

2nd Annual Tall Buildings

a **marcusevans** event

The Shilla Hotel & Resorts,
Seoul, Korea

2nd – 4th July 2008

“The tall building ought to participate in the city as both a facade, connecting the walls of the street, and as an object against the sky”

William Pedersen

Examine the conceptual, historical, and technological conditions of today's tall buildings to outline the future development with an emphasis on culture and technology for sustainable buildings

marcusevans®

Key Presentations from Statutory Boards:

Sang Su Ahn Mayor
Incheon City Government

Dr. Tsuneo Katayama Professor
Tokyo Denki University
President

IAEE (International Association for Earthquake Engineering), Japan

Yang Jin Oh Head of Overseas Construction Team
The Ministry of Land, Transportation and Maritime Affairs

Sung Ki Kim Director General Professional Engineer
Korea Rural Community & Agriculture Corporation

Cr Susie Douglas Councillor
Gold Coast City Council, Australia

Young Tae Jo Head of Foreign Investment Promotion Division
The Ministry of Knowledge Economy

Robin Mellon Green Star Executive Director
Green Building Council of Australia

Key International Presentations & Distinguished Speakers:

Cathy Yang Assistant Vice President
TAIPEI 101

Julmy Camille Vice Chairman
USEQUITIES, USA

Ahmad Abdelrazaq, S.E. Executive Vice President
Highrise & Structural Engineering Division
Samsung Corporation, Samsung Engineering & Construction Company, Korea

Hwan Kyun Lee CEO
IFEZ (Incheon Free Economic Zone)

Senior Representative
Shenyang Yuanda Aluminium Industry Group Co., Ltd, China

Jae Hyun Shim Professor
Sejong University

Kurt Godsk Andersen Segment Director of Commercial Building Services
Grundfos Management A/S

Torben Kynde Nielsen Manager International Project Sales
Grundfos Management A/S

Brett Saville Principal
The Buchan Group, Australia

Todd Crighton Senior Associate and Lead Designer
The Buchan Group, Australia

Peter Walichnowski CEO
Skylan Group, China

Senior Representative
Bentley

Senior Representative
TOTO, Korea

Young Man Kim Managing Director
Gregor Fischer Product Line Manager and Top Range Division Director
Schindler Korea Elevator Ltd.

Pranav Merchant Vice President
Shreepati Group, India

Dr. Sascha Brozek Vice President
Siemens Ltd.

Derek Paton Managing Director Asia Pacific
LGC Wireless, Inc., Hong Kong

Kenneth Drucker Senior Principal, Director of Design
HOK New York, USA

Dr. Roy Denoon Vice President
CPP (Cermak Peterka Petersen) Inc., USA

Jay Lee Director
CB Richard Ellis Korea Co., Ltd.

Special Highlight By World Renowned Feng Shui Grand Master:

“Incorporating theories and applications of the ancient art of Feng Shui into Tall Building architecture and design”

Grand Master Yap Cheng Hai
Yap Cheng Hai Academy

Case studies on international iconic buildings such as:

• Taipei 101, Taiwan • Burj Dubai, UAE • Sears Tower, USA • Q1 Tower, Australia • Incheon Tower, Korea

Featuring a Technical Tour to IFEZ (Incheon Free Economic Zone):

See the headquarters and one of the construction sites of the Incheon Free Economic Zone Project including the IFEZ Promotion Center, Incheon Bridge and Incheon Tower

Date: 1st July 2008

Time: 10:00 - 17:00

Our Business Partners

Titanium Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Associate Sponsor



Business Development Sponsors



HASSELL

DAVIS LANGDON & SEAH INTERNATIONAL



Official Supporting Organisation



Endorser



Media Partners



Online Media Partner



Acknowledgement

marcus evans would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates within the property and construction industry for around the world who have contributed to and supported the inaugural marcus evans regional 2nd Annual Tall Buildings event. We would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of marcus evans, we hope you have a rewarding, enjoyable and productive time. We look forward to meeting you all and working with you at our future regional events planned in 2008.

See you in July!

0800 Registration and morning coffee

0830 Opening and welcome remarks
Sang Su Ahn Mayor
Incheon City Government

0845 Plenary One
Case study: A Detailed review of the master plan for city "New Song-do City"- Developing Korea's center for free trade and international business
Hwan Kyun Lee CEO
IFEZ (Incheon Free Economic Zone)

0925 Plenary Two
Exploring best practice for sustainable pump solution for Tall Buildings
Kurt Godsk Andersen Segment Director of Commercial Building Services
Grundfos Management A/S

1005 Morning refreshments

1035 Plenary Three
Case study: Building a Dubai in Seemanguem- Envisioning the future quality of life
Sung Ki Kim Director General Professional Engineer
Korea Rural Community & Agriculture Corporation

1115 Panel Discussion – Unique architecture and icons vs social and structural integrity

- Why are we building taller and taller?
- Are we fighting for style over substance?
- Building user friendliness and occupant satisfaction
- Landmark addresses and the symbolic representation of iconic buildings
- Design and environmental considerations

Panelists:

Todd Crighton Senior Associate and Lead Designer

The Buchan Group, Australia

Jae Hyun Shim Professor

Sejong University

1230 Networking luncheon

Stream One Architecture & Engineering

1400 Chairperson's opening remarks

1410 Understanding urban planning and seismic resistant technology - Does seismic safety justify construction of tall buildings?

- Gap between reality and fantasy in seismic resistance
- Earthquake resistant designs
- Monitoring and testing: what we can and cannot do
- Examples of successful implementation of seismic resistant construction
- Tall buildings as a component of city planning and development

Dr. Tsuneo Katayama Professor

Tokyo Denki University

President

IAEE (International Association for Earthquake Engineering), Japan

1450 Q1 Tower Case Study - Tall building architecture intelligence

- Exploring the design and planning process for sustainability
- Architectural design considerations for tall residential buildings
- Key considerations for the structure and façade of the Q1 Tower

Brett Saville Principal

The Buchan Group, Gold Coast

1530 Afternoon refreshments

1600 Revolutionising the bath experience with an innovative bathroom design

- Prominent Design - place and product
- Insights into convenient line of bathroom fixtures and fittings designed to provide a superior experience
- Responding to the psychology of ease, cleanliness and opulence
- Optimising unique design as a driver to increase the value of Tall Buildings

Senior Representative

TOTO

1640 Controlling wind-induced motion in tall buildings – are damping systems the answer?


- Causes of wind-induced motion in tall buildings and occupant dissatisfaction
- Role of different wind climates in causing occupant dissatisfaction
- The role of damping system in controlling motion
- Types of damping systems and the construction and maintenance cost vs space balance

Dr. Roy Denoon Vice President

CPP (Cermak Peterka Petersen) Inc., USA

1720 Chairperson's closing remarks

1730 End of day one

1830 Gala Dinner Sponsored by GRUNDFOS 

Stream Two Technology and Aesthetics

1400 Chairperson's opening remarks

1410 Elevator planning for Tall buildings

- Planning services and traffic management
- S7000 system with new innovative components
- The green power of Schindler

Young Man Kim Managing Director

Gregor Fischer Product Line Manager and Top Range Division Director

Schindler Korea Elevator Ltd.

1450 Totally Integrated Building Technologies – Optimizing Building Management and Resource Efficiency

- Siemens Energy and Environmental care
- Performance considerations for high rise buildings for efficient and sustainable operation
- Sub-system design aspects for Power, Lighting, HVAC
- Integrated building controls to manage building operations
- Life cycle management to maintain and improve performance
- Case Studies

Dr. Sascha Brozek Vice President

Siemens Ltd.

1530 Afternoon refreshments

1600 Discovering the latest construction technologies for Tall Buildings

- Exploring construction then and now
- Understanding costs and time effectiveness
- Case studies

Speaker to be advised

1640 Implementing advanced communication technologies in Tall Buildings to enhance communication efficiency and value to occupants and visitors

- Improving the efficiency of Tall Buildings through advanced communication technologies
- Exploring the cost factors
- Value to tenants, building owners and mobile operators

Derek Paton Managing Director Asia Pacific

LGC Wireless, Inc., HongKong

1720 Chairperson's closing remarks

1730 End of day one

Thursday 3rd July 2008

- 0830 Registration and Morning Coffee**
- 0900 Opening and Welcome Remarks from the Chairperson**
- 0915 Plenary One**
Burj Dubai Case Study - The utilization of the latest Technological Advances in Tall building design and construction to achieve a sustainable design
Ahmad Abdelrazaq, S.E. Executive Vice President Highrise & Structural Engineering Division
Samsung Corporation, Samsung Engineering & Construction Company, Korea
- 1000 Plenary Two**
Design explanation of curtain wall, data of primary performance and the life length of its structure
 Senior Representative
Shenyang Yuanda Aluminium Industry Group Co., Ltd, China
- 1045 Morning Refreshments**
- 1115 Plenary Three**
Tall Expectations - Exploring the shifting paradigms and escalating visions of cities and understanding why sky high structures may be built as symbols of economic and social growth
Jae Hyun Shim Professor
Sejong University
- 1200 Plenary Four**
Clarifying investment regulations in high-rising buildings - Understanding accurate procedures for investment in construction industry
Young Tae Jo Head of Foreign Investment Promotion Division
The Ministry of Knowledge Economy
- 1245 Networking luncheon**

Stream One Engineering & Construction

- 1400 Chairperson's opening remarks**
- 1410 Redevelopment of Old cessed buildings in South Mumbai**
- Cluster development in Girgaum the heart of south Mumbai
 - Proven track record of Shreepati developers in experience, expertise and resources
 - A path breaking case of public - private partnership
 - A systematic and planned approach towards re-development of old and dilapidated buildings
 - Re-habilitation of existing tenants living in sub standard conditions with improper sanitation and civic amenities
 - Creating Socio economic benefits with the cluster approach to re-development
 - Construction of one of the tallest residential buildings in the world at Tardeo Mumbai - Shreepati Heights
- Pranav Merchant** Vice President
Shreepati Group, India
- 1450 Reliable and energy efficient pump solutions for Tall Buildings**
- How dose pump solutions works to increase the energy efficiency
 - Exploring the options and economic benefits of using pump solutions in Tall Buildings
 - Key considerations for selecting pumps and pump systems for your building
 - Comfort
 - Reliability
 - Footprint
 - First Cost
 - Life Cycle Cost
- Torben Kynde Nielsen** Manager International Project Sales
Grundfos Management A/S
- 1530 Afternoon refreshments**
- 1600 Maximising sustainability in Tall Buildings through innovative designs – A Case Study on the New Songdo City**
- Exploring design solutions for sustainability
 - Maximising sustainability in towers through innovative, environmentally friendly design
 - Case study of New Songdo City - model for the future
- Kenneth Drucker** Senior Principal, Director of Design
HOK New York, USA
- 1640 Building Information Modeling and Generative Design**
- Building Information Modeling (BIM)
 - Generative design technologies
 - Integrating analysis for sustainable design
 - Improving your business
- Senior Representative
Bentley
- 1720 Chairperson's closing remarks**
- 1730 End of Day Two**
- 1800 Cocktail Reception**

Stream Two Safety & Building Management

- 1400 Chairperson's opening remarks**
- 1410 Exploring the concept of building “Vertical Cities” as a solution to conserve land and reduce a city's transportation challenges**
- The commercial drivers of developing tall buildings
 - Diversifying risk - mixed use projects
 - Design - getting it right
 - Examples of successful Vertical Cities
 - Case study: Parc1 Seoul
- Peter Walichnowski** CEO
Skyland Group, China
- 1450 Exploring Fire Safety solutions in Tall Buildings**
- Discussing challenges to fire safety in Tall Buildings and how to overcome them
 - Strengthening fire protection systems in Tall Buildings
 - Exploring new technologies and strategies in fire safety for Tall Buildings
- Speaker to be advised
- 1530 Afternoon refreshments**
- 1600 Effectively installing and maintaining heat insulation door and window systems for delivery of user safety in Tall Buildings**
- The importance of using insulation materials for Tall Buildings
 - What is a heat insulation door and window system
 - Optimising safe installation and maintenance of the heat insulation door and window system
 - Case study - the heat insulation door and window system performance
- Senior Representative
Shenyang Yuanda Aluminium Industry Group Co., Ltd, China
- 1640 The value beyond the height**
- Insights into a few questions - The higher, the better?- The higher, the more expensive?- The higher, the greater or value for money?
 - Exploring the developer's dilemma
 - Finding invisible value
- Jay Lee** Director
CB Richard Ellis Korea Co., Ltd.
- 1720 Chairperson's closing remarks**
- 1730 End of Day Two**

0830 Registration and morning coffee**0900 Opening and welcome remarks from the chairperson****0915 Plenary One – Case Study
Marketing and Managing the World's Tallest Building, the Taipei 101**

- Introduction to Taipei 101
 - Marketing and leasing efforts
 - Property management issues
 - Current operation status
 - Taipei 101 observatory
- Cathy Yang** Assistant Vice President
TAIPEI 101, Taiwan

**1000 Plenary Two
Korea Value Creator 10 – Strengthening Korea's value through an effective diplomatic sales strategy**

- Introducing three key initiatives taken by the Korean government to assist innovation the construction industry
 - Establishing regulatory reform as a policy innovation
 - Investment in new construction technology
 - Innovation in construction information system
 - Case Study - competition for excellent innovation practices by construction companies
 - Establishing an effective co-operation system through innovation in procuring processes by Lotte Construction Corp.
 - Implementing the best high rise building technologies through a 3 day skeleton cycle per story by Samsung Construction Corp.
- Yang Jin Oh** Head of Overseas Construction Team
The Ministry of Land, Transportation and Maritime Affairs

1045 Morning refreshments**1115 Plenary Three
Maximising unique feel of a city through hi-rise apartment and hotel towers**

- The attraction and commercial opportunities
 - Identifying the issues that are most important to tenants in search of the perfect property
 - The attraction and commercial opportunities
 - Activating Gold Coast city as a tourism destination through the tall buildings
 - Icon creation to distinguished management for Gold Coast city branding
- Cr Susie Douglas** Councilor
Gold Coast City Council, Australia

**1200 Plenary Four – Case Study
Repositioning Sears Tower, Chicago**

- General building description
 - Marketing and Leasing Strategies
 - Management and Maintenance Issues
 - Towards the Future - the Greening of Sears Tower
 - Skydeck renovation
- Julmy Camille** Vice Chairman
USEQUITIES, USA

1245 Networking luncheon**1400 Plenary Five
The future of Super Tall and Green Buildings – Where are we now and where are we heading?**

- Green building - the next revolution
 - How to achieve green building marketing success
 - Defining the health and environmental impacts of building materials
 - Measuring the performance of a green building project and close the performance loop
 - Greening our existing buildings - how are building owners tackling this?
- Robin Mellon** Green Star Executive Director
Green Building Council of Australia

**1440 Panel Discussion
Sustainable Tall Buildings – Fact or Fiction?**

- What is a sustainable Tall Building?
- Design, construction process, operation
- Environmental considerations
- Economic considerations
- Impact on community development and social progress
- Measuring the sustainability of Tall Buildings

Panelists:

Cathy Yang Assistant Vice President
TAIPEI 101, Taiwan**Julmy Camille** Vice Chairman
USEQUITIES, USA**Cr Susie Douglas** Councilor
Gold Coast City Council, Australia**Robin Mellon** Green Star Executive Director
Green Building Council of Australia**1530 Afternoon refreshments****1600 Feng Shui workshop
Incorporating theories and applications of the ancient art of Feng Shui into Tall Building architecture and design**

- Introduction - using Feng Shui in Tall Buildings
- Feng Shui - the implication of orientation
- Exploring Invisible architecture - shape, symbol and sign power
- The living elements of conscious architecture, design and planning
- Harmonizing architectural design with spirit, health, and the environment to create ALIVE spaces
- Architectural designs with Feng Shui
- The energy of surrounding buildings and mountains

Grand Master Yap Cheng Hai
Yap Cheng Hai Academy**1720 Chairperson's closing remarks****1730 End of conference****Why you cannot miss this event?**

The paradigm shift of the last century in dwelling culture and the way we inhabit space, along with the advancement of engineering technology, has led to a proliferation of Tall buildings. Tall Buildings have now become the epitome of city life with important socio-cultural implications.

Today, there is no denying that the quality of these large structures plays a significant part in defining our urban living conditions. Asia in particular has recently the site of rapid construction of many skyscrapers necessitated by increasingly high population densities and fuelled by economic growth. The megalopolises in this region such as Seoul, Tokyo, Shanghai, Singapore, Hong Kong and Beijing are proud of their long histories and cultural heritages as well as their individual economic vitality. While their landscapes are adorned with old palaces and traditional gardens, their skylines have been magnificently composed by skyscrapers. Although Tall Buildings have now become the symbol of economic prosperity and technological advancement, concerns for the preservation of cultural and historical heritages represented by traditional buildings and places has also grown.

Attend this high profile 3-day conference for the opportunity to meet to some of the most revered speakers from well-established organizations and to listen to case studies conducted by consultants and experts in this field. Maximize your networking, investment and business opportunities with regulatory authorities, international organizations and top industry decision-makers globally.

Follow your own agenda with a choice of four enlightening streams over 3 days :

Stream One: Architecture and Engineering

Stream Two: Technology and Aesthetics

Stream Three: Engineering and Construction

Stream Four: Safety and Building Management

PLUS!

- Featuring a special highlight by the world renowned Feng Shui specialist, Grand Master Yap Cheng Hai
- Join the pre-conference tour on 1st July 2008 to the Incheon Free Economic Zone

Attend this informative event and gain practical insights into:

- **Effectively building** a strong and distinctive brand for a city with Tall Building icons
- **Deploying** world-class sustainable engineering practices
- **Exploring** best practices for energy efficiency
- **Understanding and exploring** efficient construction management strategies for mega projects
- **Understanding** Tall Building economics and investment opportunities
- The future of **Super Tall and Green Buildings**
- Unique architecture and icons vs social and structural integrity
- **Incorporating** theories and applications of the ancient art of Feng Shui into Tall Building architecture and design

Our Business Partners

Who should attend

This regional conference is designed to attract all those who are involved in or who are interested in planning, designing, marketing and managing of sustainable skylines and Tall Buildings including:

- Building Owners
- Facilities Management Directors / Managers
- Architects
- Designers
- Developers & Funders
- Legal advisors
- Financial Advisors / Bankers
- Property / Real Estate Agents
- Insurers

Local Government, Government Departments, Agencies & Authorities:

- Directors of Planning / Planning Services
- Urban Designers
- Statutory Planning Directors / Managers
- City / Town Planners
- Policy and Project Directors / Officers
- Environmental Strategists

Engineers, Consultants, Project Managers and Contractors involved in:

- Electrical
- Mechanical
- Fire and security
- Air Conditioning
- Environment
- Building materials
- Structural
- Wind
- Health and safety
- Lighting
- Construction

About the Silver Sponsors

ADC (NASDAQ:ADCT) provides innovative network infrastructure equipment and professional services that enable high-speed data, video, and voice services to residential, business and mobile subscribers in more than 130 countries. With the acquisition of **LGC Wireless** in December of 2007, ADC assumes market leadership in in-building wireless. The LGC product line and legacy of more than 11,000 systems shipped expands the ADC portfolio of next generation wireless coverage and capacity solutions for wireless carriers and enterprise customers. Information can be found about these customized solutions at either www.adc.com/wireless or www.lgcwireless.com.

HOK has been recognized as one of the leading international design firms for several decades. Their continuous success has been regularly acknowledged by industry watchers; both Engineering News Record in the U.S. and BD World Architecture in the U.K. have each listed HOK as a global leader in the design of the built environment for many years. Indeed, in 2006 BD World Architecture survey of global architectural practices, HOK was ranked No.1 and No.3 this year.

CPP is an international leader in wind engineering services. For 27 years, CPP has helped developers and design professionals enhance the comfort, efficiency, and value of buildings and their surroundings by providing consulting services for structural wind loads, cladding pressures, pedestrian-level winds, exhaust dispersion, indoor airflows, and wind energy.

About the Bronze Sponsors

Since 1970, **Heerim Architects & Planners** has grown to 900+ professionals, making it the largest architectural practice in Korea. Recently, presence in the national market has expanded internationally, spurring the establishment of overseas branches in Vietnam, UAE, and Azerbaijan. In 2007, Heerim was ranked no. 2 by Building Design as a top architectural firm in the Pacific Region.

Samoo Architects & Engineers founded in 1976, the firm established Samoo Research Group in 1997, Entered the CM Business in 2003, 30th Anniversary of Foundation in 2006. Samoo is a critically acclaimed international practice with headquarters in Seoul and branch offices in New York, Dubai and Shanghai through South Korea and abroad.

Since the establishment of the firm, Samoo has consistently sought to develop quality design solutions for their client needs. Samoo will do its best to become a global architecture company, flying toward the goal of becoming a World Leader.

Gaggenau has a reputation as the designer brand among kitchen appliances and as a leader in innovation in the World. Today, only Gaggenau is selected as a deluxe-luxury brand, among all the kitchen appliances in "Wirtschaftswoche", which is most well-known business magazine in Germany. The long tradition of the company began in the year 1681. Gaggenau develops, produces and sells high-quality built-in kitchen appliances. Its product range now includes world-renowned built-in kitchen appliances which have been awarded numerous design prizes.

The range includes ovens, combination steam ovens, hotplates, cooktops (glass ceramic, induction and gas), built-in coffee machines, ventilation systems, dishwashers, fridges and freezers and microwaves.

About the Titanium Sponsors

Grundfos is one of the worlds leading pump manufacturers, with an annual production of more than 16 million pump units, which covers the wide range of application areas: heating, air conditioning, pressure boosting, waste water and fire fighting.

With a long history and commitment to innovation and product development, Grundfos has introduced to the market a lot of state-of-the-art products, which includes functionalities such as electrical regulation, controls and energy optimizing motors. Furthermore Grundfos has taken on the additional responsibility to create and secure energy efficient, sustainable products and solutions.

Grundfos is the preferred supplier and sparring partner for investors, consulting engineers, and building owners/users throughout the world in connection to the projects such as a Petronas Twin Tower in Malaysia, the tall Isbank building in Turkey, Moscow International Business Center in Russia, Tower Palace and Gangnam Finance Center in Korea, etc.

About the Gold Sponsors

Bentley Systems, Incorporated provides software for the lifecycle of the world's infrastructure. The company's comprehensive portfolio for the building, plant, civil, and geospatial verticals spans architecture, engineering, construction (AEC) and operations. With revenues now surpassing \$400 million annually, and more than 2400 colleagues globally, Bentley is the leading provider of AEC software to the Engineering News-Record Top Design Firms and major owner-operators, and was named the world's No. 2 provider of GIS/geospatial software solutions in a recent Daratech research study. Bentley building serves architects, engineers, contractors, and owners. It is the leader in building information modeling (BIM) solutions that span all disciplines of design, engineering, construction, and operations. Bentley building solutions enable the sustainable buildings to be dramatically reduced energy consumption through the integration of architecture.

Schindler is the largest supplier of escalators and the second largest manufacturer of elevators worldwide. Schindler designs, installs, services and modernizes transport systems for almost every building type around the world. Globally, Schindler equipment moves more than 700 million people per day.

Schindler Elevator Korea had been established in 2003, providing full range solution of elevator and escalators. Schindler's business skill, technical support and various products will place Schindler Elevator Korea in a powerful position.

Schindler 7000 is Schindler's top range, high performance product, designed to meet the needs of the most demanding customer. The Schindler 7000 can be found in many of the world's landmark buildings due to its premium ride quality, top performance, excellent reliability and sensational design.

The Schindler 7000 traffic management system is completely unrivalled in its ability to provide the very best elevator experience for passengers, coupled with the most flexible and efficient elevator configurations ever offered to the architects and developers of 21st century buildings. Schindler is committed to continuously improving the environmental impacts of our products and processes. Schindler 7000 was developed within a special environmental management system in order to attain a specific level of environmental performance.

Siemens Building Technologies is one of the world leading groups in building technology market providing a complete offering of technical infrastructure for electronic security, fire safety, comfort and energy efficiency.

SBT provides HVAC, fire safety and security products, engineering and life cycle services and innovative technologies in the field of Intelligent Building Systems (IBS) for public and commercial buildings, manufacturing facilities and infrastructure objects.

SBT is present with offer 500 branches and more than 130 distributors in 51 countries. In fiscal year 2007 an annual sales of 7 billion US-\$ was generated by our 29.000 employees.

Shreepati Group of Companies is a leading Developer in South Mumbai headed by Mr. R. R. Chaturvedi. Established in 1987, Shreepati Group has today become the expert on strategic urban redevelopment through focused and effective Re-settlement and Rehabilitation (R.R) Schemes with a strict quality management standards in compliance with ISO 9001:2000. Our flagship "Shreepati Arcade" has entered the Limca Book of Records as the tallest completed building at 152.5 meters.

As part of its broader objectives, the group has undertaken multiple initiatives and adopted a cluster approach of re-development in South Mumbai namely,

- Shreepati Towers I to VII at Girgaum
- Shreepati Castle at Khetwadi
- Shreepati Heights at Tardeo
- Shreepati Estate at Lower Parel
- Shreepati Heritage at Mazgaon
- Shreepati Oasis at Byculla

TOTO was established as a sanitary ware manufacturer and retailer in 1917, during an era in which Japan still lacked a sewage system infrastructure, emerging from its founders' vision to disseminate new hygienic living customs throughout the country. Today, TOTO's business reaches beyond the realm of toilets to encompass a wide range of plumbing-related fields and products for bath-room, kitchens and lavatories. Furthermore, TOTO now operates in leading technological fields, developing advanced ceramics and super-hydrophilic photocatalyst technologies. Not unlike its founding vision, TOTO continues to offer increasingly higher quality products and services with the aim of creating plumbing fixtures for enriched and more comfortable lifestyles. TOTO aims to add value to lifestyles both in Japan and around the world by taking on active overseas business development.

Our Business Partners

About the Business Development Sponsors

Founded in 1938, **HASSELL** is an International design based practice with Australian origins. Our areas of expertise include architecture, interior design, landscape architecture, urban design and planning, which we integrate seamlessly. In this way we bring imagination and intelligence to create a sense of community and place for our client's projects. HASSELL is entirely owned by its Principals with over 900 people in studios throughout Australia, China and Thailand.

Hyundai Elevator is a leading elevator and escalator manufacturer and supplier in Korea. We provide "Total Solutions for Movement" which creates the best efficiency in movement through the elevator and non-elevator business field such as Platform Screen Door for metro passengers, Material Handling System and Automated Parking System. Our world's tallest elevator test tower, a 183 meter high, is now under construction and it will enable us to supply elevators of speed 1,080M/Min. to our honorable customers. By securing a state-of-the-art independent top technology in the high-speed elevators, Hyundai Elevator is very proud to be the industry's global leader in the near future. For further information, please contact 82-2-3670-0665.

As the leading company in China elevator and escalator industry, **Otis** products and services are represented in more than 130 cities in the country. We provide our customers with energy-saving and environmental friendly transport solutions, which have been proven in many landmark architects in the country. Otis Green, Leading to the Future. For further information, please contact 800-818-5588.

Sembawang Engineers and Constructors is one of the largest Engineering and Construction Company in South East Asia, with unlimited contracting capability on Building and Infrastructure. Our services range from feasibility studies, through front-end design, to complete detail design and procurement. We provide a total EPC service with all the capabilities that take customer projects from concept to completion seamlessly. With our regional offices in Malaysia, China, Indonesia, India and the Middle East, SEMBAWANG has the capability and extensive experience in serving the growing Asian market. At SEMBAWANG - We Get It Done!

WINDTECH is one of the world's leading consultants, specialising in:

- Dynamic responses of large structures
- Pedestrian environments
- Wind-noise
- Facade cladding loads
- Natural ventilation
- Pollution dispersion modelling

They have provided wind engineering services to more than 1,000 major building projects throughout Asia-Pacific Region and the Middle East.

Jason Lien B.E(Hons), PhD, Manager, Singapore Office
Phone: +65 6220 3717, Mobile: +65 9651 8130, Email: jlien@windtech.sg
Website: www.windtech.sg
Singapore Office: Level 27, Prudential Tower, 30 Cecil Street, Singapore, 0499712

Davis Langdon & Seah International (DLSI) is a consultancy group, specializing in Quantity Surveying, Construction Cost Consultancy and Project Management. DLSI has approximately 100 offices and employs over 4,000 staff in 29 countries worldwide.

DLSK shares its information and professional staff based on the technology and network of the worldwide organization, and has provided Professional Services to its Clients using specialized staff, globally supported, for a wide range of projects. DLSI provides a professional Quantity Surveying Service and Construction Cost Consultancy as well as Project Management, Contract Administration and Due Diligence Services.

Davis Langdon & Seah Korea Co., Ltd.
#429 G-Five Central Plaza, 1685-8 Seocho4-Dong, Seocho-Gu, Seoul, Korea 137-882.
Switchboard: +82-2-543-3888
Fax: +82-2-543-3898
E-mail: dlsk@dlskorea.com
Website: www.davislangdon.com
www.dlskorea.com

MAP GROUP, setting its priority no.1 goal in business strategy at a creation of customer-centered value, has prospered achieving high quality know-how and architectural art. Nowadays, decades of our effort with teamwork based on liberal considerations and adventurous spirit of young intellectuals have brought in a rapid growth of our group towards one of reputable leaders in design and engineering field at domestic and overseas construction industry.

MAP GROUP, with its more than 200 specialists of global architectural design sense and advanced technology and with its worldwide network, is proud to be the leader in providing services over the world for diversity of projects encompassing urban planning, residential, commercial, business, resort, etc. facilities. Its works as well as its cooperative works with prominent overseas A&E in massive urban and complex development projects in domestic construction industry are now being recognized as remarkable ones. www.mapgroup.co.kr

About the Associate Sponsor

CB Richard Ellis Group, Inc. (NYSE:CBG), an S&P 500 company headquartered in Los Angeles, is the world's largest real estate services firm. With over 24,000 employees, the Company serves real estate owners, investors and occupiers through more than 300 offices worldwide (excluding affiliate and partner offices). In 2007, BusinessWeek named CB Richard Ellis one of the 50 "best in class" companies across all industries.

Currently, CB Richard Ellis has established itself as a leading real estate service provider in Greater China, with twelve offices in Beijing, Shanghai (Puxi and Pudong), Guangzhou, Chengdu, Tianjin, Hangzhou, Shenzhen, Dalian, Hong Kong (Hong Kong and Kowloon) and Taipei, as well as 10 project offices and experience in over 70 cities within Greater China. Please visit our Web site at www.cbre.com.cn.

About the Official Supporting Organisation

The race to build ever taller buildings has a new ambitious contender in South Korea, named the "**Incheon Free Economic Zone (IFEZ)**". Situated on the northwest coast of South Korea, IFEZ is transforming into a new business hub of Northeast Asia, utilizing low-cost resources, advanced technology and market efficiencies with favorable business conditions. The IFEZ development began back in 2003. Four years of efforts since then have turned the zone, formerly full of tidal mudflats, into a promising land of dazzling and imposing constructions and growing expectations. The 151-story Incheon Tower and a 65-story trade tower, both currently under construction, are among them.

About the Endorser

To access international commercial real estate markets or capital around the globe, look to The International Real Estate Trade Organization. **IRETO** is a worldwide network of 70,000 executive professionals; publishes the Asia Real Estate Report, IRETO Report, and Global Capital Exchange, displaying international purchase, sales, investment and service opportunities.

About the Online Media Partner

Hedge Connection is the only web-based platform that offers hedge funds direct access to pre-qualified, opt-in investors that are actively allocating to hedge funds. Investor members join for free and can review videos and presentation material from our hedge fund members. All members receive invitations to member's only events and partner discounts. Learn more and join the club at www.hedgeconnection.com

About the Media Partners

In the short time since its launch in July 2005, **ProperT.ae** magazine has already become a leading real estate and lifestyle magazine in the region. Its glossy pages beckon readers with high quality images supported by informative text regarding local mega projects, infrastructure developments, exhibitions, real estate-related financial news, and in-depth interviews with dominant personalities.

Complementing the magazine is the portal, www.proper.t.ae, an interactive news centre featuring bi-weekly updated real estate news and an easy-to-navigate property finder. **ProperT.ae** has a circulation of 23,000 copies across the Arab world and Europe and is part of the renowned Knotika Holding.

Elevator World, Inc. is the premier publisher for the international building-transportation industry. In addition to ELEVATOR WORLD (print and digital format) and ELEVATOR WORLD India (www.elevatorworldindia.com) magazines, the company also publishes books, posters and software to educate the industry. Visit www.elevator-world.com for industry links, news and information, and to register for Elenet®, our free e-mail newsletter.

2nd Annual Tall Buildings

AS-IF593 Please write in BLOCK LETTERS

Sales Contract

Please complete this form immediately and fax back to

CONNIE JANG

FAX: +822 2055 1616

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____ Postcode: _____

Tel: () _____ Fax: () _____

Nature of Business: _____

Company Size: 1-9 10-24 25-49 50-99
 100-249 250-499 500-999 1000+

Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

- Conference fee** @ USD2995 + GST / VAT (if applicable) per delegate
- Optional – Tour Song-do City** @ USD300 + GST / VAT (if applicable) per delegate
- Online Documentation** - USD495. You will be provided a username and password to access the documentation online

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Korea to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Pre-event Details

After receiving payment a receipt will be issued. You will receive an information pack 6 weeks prior to the event outlining joining details. Should you require further assistance, please contact **Ms Sharifa Muhammad Zahabar** on Tel:+603 2723 6738

Business Opportunities

A limited amount of exhibition space is available at the training. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Connie Jang** on +822 2055 2838 or e-mail conniej@marcusevanskr.com

Register Now

E

Contact Sales at **marcus evans**

Tel: +822 2055 2838

Fax: +822 2055 1616

Email: conniej@marcusevanskr.com

Date: 2nd – 4th July 2008

Venue: The Shilla Hotel & Resorts,
Seoul, Korea

marcus evans

5th Floor Hanjin Bldg. 607-12 Yeoksam-Dong
Kangnam-Gu Seoul, Korea

Accommodation

To reserve a room at the conference venue, please contact:

The Shilla Hotel & Resorts, Seoul, Korea

J202 Jangchung-dong 2-ga, Jung-gu, Seoul 100-856 Korea

Tel: +82 (2) 2233-3131

Fax: +82 (2) 2233-5073

www.shilla.net

Payment Method

Payment is required within 5 working days on receipt of invoice

Credit Card:

Please debit my Visa Mastercard Amex Diners

Card Holder's Name: _____

Card Number:

□□□□ □□□□ □□□□ □□□□

Security Code:

□□□□

Signature: _____ Expiry Date: _____ / _____
M Y

Payment is required within 5 working days on receipt of invoice

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is nonrefundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
6. Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of Korea and the parties submit to the exclusive jurisdiction of the Seoul Courts in Korea. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.