

Press Release

PROMISING INVESTMENT DESTINATIONS TO BE DISCOVERED AT MIPIM ASIA

Paris, 23 October 2009 – At this year's edition of MIPIM Asia, a range of new property developments in Asia-Pacific will be presented and unveiled. Here is a short selection of some of the most promising projects and investment areas to be discovered at the Hong Kong Convention and Exhibition Centre from November 18-20.

China

Outlets China Group, a leader in the operation and management of outlets in China was founded under the auspices of the Ministry of Commerce of the People's Republic of



China. Its concept is based on maximizing the project integrity by combining mixed-use commercial properties, luxury residences and other auxiliary facilities into one complex. Currently, the Group strives to become a leading force of the modern service industry in China. All projects of the Group are outstandingly located in the country's prominent economy regions and are equipped with comprehensive transportation network. Each flagship centre is featured with renowned brand outlet stores, starred hotels, quality residences and affluent tourism resources.



Shaanxi Province lies in the Eastern part of Northwest China. It is a very important scientific research and production base for aviation, space flight, mechanics, electronics, energy and chemical engineering. At MIPIM Asia, the Shaanxi booth will feature projects in Xi'an Chan-Ba Headquarter Economic Zone, the Qujiang International Convention & Exhibition Industry Park and projects in Xianyang High-tech Zone.



The international seaport city **Xiamen** comprises six administrative regions including Siming, Huli, Haicang, Jimei, and Xiang'an. It is the first group of special economic zones in China and its GDP per capita is far above the Chinese average. Xiamen Land Development Center will exhibit

the city achievements in construction and land transformation and promote unique land investment highlights and characteristics, with a special focus on the new Central City East area, Xiang'an New City and Jimei New City.

South Korea



Seoul Digital Media City, also known as DMC, is a new town development in Seoul's Sangam area. It is a place for cultural fusion and a 21st century laboratory for innovation. Located less than an hour away from Seoul and other nearby satellite cities where more than 21 million people reside in total, DMC seeks to attract companies that either create digital media technology and software, or use digital media strategies to support their core business operations. Digital Media City is designed to become the gateway town to the Northeast Asian market.

The Philippines



The **Department of Tourism** of the Philippines and the **Bases Conversion and Development Authority (BCDA)** will gather on a Filipino Pavilion at MIPIM Asia. The BCDA is tasked to convert former US military facilities in the Philippines into economic growth centers. Areas for investment include the Clark Special Economic Zone and the Diosdado Macapagal International Airport in Pampanga; Poro Point Freeport Zone in La Union; Camp John Hay Special Economic Zone in Baguio City; and the Bataan Techno Park in Morong. Fort Bonifacio and Villamor Air Base in Metro Manila are being developed into world-class business, leisure and residential districts respectively known as the Bonifacio Global City and Newport City.

Taiwan



Just like the Philippines, Taiwan will have its own Pavilion at MIPIM Asia under the banner '**Good in Taiwan.**' The booth is formed by the Council for Economic Planning and Development, the Real Estate Association of the Republic of China and FIABCI-Taiwan. It will host local governments – such as Taoyuan County Government, Taichung City Government, Taichung Real Estate Development Association, Treasure Dragon Corporation, Tainan City Government, Kaohsiung City Government – and Taiwanese companies – such as Ricky Liu & Associates Architects + Planners, CHIEN Architects & Associates, Environmental Dimension Studios, Hoy Architects & Associates and Domino Architects & Associates. The Pavilion will exhibit current development projects that stand out from the crowd as they compile facets of Taiwanese art, culture and aesthetics.

France



Hermitage Plaza
EPAD / Foster & Partners

EPAD, the local authority in charge of France's (and even Europe's) most important business district La Défense, is participating at MIPIM Asia for the first time. It will exhibit its current and forthcoming development projects generated by the renewal plan of 450,000 sq.m. All of its projects are designed according to current standards of quality offices and sustainability.

Note to journalists:

ABOUT REED MIDEM

Founded in 1963, Reed MIDEM is a leading organiser of professional, international tradeshow. Reed MIDEM events have established themselves as key dates in professional diaries. The company hosts MIPTV, MIPDOC, MIPCOM, and MIPJUNIOR for the television and digital content industries, MIDEM for music professionals, MIPIM, MIPIM Asia, MIPIM Horizons and MAPIC for the property and retail real estate sectors.

Reed Exhibitions is the world's leading events organiser, with over 470 events in 37 countries. In 2008 Reed brought together over seven million industry professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 38 fully staffed offices.

Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 470 events serves 44 industry sectors, including: Aerospace & aviation, automobiles, broadcasting, building & construction, electronics, energy, oil & gas, engineering, manufacturing, environment, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, medical education, printing & graphics, property & real estate, security & safety, sports & recreation, travel.

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