



3rd Annual City Development

a **marcusevans** event

Marina Mandarin, Singapore

30th & 31st March 2009

“By far the **greatest and most admirable form of wisdom** is that needed to **plan and beautify cities and human communities**”

Socrates

Creating sustainable cities to secure our urban future



Key presentations from global statutory bodies:

H.E Eng Hussain Nasser Lootah Director General
Dubai Municipality, Government of Dubai

Dr Lee Heon-seok Commissioner/CEO
Incheon Free Economic Zone Authority, Korea

Ismail Ibrahim National Physical Planning Director
Federal Town and Country Planning Department, Malaysia
Former Federal Commissioner
Iskandar Regional Development Authority

Dr Lawrence Leong Chee Chiew Commissioner
Parks & Recreation
COO
National Parks Board, Singapore

Dr Abdulgader Amir Vice Mayor,
Planning and Urban Development
Municipality of Jeddah, Saudi Arabia

Dr Joel Cayford Councillor
Auckland Regional Council, New Zealand

Michael Lindfield Principal Urban Development Specialist
Asian Development Bank

Sandra Liu Councillor
Perth City Council, Australia

Adnan Hameed Aliani Head- Sustainable Urban
Development Unit
Environment and Development Division
**United Nations Economic and Social Commission
for Asia and the Pacific (UNESCAP)**

Hon. Jennifer Tan Mayor
Local Government of Tangub City, Philippines

Emeritus Mayor Peter Woods OAM Secretary General
United Cities and Local Governments Asia Pacific

Chanchai Vitoonpanyakij Director General,
Drainage and Sewerage Department
Bangkok Metropolitan Administration, Thailand

Dr Duong Quoc Nghi Director,
Urban Environmental Planning Programme
Ministry of Construction, Vietnam

Dr Piyanee Palin Thangtongtawi Competent Authority
for Basel Convention
Ministry of Industry, Government of Thailand

Ong Soo San Chief Engineer (Licensing & Regulation / IP
Industry Regulatory Unit), Waste Management Department
National Environment Agency, Singapore

See Toh Kum Chun President
Singapore Institute of Planners
Vice President (Planning)
Jurong Consultants Pte Ltd

Mansoor Mohamed Executive Director
**Economic Social Development and Tourism, City of
Cape Town, South Africa**

Key international presentations:

Dr Sze Hian President/Representative
**Society of Financial Professionals/ Inter-American
Economic Council, Singapore**

Narinder Nayar Chairman
Bombay First, India

Norliza Hashim President
Malaysian Institute of Planners, Malaysia

James Jao President
China Planning & Development Institute, China

Dr Ooi Giok Ling Professor
**National Institute of Education, Nanyang
Technological University**
Adjunct Professorial Fellow
Institute of Policy Studies, Singapore

Dr Geh Min Immediate Past President
Nature Society, Singapore

Associate Professor Anthony Chin Department of
Economics
National University of Singapore
Member
**Public Transport Council and Government
Parliamentary Committee on Transport, Singapore**

Mohamad Hanafiah Abu Mansor Senior Vice President,
Marketing & Business Development
Iskandar Investment Berhad

Associate Professor Gopinath Menon Principal
Consultant
CPG Consultant Pte Ltd, Singapore

Oussama Rafic Kabbani Vice Chairman
Millennium Development International Holdings

Jamal Abed Director -Planning and Design
Millennium Development International

Richard Polkinghorne Country Manager
Millennium Development International

Dr Malone-Lee Lai Choo Director, Centre for Sustainable
Asian Cities
School of Design and Environment
National University of Singapore

Featuring international case studies on various aspects of City Planning, Transportation, Finance, Solid Waste Management, Sustainable Environment and Real Estate Development

• Songdo City, South Korea • Iskandar Region, Malaysia • City of Jeddah, Saudi Arabia • City of Mumbai, India • Tangub City, Philippines • City of Auckland, New Zealand • City of Bangkok, Thailand • Singapore City State • Eco-City Projects in Beijing, Tanshan, Gongqing and Kunming Cities, China

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Acknowledgement

marcus evans would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates who have contributed to and supported the **marcus evans 3rd Annual City Development** regional 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 personally look forward to meeting you all and working with you at our future regional events planned in 2009.

See you in March!

Monday 30th March 2009

0830 Registration and morning coffee

0900 Opening and welcome remarks from the Chairperson

Adnan Hameed Aliani Head- Sustainable Urban Development Unit, Environment and Development Division
United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

0915 Plenary One – Creating a sustainable future for a city while preserving its unique identity and heritage

H.E Eng Hussain Nasser Lootah Director General
Dubai Municipality, Government of Dubai (topic to be advised)

1000 Plenary Two – Realising the dream of developing a sustainable economic region by offering a sound and stable business hub – A case study on Iskandar Malaysia

Ismail Ibrahim National Physical Planning Director
Federal Town and Country Planning Department, Malaysia
Former Federal Commissioner
Iskandar Regional Development Authority

1045 Morning refreshments

1115 Plenary Three – Can current city development by the private sector be culturally sustainable?

Jamal Abed Director - Planning and Design
Millennium Development International

1200 Plenary Four – Planning and executing economic strategies to enhance IFEZ's position as a global hub for business and investment – A case study on Songdo City

Dr Heonseok Lee Commissioner
Incheon Free Economic Zone(IFEZ) Authority, Korea

1245 Luncheon sponsored by



Stream One City Planning, Development and Conservation

1400 Chairperson's opening remarks

Dr Abdulgader Amir Vice Mayor for Planning and Urban Development
Municipality of Jeddah, Saudi Arabia

1410 Achieving integrated and sustainable approach to industrial township planning for long term success – Case study

- Insights into successful Jurong industrial township in Singapore
 - Case study on Singapore-Suzhou industrial township in Suzhou in China
 - Factors to consider for effective industrial township planning
- See Toh Kum Chun** President
Singapore Institute of Planners
Vice President (Planning)
Jurong Consultants Pte Ltd

1450 Effective city management to counter unparalleled population growth - A holistic approach towards managing a city

- Analysing current patterns of urban development
 - Investigating on infrastructure constraints and requirement
 - The role of an effective town planning to accommodate unparalleled population growth
- Norliza Hashim** President
Malaysian Institute of Planners

1530 Afternoon refreshments

1600 Identifying opportunities for development on brownfield land to support urban regeneration in order to protect the countryside from urban sprawl

- Identifying, assessing and preparing brownfield land for reuse
 - Ensuring appropriate levels of regulatory control and the efficient and effective reuse of land
 - Preventing towns from merging into one another and safeguarding the countryside around them
- Sandra Liu** Councillor
Perth City Council

1645 Imbibing the spirit, substance and vision to be a world class city - A case study on Jeddah

- Developing a vibrant economy and globally comparable quality of life for its citizens
 - Transforming into urban centres
 - Moving towards a sustainability model
- Dr Abdulgader Amir** Vice Mayor for Planning and Urban Development
Municipality of Jeddah, Saudi Arabia

1720 Chairperson's closing remarks

1730 End of Day One

Stream Two Transportation and Infrastructure

1400 Chairperson's opening remarks

Associate Professor Gopinath Menon Principal Consultant
CPG Consultant Pte Ltd, Singapore

1410 My other car is a bus or train

- Greater reliance of good public transport is a way to combat traffic congestion in cities
 - To attract private transport users, public transport has to be seen to be a viable option
 - The factors that are necessary to provide an acceptable public transport system to all users will be discussed, drawing from Singapore's experience over the past 25 years
- Associate Professor Gopinath Menon** Principal Consultant
CPG Consultant Pte Ltd, Singapore

1450 Examining new models and potential strategies to expand transportation network on rural/suburban areas – A case study of a small rural transport Government intervention: A case study on Libot Tangub

- Implementing and operating Libot Tangub, transforming into a walkable city
 - Overcoming implementation challenges
 - Devising a master plan to shape the concept, structure and outcome of a transport project
- Jennifer Tan** Mayor
Local Government of Tangub City, Philippines

1530 Afternoon refreshments

1600 Auckland Region case study. Land use and transport planning, and local governance structures, for the most populous urban region of New Zealand are under review to better deliver:

- Intensification and densification of city centres
 - Shift from sprawl to TOD and POD emphasis
 - Reduced trip and energy demand
 - Reduced development of rural land
 - Incentives and rules that require implementation
- Dr Joel Cayford** Councillor
Auckland Regional Council, New Zealand

1645 Developing sustainable cities: Role of road pricing strategies to address mobility, accessibility and capacity issue

- Road pricing as an effective tool in influencing motor vehicle usage
 - What is wrong with the current demand push transport planning strategy?
 - How to make road pricing an integral part of transport strategy?
 - New perspectives in urban transport policy
- Associate Professor Anthony Chin** Department of Economics
National University of Singapore
Member
Public Transport Council and Government Parliamentary Committee on Transport, Singapore

1720 Chairperson's closing remarks

1730 End of Day One

Stream Three Finance and Investment

1400 Chairperson's opening remarks

Narinder Nayar Chairman
Bombay First, India

1410 Enabling to develop a Public-Private-Partnership to help regenerate and revitalise a city - A case study on Mumbai city

- Investing US\$60 billion into regenerating Mumbai city
 - Improving the economic and social infrastructure of the city
 - Addressing problems of today and opportunities of tomorrow
- Narinder Nayar** Chairman
Bombay First, India

1450 Ensuring and providing an enabling environment for city investments to thrive - Perspectives from City of Cape Town

- Driving global competitiveness for sustainable development of the city
 - Establishing fundamentals of a sound and thriving business environment
 - Successful strategies of attracting, retaining and furthering the investment potential of the city
- Mansoor Mohamed** Executive Director
Economic Social Development and Tourism, City of Cape Town, South Africa

1530 Afternoon refreshments

1600 Adopting prudent strategies for regional cooperation in infrastructure financing to counter rapid urbanisation threat – Best practices for the City authorities

- Asia's growth corridors providing the economic infrastructure for development need supporting institutional and financing "infrastructure"
 - Cities need support in providing their share of infrastructure - both to formulate viable projects and to share best practice regionally - The role of Cities Development Initiative for Asia
 - ADB's initiatives in support of regional economic development and the provision of regional public goods (climate change and other issues)
- Michael Lindfield** Principal Urban Development Specialist
Asian Development Bank

1645 City partnership in urban environmental improvement: The case of Small Grant Projects in Mekong Delta cities

- The UEPP-VN is financed by the European Commission and implemented by MoC on behalf of the Vietnamese Government for improving urban planning in Viet Nam. One key component of the UEPP-VN is to support local consortia in Mekong delta cities with SGPs to improve their capacity and environment
 - SGP planning and implementation follow comprehensive and participatory approach
 - Local consortia competed their SGP proposals for EU grant through Call for Proposal process
 - Among 10 best SGPs selected and granted for implementing during 2007-2009, there are 4 SGPs in urban upgrading, 4 in solid waste management and 2 in urban greening
 - So far most of the SGPs are completed and their good experiences and lessons learnt can be shared in the City development forum
- Dr Duong Quoc Nghi** Director, Urban Environmental Planning Programme
Ministry of Construction, Vietnam

1720 Chairperson's closing remarks

1730 End of Day One

1830 Gala dinner hosted by



MEMBER OF SASEA HOTELS

Tuesday 31st March 2009

- 0830 Registration and morning coffee**
- 0900 Opening and welcome remarks from the Chairperson**
Oussama Rafic Kabbani Vice Chairman
Millennium Development International Holdings
- 0915 Plenary One – Sustainable Development - Envisioning and practicing sound economic and governance policies for strong economic growth, reduce poverty, enhance social stability and increase intraregional integration**
Emeritus Mayor Peter Woods OAM Secretary General
United Cities and Local Governments Asia Pacific
- 1000 Plenary Two – Creating a living environment of high quality in cities by implementing innovative ways to increase urban greenery and park spaces.**
Dr Lawrence Leong Chee Chiew Commissioner
Parks & Recreation
 COO
National Parks Board, Singapore
- 1045 Morning refreshments**

Stream One Water, Sewerage and Solid Waste Management

- 1120 Chairperson's opening remarks**
Ismail Ibrahim National Physical Planning Director
Federal Town and Country Planning Department, Malaysia
 Former Federal Commissioner
Iskandar Regional Development Authority
- 1130 Solid Waste Management in Singapore**
- Solid waste management strategies
 - Infrastructure for collection and disposal of waste
 - Privatisation of waste collection and disposal services
- Ong Soo San** Chief Engineer (Licensing & Regulation / IP Industry Regulatory Unit), Waste Management Department
National Environment Agency, Singapore
- 1210 Mitigating the impact of flood risk through innovative design and management of urban sewerage and drainage systems**
- Addressing the different methods and strategies implemented
 - Assessing the challenges in implementing improvements on existing urban sewerage and drainage systems
 - Taking preventative measure and putting effective disaster management strategies in place
- Chanchai Vitoonpanyakij** Director General, Drainage and Sewerage Department
Bangkok Metropolitan Administration, Thailand
- 1250 Lunch**
- 1400 Case Study – Studying integrated and cost effective solid waste management practices for the well-being of citizens**
- Rules and regulations on industrial waste management in Thailand
 - Master plan and policy for industrial waste management
 - How to control and differentiate e-waste and used electrical and electronic equipment in Thailand?
- Dr Piyanee Thangtongtawi** Competent Authority for Basel Convention
Ministry of Industry, Government of Thailand
- 1440 Successfully planning and managing an integrated sustainable water development for better city development**
- Identifying successful Public-Private-Partnerships models
 - Effective handling of risk and risk distribution of waste PPP deals
 - Leveraging on the latest technologies to achieve more effective and efficient waste management for the public and private sectors
- Ismail Ibrahim** National Physical Planning Director
Federal Town and Country Planning Department, Malaysia
 Former Federal Commissioner
Iskandar Regional Development Authority
- 1520 Chairperson's closing remarks**
- 1530 Afternoon refreshments**
- 1600 Plenary Three – Realising the vision for the city to become ecological, sustainable and green - A case study on eco-city planning projects in Beijing, Tangshan City in Hebei Province; Gongqing City in Jiangxi Province and Kunming City in Yunnan Province**
James Jao President
China Planning & Development Institute, China
- 1645 Plenary Four – Meeting the Challenge of Climate Change: Towards Sustainable and Resilient Development of Cities and Towns in Asia and the Pacific**
Adnan Hameed Aliani Head- Sustainable Urban Development Unit, Environment and Development Division
United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)
- 1720 Chairperson's closing remarks**
- 1730 End of conference**

Stream Two Sustainable Communities, Environment and Developments

- 1120 Chairperson's opening remarks**
Dr Geh Min Immediate Past President
Nature Society, Singapore
- 1130 Thinking Global, Acting Local ; 21st century Challenges to Conserving Biodiversity**
- The great biodiversity meltdown & its impact on human health & wellbeing
 - New challenges to the natural environment & biodiversity (such as climate change, growing population pressure, diminishing resources & shrinking ecosystems.)
 - Singapore's experiences in conserving biodiversity in a city state
 - Developing sustainable market mechanisms to value, price & finance nature & biodiversity conservation
- Dr Geh Min** Immediate Past President
Nature Society, Singapore
- 1210 Growth for Sustainable Communities and Nature Conservation**
- Spatial planning as a driver in creation of sustainable communities
 - The importance of public spaces for sustainable communities, and environments
 - Exploring the impact of different sustainability initiatives on design, development and construction
- Dr Ooi Giok Ling** Professor
National Institute of Education, Nanyang Technological University
 Adjunct Professorial Fellow
Institute of Policy Studies, Singapore
- 1250 Lunch**
- 1400 Gaining insights into environmental sustainable development by integrating waste management, transportation and water supply**
- Studying the developments and safeguards
 - Importance of environment sustainable environment to the well being of communities
 - What is the way forward and how to successfully integrate these critical elements for city development?
- Emeritus Mayor Peter Woods OAM** Secretary General
United Cities and Local Governments, Asia Pacific
- 1440 New Zealand case study. The NZ Government is taking a Climate Change leadership role in the Southern Hemisphere, and is funding a nationwide program to reduce energy consumption. Initiatives include:**
- Retrospective insulation of 500,000 homes
 - Home and commercial building energy certification scheme
 - Carbon trading scheme implementation
 - Building regulations require energy efficiency
 - Energy efficiency labelling for appliances
- Dr Joel Cayford** Councillor
Auckland Regional Council, New Zealand
- 1520 Chairperson's closing remarks**

Stream Three Real Estate Investment and Development

- 1120 Chairperson's opening remarks**
- 1130 Exploring real estate potential and capitalising on the best opportunities**
- Examining the impact of the credit crunch on Asian real estate market
 - Exclusive insight into the stance of the various governments to promote real estate investments
 - Divesting into sectors and regions that are in the growth phase to achieve higher investment profit margins
- Richard Polkinghorne** Country Manager
Millennium Development International
- 1210 Bridging infrastructure gaps and examining opportunities of development in Asia – A case study on Singapore**
- Defining sectors in infrastructure development
 - Opportunities for stakeholders
 - Considerations in planning and review
- Leong Sze Hian** President
Society of Financial Service Professional, Singapore
- 1250 Lunch**
- 1400 Discovering the impacts of rising awareness on climate change and energy conservation on real estate investment (To be confirmed)**
- Mapping the performance of REITS
 - Determining the impact climate change will have on the real estate
 - Driving the efficiency of the design and construction of green projects
- Dr Malone-Lee Lai Choo** Director, Centre for Sustainable Asian Cities
 School of Design and Environment
National University of Singapore
- 1440 Understanding the business models and issues involving partnerships and joint ventures in a mixed-use project (To be confirmed)**
- City Development through Public-Private Partnership
 - Understanding the business model of mixed-use development
 - Challenges in developing mixed-use projects
- Mohamad Hanafiah Abu Mansor** Senior Vice President, Marketing & Business Development
Iskandar Investment Berhad
- 1520 Chairperson's closing remarks**

Who should attend

Job titles:

Director Generals, Mayors, District/City/Municipal, Commissioners, Presidents, CEOs, CFOs, CIOs, MDs, Directors, Vice-President, Heads of Planning & Town, Planning, City Development Managers, Legal Councils, General Managers, Managers

From:

- Government Departments - Federal, State and Local Councils
- Municipal and Regional Government Authorities
- Regional Development Agencies
- Property Developers
- Infrastructure Projects
- Major Construction and Engineering Firms
- Banking & Finance Industry
- Institutional Investors
- Urban planners, Designers, Developers
- Retail Operators
- Leisure and Hospitality Operators
- Transport Industry
- Water Industry
- Sewerage and Waste Management Industry
- Engineering Consultants
- Environmental Consultants
- Legal Firms - Environment, Contract Lawyers
- Commercial and Residential Property Developers
- Property Advisors and Investors
- Investment Promotion Agencies
- Architecture and Designing Firms
- Real Estate Solution Providers
- Construction Companies
- Insurance Companies

Geographical market

Asia Pacific 80%
Middle East 10%
Others 10%

About the Endorsers

National Solid Waste Association (NSWAI) is the only leading professional non-profit organization in the field of Solid Waste Management including Toxic and Hazardous Waste and also Biomedical Waste in India. The organization is affiliated to International Solid Waste Association (ISWA), Copenhagen & is the national member of ISWA. NSWAI helps the Ministry of Environment and Forest (MoEF), New Delhi in various fields of solid waste management in making policies and action plans.

MoEF, New Delhi, Government of India has identified NSWAI as one of the centers (which was initially a node) in capacity building projects of World Bank in Urban Municipal Solid Waste Management. NSWAI is entrusted the responsibility of collecting information and various data related to solid waste management from the urban municipalities and disseminate the same in our website www.nswai.com.

PGBC, a non-profit making research and education institute to promote a better sustainable built environment through professional involvement, was formed in 2002 by Hong Kong Institute of Architects, Hong Kong Institution of Engineers, Hong Kong Institute of Landscape Architects and Hong Kong Institute of Surveyors. Hong Kong Institute of Planners joined in 2005.

The **Institution of Structural Engineers (IStructE)** is the world's leading professional body for structural engineering with over 23,000 members in 105 countries around the world. It is a leading source of expertise on all structural engineering and public safety issues in the built environment. Formed in 1908, IStructE has grown to become the world's largest professional body dedicated to structural engineering. IStructE supports a wide range of authoritative technical publications, comprehensive programme of training courses, lectures and debates, or services such as Findanengineer.com.

Why you cannot miss this event?

Cities are engines of growth for the rapidly growing economies of the world. Unplanned and unmanaged urbanisation will pose serious threats to the environment, quality of life for city dwellers and the economic well being of the city. Air, water and soil pollution, water and energy supply shortages, traffic congestion, environmental health problems, limited green spaces, poverty and malnutrition, social security and public safety problems place many burdens and restrictions on people. Planning and managing the development of a city need to address these challenges in a holistic way to ensure a sustainable future for all.

This event will focus on innovative strategies and ideas on creating and managing a sustainable city and discovering the investments opportunities. The event aims to bring together the best practices in city development which ensure cities are providing for community well being, facilitating high quality and sustainable transportation and infrastructure, achieving desired employment levels and economic growth as well as being environmentally sustainable.

Follow your own agenda with a choice of six streams over 2 days:

- **Stream One:** City Planning, Development and Conservation
- **Stream Two:** Transportation and Infrastructure
- **Stream Three:** Finance and Investment
- **Stream Four:** Water, Sewerage and Solid Waste Management
- **Stream Five:** Sustainable communities, Environment and Development
- **Stream Six:** Real Estate Investment and Development

Attend this premier marcus evans conference will enable you to:

- **Gain** insights into key issues and trends in City Development
- **Learn** best practices on creating sustainable communities
- **Discover** investment and business opportunities
- **Learn** how to build and apply environmental strategies to enhance sustainability
- **Leverage** on the latest technology for water and solid waste management
- **Up-date** with new standards in design and quality of build for city redevelopment
- **Network** opportunities with the authorities, international organisations, top industry players

About the Titanium Sponsor

Millennium Development International (MDI) is a wholly owned subsidiary of Saraya Holdings. Saraya Holdings invests primarily in the real estate and travel and tourism industries. As a development management firm, MDI offers world class experience in large scale, urban mixed use projects. MDI manages its own real estate investments and at the same time provides integrated development management services for third party developers. MDI's expertise is all-encompassing, and is delivered under the umbrella of Development Management whether for real estate projects, land development projects or a combination of the two. MDI benefits from the expertise of the various subsidiaries of Saraya Holdings as its project goes through its development cycle, starting from inception, evaluation, execution and all the way through operations. MDI offers tailored services for all or certain parts of the real estate development cycle.

About the Supporting Organisation

The **Singapore Exhibition and Convention Bureau (SECB)**, a group of the Singapore Tourism Board (STB), is the lead government agency for the business events sector in Singapore. Its mission is to champion business travel and business events as key drivers of the tourism sector and enablers for cluster growth in Singapore. It also assists business event organizers, corporations and associations by providing comprehensive and impartial information on Singapore's MICE facilities, incentive venues and industry partners.

About the Media Partners

BCI Asia's project Leads service keeps subscribers informed about future building and construction projects with sufficient lead time for them to demonstrate how their products and services can improve these projects. Over 5,000 companies value BCI Project Leads as a primary source of new business.

To provide subscribers with accurate and detailed info, a BCI Asia report has been designed to include:

- Description of a project and its key components
- Stage of planning, design, tender or construction
- Estimated cost and construction timetable
- Key decision makers: developers, architects, design consultants & contractors

Published by media group BCI Asia, **FuturArc** is a quarterly journal that showcases the new and progressive in architecture in Asia-Pacific. Recognising the significant impact the built form has on society and the environment, FuturArc advocates for architecture that demonstrates creativity, social responsibility and sustainability. It encourages architects, engineers and developers to become innovators in design and early adopters of technologies.