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2009 ASIA ECO

GREEN BUILDING

Sustainable and energy efficiency trend for 21st buildings

Eco-Green Building Congress 2009 is the ideal forum gathering property developers, financiers, architects, designers, contractors, Engineers, policy makers as well as HVAC, green power and sustainability solution providers

- **Property Owners, Investors & Developers,** Eco-Green Buildings Congress 2009 is a unique chance for you to examine global green building Markets, identify new trends and growth and optimise your business development strategy
- **Architects, Engineers & Consultants,** at Eco-Green Buildings Congress 2009 you can assess opportunities, developments in green project design and construction to enhance your competitive advantage in China
- **HVAC Companies, Energy Solution Providers & Materials Producers,** at Eco-Green Building Congress 2009 you'll meet green practitioners Partners and developers to showcase your expertise



March 17th-20th,2009
Renaissance Hotel Pudong Shanghai

 Stanley Yip Director Planning&Development ARUP China	 David Nieh General Manager Planning&Development ShuiOn Development Ltd.	 Stephen Asselin Vice President/Principal Regional Executive Director Water&Environment EDAW HongKong	 Reuben Chu Chairman of Professional Green Building Council &Managing Director Meinhardt China
 Qian Yingchu General Manager (East China) Director of Projects EMSI	 Silas Chiow Associate Partner/ Director of China Office Skidmore,Owings&Merrill	 Stephen Perkins International Marketing Director Herman Miller UK	 Sandy Edge Principal Green Leader of HK Studio Woodsbagot Hong Kong
 K.S.Wong Director of Sustainable Design Ronald Lu & Partners	 Ir.Ahmad Hadri Haris Head of Renewable Energy Unit /NationalProject Leader MalaysiaEnergy Centre(PTM)	 Mark Unger China Managing Director Woodhead International Pty Ltd	 Professor Jo Darkwa Director,Center for Sustainable EnergyTechnologies, Head, Division Sustainable Development The University of Nottingham Ningbo, China

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Dear friends & executives:

I am delighted to welcome you to **Asia Eco-Green Building Conference 2009**---the great event developed in close conjunction with Asia building industry to seeking competitive advantage in a global market.

China constructs more than 2 billion square metres of floor area annually-higher than any other country in the world. The initial costs of green building vary from 2-5% above the original cost, but they are easily offset by long-term energy savings. It's estimated that the market for efficient buildings and upgrades will be worth over \$55 billion by 2012. This will be driven by the market, a fact which savvy developers cannot afford to ignore.

For the first time, **Asia Eco-Green Building Conference 2009** will bring together Architects, Engineerings, Designers, Planners, Investors, Corporate properties, Advisors and Consultancies, Asset Managers to explore & identify the Green Building requirements of the Asia Market, learning innovative Green Design Trend and discussing investment opportunities.

Asia Eco-Green Building Conference 2009 will provide you with critical industry information and insights to answer all your questions on how to overcome the challenges in Green Building issues and how to seize the investment opportunities in it. This is a high-level business meeting featuring speakers from industry-leading organizations and experts from both overseas and locally with compelling case studies to learn from.

I extend a warm invitation to you to join us at **Asia Eco-Green Building Conference 2009** And I look forward to a very fruitful discussion with you about the Green Building's future in Asia Region.

Organizing Committee of Asia Eco-Green Building Conference 2009

Key Themes:

- Overview of Global Green Building Trend and challenge
- Government Newest Legislation Initiatives on Green Building Aspects
- Different rating systems of Green Building around the world and their standards
- Real case study sharing on LEED Platinum Projects
- New Green Innovative Building Development focus on Renewable Energy
- Green Finance investment and ROI
- Advanced Green Materials offered for Green Use
- Transaction Process for existing buildings to Green Building
- Sustainable Architecture & Design Skills
- High-Rise going Green, Design & Engineering Solutions focus on it
- Green Commercial Interior Design Strategy and Tools
- Technology-the latest products and solutions support your green plan

Participants will be senior executives including:

President/CEO/MD/Principal
Vice President/Executive Director
Regional Manager/Director of BD
Marketing Director
Banker/Green Fund Manager
Chief Engineer Officer
Asset Manager
Investment Analyst
Consultant/Partner
Association Head

etc

From the following organizations:

- Major Architect, Urban planner, Building Engineering and Construction companies
- Property Developer, Real Estate, Facilities And Property Management companies
- Energy & Green Technology Solution Provider companies
- Venture Capitalists, Bank & Finance Companies

From the following locations:

- Europe
- China P.R.C
- Hong Kong
- Japan
- Korea
- The rest of Asia
- United States
- Middle East
- Singapore
- Vietnam
- Australia

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Pre and Post Event Workshop 18th and 20th March, 2009

Workshop A: Creating Practical Sustainability for office Workspace (17th 9:00-12:00)

Workshop Facilitator: Steve Khouw---CEO Principal LEED AP DNA Green Design

Bio: Steve represents DNA Green Design, a consulting practice in the business of corporate interior space planning, design and construction within the Asia Pacific theatre on behalf of a portfolio of key corporate accounts. He is an active CoreNet member, mentor and coach to several upcoming designers including rivals, so as to enhance the professionalism and the technical prowess within the interior design field in Asia.

Workshop B: Natural Oriented Strategy, Do Green Building Free (17th 14:00-17:00)

Workshop Facilitator: Qian Yingchu---General Manager (East China), Director of Projects EMSI

Bio: Yingchu Heads up the EMSI Shanghai office overseeing the business development there while remaining heavily involved in all of EMSI's LEED Green building projects in China and providing technical support for other projects, Yingchu's experience includes architectural design, exhibition Design, construction administration and sustainable design and sustainable project management.

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with meeting your clients here!



Workshop C: How do we achieve Eco-Cities (20th 9:00-12:00)

Workshop Facilitator: Sandy Edge---Principal Green Team Leader of Woodsbagot HK Studio
Ian Hau---Asia Regional Practice Leader, Urban Design Service Woodsbagot HK Studio
Julian Bott ---Principal, CUNDALL

Bio: With a wealth of experience in architectural design, design management, project and cost management, Sandy has particular experience in managing complex projects with global delivery teams. Ian brings along a strong grounding in urban design, waterfront redevelopment and sports planning. Previously he worked on key projects in Asia, where he was involved in a wide range of projects.

Workshop D: Achieve green and sustainable High-Rise Building (20th 14:00-17:00)

Workshop Facilitator: David Gottfried---Founder of U.S. and World Green Building Councils

Bio: David is the founder and was the first staff President of the U.S. Green Building Council (USGBC) the leading green building organization in the world he has more than two decades of multidisciplinary experience as a real estate developer, construction manager and sustainable development management consultant. As the president of WorldBuild Inc., he has consulted for both government and business.

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Day One

0800 Registration and Morning Coffee

0850 Chair's Opening and Welcome Remarks

Overview of Global Eco Trend-Rapid Growing Eco Building Development in Asia Region

0900 Global Eco Trend and Its Impact on The Asian Green Building Issues

- A new generation of buildings towards environmental goals
- Experiences sharing from EU and US:What we can do to develop green Concepts in China from 2009
- Big potential Market needs for Green Buildings among government,Commercial,industry properties and consumers
- Asia region's efforts in to achieving better Environmental Solutions Sustainable buildings act important role

Tony Arnel ---Chair,
World Green Building Council (Inviting)

0930 Eco Development Step in China:Starting Stage with bright Future from 2009

- Development of China's legislation on Environmental Sustainability and Initiatives to encourage green building development
- What is the government doing to aid funding for Eco-Green Building Development from 2009-2014
- Strategies in improving public awareness in Environmental Sustainability For working and living space

Senior Representative---Center of Energy Efficiency in Buildings,**Ministry of Construction,China(TBC)**

1000 BREEAM and other Green Building Rating Schemes in the World

- Evaluating and Comparing the different standards in BREEAM LEED Green Mark, HK Beam, CASBEE etc.
- Understanding the processes required by LEED and the benefits of LEED Certification
- How to maximise the performance of leased spaces

Jond'Este-Hoare---International Director -Asia, **BRE UK**

1030 Morning Refreshment

Eco Cities Review Showcase from 2008-Why China needs Eco Cities and future outlook

1100 China's quest for planning eco -cities: the challenges and the lessons for Asia

- Eco-cities: why ?
- Sustainable urban development: the vision and the challenges
- Two decades of Eco-city movement in China
- China's latest responses : policies, plans, implementations
- The economics of eco-cities
- Critical success factors: market forces and enabling policies
- Lessons for Asia: global issues, local solutions

Stanley Yip---Director of Planning & Development, **Arup China**

1130 Eco-Cities for Chinas Future

- China's rapid Urbanisation
- Cities and resource use
- One Planet Living
- What is an Eco City?
- Eco City examples.

Sandy Edge---Principal,Green Leader of HK Studio,**Woodsbagot HK**

1230 Networking Luncheon

Stream One Architecture&Engineering

1400 Asia Region's Efforts in achieving better environment solution: Sustainable Buildings act important role

- Green Design-are we working on stronger,faster&higher building or Simple,affordable&accessible community?
- Initiating the urban/eco footprint for environmental interior site design And development-new features can be adopted
- Addressing the demand of end-users-ensuring the consumer's experience Is front-of-mind
- Integrating design&technology to maximize value for stakeholders

K S Wong---Vice President, HK Institute of Architects(2009-10)
Director of Sustainable Design **Ronald Lu&Partners**

1430 Construction engineering management:how to keep green During the whole process

- Engineering process take care of savings in energy,material,land etc.
- How to improve high performance using the integrated Engineering Process
- The planning&engineering process and approach to sustainability
- Key consideration for structure,facade and building services in projects
- Case study experiences sharing

Reuben Chu---Managing Director,**Meinhardt China**

1500 Speech to be advised

Schindler China



Schindler

1530 Afternoon Refreshment

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1600 Regional Projects and Their Broader Agenda - case studies in non urban eco development

- Urban planning strategy behind LEED gold neighbourhood
- Key features of design: Potable water recycling, energy recovery
- Addressing social equity, transportation impacts and density issues
- Resource measurement and reporting

Mark Unger ---China Managing Director, **Woodhead International Pty Ltd.**

1630 Panel Discussion

Important Voice: Perspectives from Commercial Owners & Industrial Property developers

- Beyond Social Responsibility: What else will it contribute to set up A green commercial or manufacturing facility in China
- Energy efficiency evaluation: Counting the benefits from a green Concept facility
- Financial ROI: how much will be the actual investment compared to The received benefits in green projects
- Lessons from the existing project: how can we make it better

1730 Chairperson's Closing Remarks and end of day one

Stream Two Green Property Investment and Development

1400 The financial implication of government grants, green funds Carbon trading, energy offsets and the impact of Green Eco Building Construction on FDI

- Green Investors- Who are they and what are they invest in? Is more demand From 2009?
 - Do Green Building Projects get any special benefits/tax centives?
 - How financial firms assess Green Building projects application
 - Risk and opportunities in sustainable real estate investment
 - Opportunities for financing through carbon credit sale
- Zheng XiaoPing**---Principal, **BAZO Investments(Asia)(Inviting)**

1430 Green Financing in Asia: Booming Opportunities

- Overview of the green financing market in Asia
 - The huge benefit in creating an early green structure over large projects
 - Major Trends and specific investment opportunities from 2009
 - Understanding the needs of the green building Investor
 - Types of projects that are in demand
- Senior Representative**---**World Bank**

1500 Understanding the Green Value of Real Estate & Marketing Excellence of Green Building

- Understanding the commercial viability in Green real estate
 - What are the cost premiums in building green-Is there a huge margin?
 - Cost & Value Analysis and assessment Of green projects
 - Strategies and best practices in green building marketing
- David Nieh**---General Manager of Planning & Development **Shui On Land Development Ltd.**

1530 Afternoon Refreshment

1600 A Market Landscape of Sustainable project development In China

- The macro picture- China's Sustainable building marketing size, existing Cases and community environment
- The challenges- What we have to overcome in a developing market?
- Major trend and investment opportunities in China for Green Projects
- Key consideration for structure, facade and building services in projects
- Case study experiences sharing

Senior Representative---**Jones Lang LaSalle**

1630 Panel Discussion

Investing in Green & Sustainable Buildings- Combin The Strengths of investor, Develop and Community

- Trends in Green Building investment: Why we are here and how to Qualify investment opportunities & risks in Asia?
- Key issues in a green project investment: eliminating the risk & accurately Measuring your business ROI
- Innovation in Financial Tools: sharing the benefits & risk with partners in Green projects
- Experiences sharing and case study

1730 Chairperson's Closing Remarks and end of day one

Sponsorship & Exhibition Opportunities

Green BUILDING 2009 offers you a unique platform to raise awareness about your products & services to a highly targeted audience. Maximise your presence via lead-generating, networking, and branding packages.

2009绿色建筑大会作为一个独特的平台，将帮助您向绿色建筑行业的专业人士针对性地展示贵公司的相关产品和服务。我们会在会议中提供一系列的组合活动，帮助您与产业界建立更多的联系，维护良好的人际脉络，并进行公司的品牌宣传

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Day Two

0800 Registration and Morning Coffee

0850 Chair's Opening and Welcome Remarks

0900 Green Building, Key to Value Chain

- Quick, affordable and easy ways to substantially improve the energy efficiency of existing buildings
- Green remodelling techniques and best practice
- LEED and green building rating for existing buildings
- Identifying the top low cost ways to make an existing building greener
- Profiting from greening your buildings-top areas for short term ROI

Qian Yingchu---General Manager(East China),**EMSI**

0930 Building Green for Greener Companies

- Corporate Social Responsibility-how green buildings strategies and Workplace solutions can help companies meet environmental social objectives
- Cost effectiveness-maximise ROI with an eye look beyond the first cost And even the life cycle cost of each green building strategy and establish A better company rather than building
- Beyond energy efficiency&resource saving-how green buildings support The overarching corporate goals of owners

Silas Chiow---Director of China Office, **Skidmore,Owings&Merrill**

1000 Ecomagination plan presented by GE

- A GE Commitment-Ecomagination Solution for the environmental Challenge
- What we can offer to meet your needs-we focus on different area Different aspects
- Through our great technology,how we will help you building efficiency
- Green Technology and Solution showcase

Senior Representative---**GE Ecomagination**

1030 Morning Refreshment

1100 Case Study of Sunny Bay and Eco-Park projects by Aedas

- Special Design and energy efficient features
- How we rating a successful green project?
- Latest technological advancement in Green projects installation
- Assessing the ROI on energy efficiency

Senior Representative... **Aedas(TBC)**

1130 Designing for the climate-how to engineer buildings to respond to their Environment

- Understanding the local climatic environment
- Building form response
- Facade analysis
- Systems integration
- Operation

Simon Wild---Managing Principal, **Cundall**

1200 Sustainable Development and Climate Change: Beyond Buildings

- Master planning and environmental sensitivity
- The importance of site planning
- Sustainable Development outside the building
- Strategies for innovative solutions

Stephane Asselin---Vice President/Regional Executive Director
Water&Environment, **EDAW HK**

1230 Networking Luncheon

Overview of Sustainable Technology and Green Materials used in Eco Building industry

1400 Green Building Mobility Systems:How vertical transportation green your building

- The life cycle assessment for elevators and escalators
- The newest technology sharing for upcoming decade
- Retrofitting and modernization-Green your existing elevator
- Energy efficient escalators

1430 Green Materials and Alternative Resources:Current Trend Drivers and Issues in Asia

- Maximum utilization of materials in Green Construction
- Understanding the life-cycle of sustainable materials
- Balancing the cost and advantage of Green Materials
- Leveraging on government incentives for promoting the use of sustainable materials
- Designing relevant and applicable green solutions

1500 Green Innovation Technology:The latest Products and Solutions from PV cells to zero-energy lighting

- Integrating solar technologies in buildings in Asia-Solar Energy economics and paybacks
- Fuel cells and new energy sources
- On site wind generation and geothermal heating option
- Heat and waste reuse
- Green Construction products trends and development

1530 Afternoon Refreshment

1600 Master Class Project Management Skills for Green Building Process attend this master class and learn about

- Outstanding cases sharing on Green Building projects management skills
- Key elements pointing to a successful project and how to achieve them
- Balance cost and ROI issues to max profit of Green investors
- Risk and Challenge in different stage of project
- Green Construction products,newest Green Technology sharing
- Motivating your team to reach the excellence
- Certification of project management masterclass you have joined

Master Class Leader To be Confirmed Profile As follow:

1730 Chairperson's Closing Remarks and end of conference