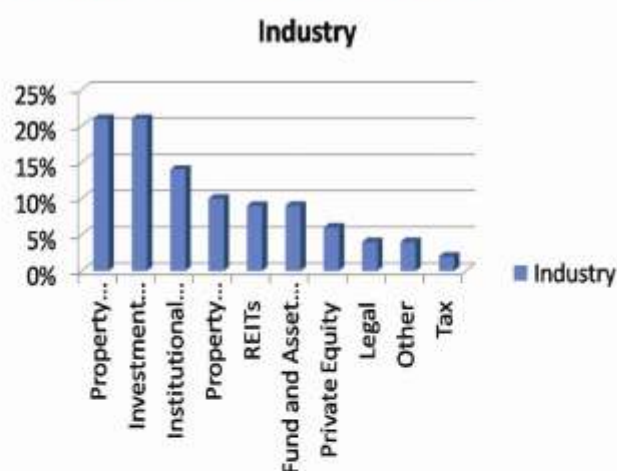
The REIT law will develop the capital markets in the Philippines and provide much needed investment opportunities for institutional and retail investors to increase the wealth of the population through a lower risk instrument. It will also boost the development of real estate in the country by releasing capital for reinvestment into land and buildings, leading to increased productivity and more jobs.

The enactment of the REIT bill is a watershed development. After more than two years of deliberation, not only will the new law provide the legal framework for the creation of a categorically different class of financial product - and, in the process democratize commercial property ownership - but will also act as a catalyst for further development of the Philippines' nascent REITs and will put the country at par with the rest of the world which has had REITs for over 20 years.

How Will You Benefit

- Hear from the region's most influential investors, financiers, developers and public sector bodies
- Discover new strategies for investing and developing in one of the most - watched regions in the world
- Build your own tailor - made program by choosing the sessions focused on your growth priorities
- Engage with new business partners in our extensive programme of special networking forums

Over 150 at REIT Asia Pacific Philippines 2009 Summit



What Delegates Say

"The conference was excellent and we benefitted considerably. We look forward to future participation."

[Trent Frankum, Executive Director, CBRE](#)

"I found the event to be very informative and a good platform for networking. The topics were very relevant and the line-up of presenters was good. From a networking perspective, the turn out was good too. Will be back next year."

[David Moritz, Managing Director, Co-head of Real Estate South East Asia, Macquarie Capital Advisers.](#)

"Congratulations on a very successful conference!"

[Franz Bonoan, VP, Investment Banking, First Metro Investment Corporation](#)

"Panel discussions were very effective and interesting."

[Nelson M. Bona, CFO, Filinvest Land, Inc.](#)

"Excellent reflection of speakers and resource people."

[Gabriel Besa, Director, ATR KimEng Capital](#)

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Networking Lunch Host (Day 1)

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Featured Speakers



Francisco Sebastian
President
First Metro Investment
Corporation



Val Antonio B. Suarez
Senior Vice President & COO
The Philippine Stock Exchange, Inc.



Ma. Juanita Cueto
Commissioner
Securities and Exchange Commission



Francisco Ed. Lim
Former President & CEO
The Philippine Stock Exchange, Inc.



Roger Purdue
Managing Director
Global Investment
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Peter Mitchell
CEO
Asian Public Real Estate Association



Rick Santos
Chairman & President
CBRE Philippines



Loh Wai Keong
Executive Vice President & CEO
Real Estate Development & Investment
Ascendas SEA



Jaime E. Ysmael
Senior Vice President & CFO
Ayala Land, Inc.



Mark Ebbinghaus
Global Head of Real Estate &
Managing Director
Origination & Client Coverage
Wholesale Bank
Standard Chartered



Ken Atchison
Managing Director
Atchison Consultants



David Moritz
Managing Director &
Head of Real Estate Group SEA
Macquarie Capital Advisers



George Stewart LaBrooy
CEO
Axis REIT Managers Berhad



Veronica Santos
Principal
TransactionTax
SGV & Co.



Paul Keogh
Managing Director & CIO
RREEF Asia Pacific



Franchette Acosta
Partner
CVC Law



David Fan
Managing Director
CBRE Investors Holdings K.K.



Michael de Guzman
Managing Director
Macquarie Capital Advisers

... and more!

0800	Registration, Morning Coffee & Exhibition Viewing				Moderator: TBA - Partner, Baker & McKenzie / Quisumbing Torres (Philippines)
0900	Chairman and Co-Chairman's Opening Address TBA - Partner, Baker & McKenzie / Quisumbing Torres (Philippines)				Panel Members: Invited - Frederick Go, President & COO, Robinsons Land Corporation (Philippines)
0905	Keynote Address TBC - Senator Edgardo J. Angara, Author, R. A. 9856 - The Real Estate Investment Trust (REIT) Act of 2009				Loh Wai Keong, Executive Vice President & CEO, Real Estate Development & Investment, Ascendas South East Asia (Singapore)
0920	Envisioning real estate and infrastructure developments in Philippines for 2010 and beyond - Locking Philippines onto the path of continuous reform: Accelerating economic growth with REITs – What are the challenges and opportunities in the next couple of years? - Keeping the property boom momentum and sustaining investor interest into Philippines - What measures were undertaken and what more can be expected in the near future? Rick Santos, Chairman and President, CBRE Philippines (Philippines)	1240			Mark Ebbinghaus, Global Head of Real Estate & Managing Director, Origination & Client Coverage, Wholesale Bank, Standard Chartered (Singapore)
0950	Opportunities for REITs in the Philippines Francisco Sebastian, President, First Metro Investment Corporation (Philippines)	1340			Michael de Guzman, Managing Director, Macquarie Capital Advisers (Philippines)
1020	Morning Refreshment Break Hosted by				Networking Lunch Hosted by Quisumbing Torres (Welcome Address by Baker & McKenzie / Quisumbing Torres)
1045	A review and outlook of the global economic and financial rollercoaster - Perspectives on emerging economic and financial trends - Key geographical markets and issues - Developments in Philippine investment and financial activity, with reference to the performance of property companies. Roger Purdue, Managing Director, Global Investment Research Associates (Canada)	1410			Legal and Compliance Obstacles and Pitfalls on REITs TBA - Partner, Baker & McKenzie / Quisumbing Torres (Philippines)
1105	Outlook for Asian listed property market David Fan, Managing Director, CBRE Investors Holdings K.K. (Japan)				Maximizing returns and managing risks in Asian REITs – Lessons learnt from the financial crisis - Analysing the activity and performance of Asian REITs over the past 12 months - Lessons learnt from innovations and developments in global REIT structures - Navigating the legal and regulatory challenges governing REITs across Asia
1130	Philippine Economic Review Fuelling infrastructure spending and promoting domestic consumption – How will this stabilise and bolster demand for the property sector? Are policy revisions and stimulus packages sufficient for stimulating an economic turnaround? RESERVED				Moderator: David Moritz, Managing Director & Head of Real Estate Group, South East Asia, Macquarie Capital Advisers (Singapore) Panel Members: Ken Atchison, Managing Director, Atchison Consultants (Australia)
1150	VIP Panel: Head-to-head with industry veterans: Examining the current state of Philippine realty - Global realities – Local implications: Perspectives into industry dynamics, global emerging trends and movement of regional capital markets - Insights into the doctrine of property development, investment and M&A activity across the realty cycle – Achieving desired yields through intellectual asset management strategies as Asian real estate draws a flood of new investor money - Capitalising on rising property prices and investment prospects further afield – With the increasing number of cross-border transactions, which are the key regions and sectors of opportunity? - Setting the course ahead: What strategies are leading developers considering to shore up revenue and guarantee healthy returns amidst the increasingly competitive marketplace?				George Stewart LaBrooy, CEO, Axis REIT Managers Berhad (Malaysia)
					TBA - CITI Senior Executive (Hong Kong)
					TBA - Partner, Baker & McKenzie / Quisumbing Torres (Philippines)
		1440			REITs SHOWCASE Listed property developers and REITs in Asia will provide a year-to-date snapshot of their portfolio mix, gearing ratios, project pip & elines and forthcoming acquisition plans. Investors can self-determine if REITs is set to be the most rewarding in the coming years. Peter Mitchell, CEO, Asian Public Real Estate Association (Singapore)
		1510			Ken Atchison, Managing Director, Atchison Consultants (Australia)
		1540			George Stewart LaBrooy, CEO, Axis REIT Berhad (Malaysia)
		1610			Afternoon Refreshment Break Hosted by
		1635			REITs SHOWCASE Panel Discussion
		1700			Program Concludes

0800	Registration, Morning Coffee & Exhibition Viewing				- Predicting supply and demand levels for the next two to three years.
0900	REITs - A New Asset Class for Investors and Landlords in the Philippines.				Invited - Frederick Go, President & COO, Robinsons Land Corporation (Philippines)
	- Where do the Philippines' REITs sit in the regional REIT markets?	1420			Focus on retail: Rethinking location, market positioning and brand mix to acquire and protect retail assets
	- What is the market potential for REITs in the Philippines?				- Reviewing retail opportunities in Philippines
	- What are the benefits of REITs as a new asset class for investors and landlords?				- Understanding and overcoming the challenges posed by shared retail property ownership and local legal intricacies in Asia
	- RREEF's experience in REITs and regional markets. Paul Keogh, Managing Director & CIO, RREEF Asia Pacific (Hong Kong)				- What kind of developments will arise with large infrastructure developments?
0930	REITs Implementing Rules and Regulations Ma. Juanita Cueto, Commissioner, Securities and Exchange Commission (Philippines)				- Why is it important to look beyond location for retail real estate?
					- Issues and challenges in emerging markets
1010	Q & A				- Reviewing emerging city transactions and acquisitions of malls - How can we learn from the past?
1030	Morning Refreshment Break Hosted by				Jaime E. Ysmael, Senior Vice President & CFO, Ayala Land, Inc. (Philippines)
1055	Panel Discussion: R.A. 9856: Highlights, Implications and Taxation Issues	1445			Afternoon Refreshment Break Hosted by
	Moderator: Francisco Ed. Lim, Former President & CEO, The Philippine Stock Exchange, Inc. (Philippines)	1510			Offices: Ensuring profitable returns from commercial office investment and development
	Panel Members: Ma. Juanita Cueto, Commissioner, Securities and Exchange Commission (Philippines)				- Discussing fluctuations in lease and rental values and predicting future recovery
	Veronica Santos, Principal, Transaction Tax, SGV & Co. (Philippines)				- What has the impact on investor appetite been?
	Franchette Acosta, Partner, CVC Law (Philippines)				- Adapting office developments to meet changing client needs
	Invited- James Roldan, Assistant Commissioner, Bureau of Internal Revenue (Philippines)				- Working with occupiers to renegotiate lease agreements and protect cashflow
	TBA - Partner, Baker & McKenzie / Quisumbing Torres (Philippines)				- Adopting innovative strategies for excess supply in portfolios: Change of use, business centres and shared services. TBC - Joey Radoan, Vice Chairman & Head of Global Corporate Services, CBRE Philippines (Philippines)
1135	Q & A	1535			Hospitality: Maintaining profitability and protecting capital values in the current climate
1155	Networking Luncheon and Press Briefing Hosted by				- Assessing which areas of the market remain the most profitable: Will the polarisation continue?
1255	REIT Listing Rules Val Antonio B. Suarez, Senior Vice President & Chief Operating Officer, The Philippine Stock Exchange, Inc. (Philippines)				- Calculating which geographical areas maintain the highest RevPAR
1335	Q & A				- Deciding which type of management contracts ensure greatest returns
1355	Sector Analysis and Perspectives Panel: Investing in residential: Capitalizing on changes in social demographic and urbanization				- Evaluating the value of brand in agreeing management contracts.
	- Examining how changes in social make-up and rapid urbanization are impacting on demand for residential developments				RESERVED
	- Understanding which geographical areas pose the soundest investment	1600			Program Concludes
	- Dissecting ownership and anti-speculation regulations across the region: How do they affect the type of product you should invest in?				IMPORTANT NOTE: The speakers listed in this PDF material are either invited or confirmed as at printing time, hence do not reflect current or updated information.

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About The Pinnacle Group International

The Pinnacle Group International is a leader in the conference industry in Asia, designing and launching its own brand of conferences and events.

We pride in our ability to anticipate and read underlying socio-economic and investment trends in emerging and developed markets, creating brands and events to capture these opportunities and launching them with our clients and partners in both regional and international markets.

Sponsorship and Exhibition

Sponsorship and exhibition opportunities at RAPP 2010

Sponsorship at the RAPP 2010 allows you to promote your expertise and services to a senior level audience, from both the energy industry and the financial sector. Delegates will come from across Asia Pacific as well as from the US and Europe, where TPGI has 10 years of experience and is established as the leading event in the sector. Our tailored sponsorship and exhibition packages are designed to meet your company's specific requirements.

What are the benefits?

1. Enhance your company's profile
2. Augment your position as a market leader
3. Create pre and post-event exposure
4. Meet prospective clients
5. Recognize a company milestone
6. Distribute your contact details to all attendees

Key features

1. Understanding where the best opportunities for real estate in Philippines lie
2. Identifying the countries and sectors with the greatest potential for real estate investment
3. Emerging real estate markets in Asia-who will be the next China or India?
4. Public market investor briefings: Listed developers and REIT showcase

Promotional options include headline Platinum, Gold, Silver and Bronze sponsorships. You can also choose to sponsor the high profile delegate lunches or evening reception, as well as the delegate documentation, badges or bags. Taking an exhibition stand will place you at the heart of networking activity, raising your company's profile throughout the conference and providing an opportunity to interact directly with delegates.



For discussion on speaking / sponsorship / exhibition opportunities & seat bookings, please contact:

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EARLY BIRD FEE FROM USD836 (by 18 JUNE 2010) | STANDARD FEE FROM USD1045 (after 18 JUNE 2010)

Conference fee include: Attendance at all conference sessions, conference documentation, lunches, refreshments and receptions.

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Delegates	By 18 June 2010	After 18 June 2010
<input type="checkbox"/> 1	USD836	USD1045
<input type="checkbox"/> 2	USD676/pax	USD845/pax
<input type="checkbox"/> 3 or more	USD436/pax	USD545/pax

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- corporate materials inserted into delegate bags
- 3 complimentary passes to the 2 day summit

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IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW
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 Surname _____
 Job title _____
 Tel _____ Fax _____
 Email _____

2nd Delegate details

Mr./Mrs./Ms. _____ First name _____
 Surname _____
 Job title _____
 Tel _____ Fax _____
 Email _____

3rd Delegate details

Mr./Mrs./Ms. _____ First name _____
 Surname _____
 Job title _____
 Tel _____ Fax _____
 Email _____

Organization Details

Company Name _____
 Address _____
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Signature _____

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3. CHEQUES should be drawn on a Singapore Bank and made payable to TPGI Pte. Ltd. A receipted invoice will be sent to all delegates.

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CANCELLATIONS

Conference fee: By completing this registration form, you are agreeing to the terms and conditions whereby you are liable for the full conference fee. All cancellations must be received in writing by 20 June 2010 for a full refund, less a 10% administration charge. We cannot accept verbal cancellations. Cancellations received after 20 June 2010 are liable for the full conference fee. However, substitutions can be sent to attend in your place at no extra charge for the entire conference only with prior notice. Registrations received after 21 June 2010 are still liable for the full conference fee in case of cancellation. If owing to a force majeure, TPGI Pte. Ltd. is obliged to postpone or cancel the event. TPGI Pte. Ltd. will not be liable for any travel or accommodation expenses incurred by delegates or their organizations. Badge swapping with other registered/non-registered delegates is against our company policy and will not be permitted.