



**18 – 20 November 2009, Convention and Exhibition Centre, Hong Kong**

**Press release**

**MIPIM ASIA 2009 TO WELCOME SENIOR  
HONG KONG AND CHINESE POLITICIANS**

**Paris, 09 November 2009** – MIPIM Asia, the world's property market in Asia Pacific, today announces the presence of three leading politicians from Hong Kong and China at its fourth edition, November 18-20, 2009.

Hong Kong's Financial Secretary, John Tsang, will inaugurate MIPIM Asia at the official Opening Ceremony in the Hong Kong Convention and Exhibition Centre, at 9.30 am, November 18. The Financial Secretary will address delegates before touring the MIPIM Asia exhibition floor.

The Financial Secretary will be joined at the MIPIM Asia 2009 Opening Ceremony by Wang Bing Xin, Director of the Economic Affairs Department of China Central Government Liaison Office in Hong Kong.

On the evening of November 18, Carrie Lam Cheng Yuet-Ngor, JP, Hong Kong's Secretary for Development, will attend the third edition of the MIPIM Asia Awards as Guest of Honour. The Secretary for Development will open proceedings at the MIPIM Asia Awards with an introductory address.

"We are particularly honoured that John Tsang, Wang Bing Xin and Carrie Lam have accepted our invitation to attend MIPIM Asia," said Paul Zilk, Chief Executive of the event organiser Reed MIDEM. "We are committed to facilitating international real estate business in the region and the support of three such important political figures from Hong Kong and China is a huge encouragement to us."

Real Estate and investment executives representing over 480 companies from mainland China and Hong Kong will be out in force at MIPIM Asia. This year's edition of the region's leading property business event will be turning the spotlight firmly on the Chinese real estate industry.

"The importance of China's property sector and the interest it attracts from international investors made China the obvious choice as MIPIM Asia's inaugural Country of Honour," noted MIPIM Asia Director Nadine Castagna.

The MIPIM Asia 2009 Opening Keynote address will this year be given by Professor Fan Gang, Director of the Beijing-based National Economic Research Institute and Chairman of the China Reform Foundation.

The internationally-renowned economist, who has consulted for the Chinese Central Government, the International Monetary Fund, the World Bank and the Organization for Economic Cooperation and Development, will outline his vision of the Chinese macroeconomic situation.

The MIPIM Asia programme of conferences will also host the China City Leaders' Forum. Moderated by Chun Ying Leung, Chairman, DTZ Asia Pacific, the Forum brings together senior representatives from major Chinese cities to discuss real estate development policies and investment opportunities.

Chun Ying Leung has been instrumental in the development of land-use policies and real estate development in mainland China, as well as being extensively involved in the establishment of Hong Kong as a Special Administrative Region.

### **IMPORTANT INFORMATION FOR MEDIA**

All media wishing to attend MIPIM Asia, including the Opening Ceremony and the MIPIM Asia Awards **must register in advance** (free of charge). [Click here](#) to download the registration form and send it back by e-mail – [caroline.masiha@reedmidem.com](mailto:caroline.masiha@reedmidem.com), [adela@creativegp.com](mailto:adela@creativegp.com) – or Fax: +33 1 41 90 67 24.

For more information on MIPIM Asia, go to: [www.mipimasia.com](http://www.mipimasia.com)

### **Note to journalists:**

#### **ABOUT REED MIDEM**

*Founded in 1963, Reed MIDEM is a leading organiser of professional, international tradeshows. 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.*

*For further information about Reed MIDE M visit [www.reedmidem.com](http://www.reedmidem.com)*

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