

Winners celebrate FIABCI Prix d'Excellence Award

Architectural innovation brings nature and humans closer

By WEN SHIN KUO

Supplement Writer

The FIABCI 64th World Congress unveiled Monday night the winners of this year's FIABCI Prix d'Excellence Awards, including the honorary winners of both silver and gold prizes.

The only Gold FIABCI Prix d'Excellence Award received by Taiwan went to the National Taipei University of Technology's (NTUT, 國立臺北科技大學) Humanistic Eco-Campus under the Environmental Rehabilitation Conservation Category. The architect in charge and designer of the winning project, Tsai Jen-hui (蔡仁惠), professor of the NTUT's Department of Architecture and president of Taiwan Architectural Institute (臺灣建築學會), talked about the concept behind the winning architecture.

"It's based on ecology, because biodiversity is very important for the human environment. We have to share our environment with all creatures. So building an eco-campus is very important," said professor Tsai.

"It's a showcase for the city; Taipei City needs this kind of showcase. In the long run, Taipei will be an eco-city. We need a starting point somewhere, and that's our campus. We are situated in the heart of the city, building a very friendly interface with the city," he added.

Setia Alam Selangor Malaysia is a multiple winner of the Gold FIABCI Prix d'Excellence Award, this time taking home the award under the Master Plan Category. The president and CEO of S P Setia Bhd, Tan Sri Liew Kee Sin, said a few words on this glorious achievement.

"Each of our projects adopts the philosophy of 'live, learn work and play.' In everything that we design, we make sure we have the philosophy planned properly and integrated to our projects," he said.

"The design of the house makes sure the direction flows on north-south, so we (can utilize) wind to cut back the use of air conditioning. (We want to) make use of natural resources, natural terrain, and things that are available in your country," he concluded. ■



National Taipei University of Technology Department professor Tsai Jen-hui, who designed the Gold FIABCI Prix d'Excellence Award-winning NTUT Humanistic Eco-Campus, said his design concept is based on ecology.



President and CEO of S P Setia Bhd, Tan Sri Liew Kee Sin, shared that his company's winning attribute for the Gold FIABCI Prix d'Excellence Award was the philosophy of "live, learn, work and play."



Alex Tung-lung Lee, chairman of GIGAHOUSE Co. Ltd., gave a presentation titled "Taiwan Real Estate Business Cycle and Investment Outlook." Lee discussed how to grasp market opportunities and fully utilize resources.



General Manager of Jones Lang LaSalle Tony Chao shares his insights about capital flows at yesterday's forum.



Teng-Hsiung Chao, chairman of Farglory Land Dev. Co. Ltd., speaks during yesterday's forum on "Service of Real Estate Development Induced by the Creative marketing Strategy."



Yung Jaan Lee, research fellow at Chung Hua Institution, shares insight during the "Environmental & Ecological Planning" forum.

FIABCI forums put real estate into right perspective

Going transnational under the influence of globalization

By WEN SHIN KUO

Supplement Writer

The real estate industry is continuously facing the challenges of ever-changing market trends. With the FIABCI 64th World Congress' (世界不動產聯合會) main focus on "Innovation in Sustainable Development," experts discussed in the congress forum titled "Cross Border Real Estate Market" the significance of real estate transactions between countries.

Influential real estate experts from Europe, Asia and America shared insight into the different markets and relationships with international investors to foster a balanced and borderless global real estate market.

Alex Tung-lung Lee (李同榮), chairman of GIGAHOUSE Co. Ltd., gave a presentation

yesterday titled "Taiwan Real Estate Business Cycle and Investment Outlook." Lee discussed how to grasp market opportunities and fully utilize resources, identify opportunities and channels, and how to control and assist the flow of both.

Forecast trends for 2013 included in Lee's presentation concerned geographical real estate popularity in Taiwan, where Lee said that the volume of the Taiwan market will increase over 10 percent in the coming year. The upcoming development of the Taoyuan Aerotropolis Project also sets the scene for real estate value appreciation of the surrounding area.

Antonio Campagnoli, president of the FIABCI European Committee, gave a presentation titled "Real Estate, Why to Deal with Europe." Campagnoli stated that real estate

investment is liquid, while investments and cash flow are no longer lateral. Like FIABCI, said Campagnoli, real estate investment has to be a bridge to connect different worlds together, so that both the risk and value factors can be fully understood and implemented.

"We need to change our mentality to invest in the future and not in the past," concluded Campagnoli.

Other influential speakers included founding Chairman of the Asian Real Estate Association of America John Yen Wong (黃仲仁), who gave a talk titled "Real Estate, The World is My Marketplace," analyzing the factors which can potentially affect real estate investment. Chairman & Managing Director of Silverline Group Farook Mahmood, who talked about "Cross Border Real Estate India Overview," and Mikhisa Hirai, who discussed "Cross Border Real Estate Investments and Japanese Markets." ■



1. The Young Members Party presents a great opportunity for young real estate professionals to expand their social network.
2. The organizer prepared miniature flags to identify chapter members' countries.
3. Before the world congress kicked off on Monday, the FIABCI Chinese Taiwan Chapter organized a few field trips for participants to learn more about the architecture of Taichung.
4. FIABCI World President-elect Flavio Gonzaga Nunes, center, joins the board and committee meetings scheduled between May 24 and May 26.
5. Taichung City authorities introduce the city's urbanization policies to participants of the FIABCI 64th World Congress.

Edited by Dimitri Bruyas

FIABCI 64th World Congress kicks off

More than 1,000 local and int'l real estate professionals gather in Taichung to share sustainability solutions

World Congress



President Ma Ying-jeou (馬英九), center left, FIABCI World President Judy Shenfield, center right, Taichung Mayor Jason Hu (胡志強), fourth right, FIABCI Chinese Taiwan Chapter President Huang Nan-yuen (黃南淵), fourth left, and other VIPs attend the FIABCI 64th World Congress' opening ceremony yesterday.

By TANG HSIANG-YI
Supplement Writer

The International Real Estate Federation (FIABCI, 世界不動產聯合會) convened the 64th World Congress yesterday in Taichung with President Ma Ying-jeou (馬英九), FIABCI World President Judy Shenfield, Taichung Mayor Jason Hu (胡志強), FIABCI Chinese Taiwan Chapter President Huang Nan-yuen (黃南淵) and chapter members from around the world in attendance.

Back in Taiwan

Declaring the FIABCI 64th World Congress officially in session, Shenfield expressed her confidence in the FIABCI world congress returning to Taiwan. It was last held in this country 27 years ago.

"Once again, Taiwan has proved that Taichung is a very special FIABCI city. It is a generous and friendly place with wonderful people that will always have a special place in our hearts," said Shenfield during the grand opening, while she thanked the organizing team for achieving a splendid and memorable congress.

Shenfield said FIABCI is an international network, encompassing all real estate professions with chapters in 48 countries. Each year FIABCI organizes the Prix d'Excellence Award, recognizing excellence in property design and development worldwide. The FIABCI also supports scholarship programs to mentor young real estate talents.

"We believe, as an organization, that our success and privilege come with responsibility. And we work hard to discharge that responsibility wisely and to the benefit of the entire world," she added.

Echoing Shenfield's remark about Taichung, President Ma applauded the host Taichung City Government and FIABCI Chinese Taiwan Chapter for "a job well done."

Highlighting the group's international presence, with 1.5 million members and branches located in 48 countries, Ma said that FIABCI, as the largest international body of real estate professionals in the world, has made enormous contributions to and innovations in the real estate industry.

"I would therefore like to salute World President Shenfield, and branch leaders from around the world for their outstanding work," Ma added.

Innovation in Sustainable Development

In light of this year's theme of "Innovation in Sustainable Development," President Ma said that despite Taiwan not being a member of the United Nations Climate Change Conference or the Kyoto Protocol, its office has been committed to accelerating the issue of carbon emissions since he took office five years ago.

"We have announced that by the year 2020 we will cut carbon emissions back to the level of 2005, and in 2025, we will cut the rate to the level of 2000," said Ma.

Citing government-private sector collaborations, Ma said that last year's endeavors resulted in a carbon emission reduction of 6.1 million tons — equivalent to the carbon exhaustion capacity of 61,000 trees.

"In 2011, our government selected 52 model low-carbon communities. In 2014, we are about to establish four low-carbon cities: New Taipei City, Taichung City, Tainan City and Yilan, as well as two low-carbon islands: Penghu and Kinmen," Ma added. Acknowledging the urgency of the theme,

Huang said in his speech that "Innovation in Sustainable Development" is certainly most crucial in our time.

"For the real estate industry, it is not only our responsibility to promote innovative land use, but also our mission to create values in our cultural heritage," he said.

Huang extended his gratitude to the members of FIABCI Chinese Taiwan Chapter, who have made painstaking efforts to prepare for the annual congress.

Taichung: a FIABCI City

Taichung Mayor Jason Hu has quite a sense of humor. Yesterday while he addressed the opening ceremony, he drew lots of laughter from his audience.

Commenting on President Ma's presence at the opening ceremony, Hu said: "I am taking a big risk." "Because you now know I am not the best looking politician in Taiwan."

In addition to bringing amusement, Hu listed three recent events which have spotlighted Taichung. The first one regards Taiwanese director Ang Lee (李安), who won the Oscar Award for Best Director for his film "Life of Pi."

"During Ang Lee's acceptance speech, he said: I thank Taiwan, especially the city of Taichung," Hu recalled, adding that 80-percent of the film was made in Taichung.

The second event is Taichung being nominated for the world's seven smartest cities for the second consecutive year. Last but not least, Hu referred to the FIABCI World Congress.

"I especially like what Judy just said, that Taichung is a FIABCI city. We are proud to be a FIABCI city," Hu concluded.



Taichung Mayor Jason Hu (胡志強) addresses the press during the second plenary session, titled "Creative Urban Governance."



Renowned Japanese architect Toyo Ito, speaks about innovative designs, solutions and technologies in a presentation titled "Towards a New Architecture" on the first day of the FIABCI 64th World Congress, yesterday.



(Left) Langdon Morris, director of PwC Innovation Consulting Team, explains that the human population is entering its third phase, in which the economy will be sustained not by the profit of material trade but rather energy and information. (Right) Dato' Alan Tong offered a detailed comparison of various cities.

Let's talk about sustainability

Thinkers at FIABCI share innovative ideas through conference speeches and sessions

By WEN SHIN KUO AND TANG HSIANG-YI
Supplement Writers

The FIABCI 64th World Congress kicked off yesterday with a series of well-received presentations from keynote speakers.

Speakers for the two plenary sessions focused on various innovative architectural concepts and technologies and their relation to the development of cities around the world. The sessions became an indispensable platform for the sharing and exchanging of the latest sustainable technologies.

Toyo Ito's Humanistic Architecture

Renowned Japanese architect Toyo Ito spoke about innovative designs, solutions and technologies in his speech titled "Towards a New Architecture."

For Ito, who won the 2013 Pritzker Architecture Prize, there are certain limitations in modern architecture, such as the relationship and interaction between buildings, nature and humanity.

"Around the world when we look at the energy consumption, 80 percent of all energy is consumed in the urban area," he said, further suggesting that modern urbanization should look to utilize modern technology to solve such problems.

Ito showed the attendees photos and architectural plans of Sendai Mediatheque, Matsumoto

Performing Art Center and Tama Art University Library in Japan, the Market Street Tower in Singapore, National Taiwan University's New College of Social Science and the Taichung Metropolitan Opera House, among many other projects.

Innovation is what these masterpieces have in common. For example, the library in Tama Art University is characterized by its arch structures. A reading area on its second floor is constructed with continuous waves of arches. Walls are not present, to explained that the arch he designed is light, thus it doesn't create pressure. Meanwhile, the arcade gallery on the first floor features a 20-degree slope, which connects the same slope in the corridor that leads visitors inside. Together the slope enhances the flow between the spaces.

In Ito's opinion, modern architecture can be made anywhere, but each city has its unique culture, heritage and original character, and they are precious assets to protect.

"Each city has its unique culture and heritage and original characters. Such characters might be lost in the progress of urbanization," said Ito.

International Efforts for Sustainable Development

Langdon Morris, director of PwC Innovation

Consulting Team, spoke in the "Green Building Technology" plenary session, discussing the future of the real estate industry. Morris believes that the human population is entering its third phase in which the economy will be sustained not by the profit of material trade but rather energy and information.

"Urbanization is a profound driver of change," said Morris. Analyzing demographics, development, digitalization and design, Morris predicted that the future of change will involve ensuring digital solutions reduce energy consumption.

"Digital technology is eating the world," he continued.

Taichung Mayor Jason Hu (胡志強) spoke in the second plenary session "Creative Urban Governance" with Bukit Kiara Properties Group Chairman and former FIABCI World President Dato' Alan Tong Kok Mau, who gave his speech shortly after assessing the urban development of various cities with regards to government planning.

Mayor Hu introduced the city of Taichung to the congress, describing the metropolis as a continuously growing and so allocate room for further expansion in its past, present, and future green building projects.

In his presentation, Dato' Alan Tong offered a detailed comparison of various cities. He stressed the limitations of short-term planning, pointing out that although "farsighted vision to plan 50 to 100 years ahead and so allocate room for further expansion" would greatly aid good city development, the changing of government terms may serve as an impediment to this outcome.

Various other speakers also shed light on several innovative sustainable solutions implemented through many parts of the world, utilizing the platform FIABCI exchange culture, knowledge, technology and opportunities.

► For further information on all speakers and today's schedule, please visit: www.fiabci64.tw



Gold winners of the FIABCI Prix d'Excellence Award pose together with 2012 to 2013 World President of FIABCI Judy Shenfield, seventh from the right, for a group photo to commemorate the event.

FIABCI Prix d'Excellence Award announced in Taichung

Recognizing the world's best architectural innovations toward sustainability

By WEN SHIN KUO
Supplement Writer

Both honorary silver and gold winners of were announced yesterday evening at the Prix d'Excellence Awards, another highly celebrated event of the FIABCI 64th World Congress.

Known fondly as the Oscars of architecture, this recognition is the best embodiment of excellence in real estate.

Taiwan took home three FIABCI Prix d'Excellence Silver Awards and one FIABCI Prix d'Excellence Gold Award. Under the Environmental Rehabilitation Conservation Category, the National Taipei University of Technology's Humanistic Eco-Campus had the honor of receiving such recognition. FIABCI Prix d'Excellence Silver Awards received by Taiwan

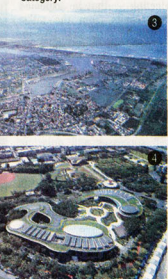
include the National Anpin Harbor Historic Park, Tainan for the Environmental Rehabilitation and Conservation Category; Taipei International Flora Expo Xinsheg Park Taipei of the Public Infrastructure and Amenities Category; and the Crystal House Taichung of the Sustainable Development Category.

Among the International FIABCI Prix d'Excellence Gold Awards, the Grand Park Orchard Singapore was awarded in the hotel category; Setia Alam Selangor Malaysia won the award in the master plan category; and Edificio Galeria in Rio de Janeiro Brazil won the award for the heritage category, just to name a few.

The FIABCI Prix d'Excellence Award not only recognizes architectural designs but all aspects of design, such as planning, environmental impact and community influence.



1. National Taipei University of Technology Humanistic Eco-Campus Taipei, Taiwan received the Gold award of the Prix d'Excellence Award.
2. The Crystal House Taichung, Taiwan won the Silver Prix d'Excellence Award for the sustainable development category.
3. The National Anpin Harbor Historic Park, Tainan Taiwan won the Silver Prix d'Excellence Award for the environmental rehabilitation and conservation category.
4. Taipei International Flora Expo Xinsheg Park Taipei, Taiwan received the Silver Prix d'Excellence Award for the public infrastructures and Amenities Category.



FIABCI loves Taiwan!

Int'l organization tells of past, present and future projects

By DIMITRI BRUYAS
Supplement Writer

Over 1,000 global leaders from the real estate industry have traveled to Taichung to network, build their businesses, share experiences and advance their industry knowledge at the FIABCI 64th World Congress.

The leaders of FIABCI on Monday offered some insight into the international organization's past, present and future projects.

FIABCI World President Judy Simmons Shenfield said that education has been one of her key priorities since she took office in 2011. She announced that by the end of the week the FIABCI will release two online courses aimed at further enhancing members' training.

Shenfield has also been credited with developing counsel sessions on special areas of expertise for brokers, investors and developers, as well as bridging the gap between the FIABCI, scholars and young professionals. "We all work together and share the common goal of building real estate networks," she continued.

With plans in mind, FIABCI Secretary-General Patricia Delaney remarked that the 64th World Congress further aims to share knowledge and solutions for improved sustainability in buildings. The keynote speech on "Green Building Technology" given yesterday by Langdon Morris, director of the PwC Innovation Consulting Team, received a warm welcome from all participants.

Regarding future projects, FIABCI President-elect Flavio Gonzaga Bellegrunde Nunes aims to make the Paris-based organization more attractive to its members, locally and internationally. How to do so? Through the annual FIABCI World Congress that allows professional developers, managers and scholars to network better.

"When you join the FIABCI, you are looking at improving your skills and getting more ideas," he said. "Together, these professionals help create a synergy within the profession."

Because members are expecting a lot, the president-elect stressed that the FIABCI must work toward meeting their expectations. "By taking the lead in international issues, such as sustainable solutions, we can bring the FIABCI on the international arena," he continued.

In the meantime, the three leaders expressed their appreciation of this year's congress, praising the Taiwanese for their kind hospitality and organizers for their careful planning.

In response to their kind words, Taichung Real Estate Development Association President Lily Chang invited them, as well as all attendees, to follow daily news updates of this year's congress in the specially designed app for iPhone and Android phones.

"Participants can receive news updates in real time for the first time," she said proudly.



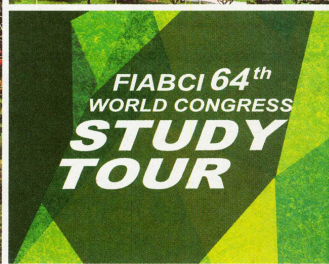
From left, FIABCI Secretary-General Patricia Delaney, FIABCI President-elect Flavio Gonzaga Bellegrunde Nunes, FIABCI World President Judy Simmons Shenfield and Taichung Real Estate Development Association President Lily Chang express their appreciation for this year's World Congress.



THE EYE OF THE WORLD GLORY OF TAICHUNG 臺中的精彩 世界的焦點



殷實誠建築師會



有線電視大樓

建築群星齊聚力 撼動世界樹創舉

臺中第一次，世界都在看！全世界最具權威、層級最高、規模最大的國際性不動產民間組織——世界不動產專業協會(FIABCI)所舉辦的「世界不動產聯合會第64屆臺灣臺中世界年會」，即將於本日圓滿落幕。這場國際級的盛會，經由臺中市建築經營協會的熱誠協助，讓來自世界各地的不動產專業人士，看見國際級活力城市——臺中綻放的無限光彩。

在市長胡志強與臺中市建築開發商業同業公會理事長張麗莉的積極推動下，睽違27年的

FIABCI世界年會再度來到了臺灣。本屆以「創新與永續發展」為主題，來自四十多個國家，超過一千名的業界精英，包括榮獲普立茲獎的建築師伊東豐雄蒞臨參與交流活動，暢談生態綠能、都市紋理以至於城市永續發展的切身命題。三日的行程中，世界各地的代表被臺灣人文的溫厚、建築水平的細膩卓越深深觸動，頻頻拿出相機、手機紀錄，直呼不虛此行。

臺中市建築經營協會理事長楊玄吉表示，本次第六十四屆世界不動產年會能在臺中學

辦，身為臺中市建築界的一份子與有榮焉，這是一場建築界的奧運會，協會會員都全力以赴，讓全世界看到臺灣，協會所有同仁志工的無私奉獻，讓我們正在創造歷史！協會秘書長傅枝火說，年會不僅大大提升臺中在國際上知名度，同時也讓全世界的人知道，臺中是一個幸福又熱情的綠色活力城市。

協會王至亮副理事長欣慰表示，受訪建築與志工伙伴們最熱誠專業的接待，讓許多第一次來到臺灣的貴賓，在行程結束後，充滿感動的給志工們熱情的讚美與擁抱。許瑞生主委亦興奮

的說，年會選擇在臺中舉辦，代表臺中建築的產、官、學界長久以來的努力，已經贏得全世界的認同，而這也更激勵我們百尺竿頭、更進一步，持續加油，為提供更美好的建築不斷努力！

世界不動產年會經過三天的充實行程，將在今日劃下圓滿的句點，活動雖然結束，但我們可以從各國嘉賓喜悅的神情中看到，臺中建築帶給世界的感動，才正要開始。

FIABCI 64th World Congress in Taichung

As volunteers to guide the professional study tours for members and friends of FIABCI in Taichung city, we are so pleased to have such opportunities of accompanying international participants to understand our architecture from a culture and aesthetic perspective. Moreover, we sincerely hope all the guests enjoy our warm hospitality and have a great memory of this trip.

Carol Yu



勤美誠品綠園道參訪



圓滿戶外劇場參訪



臺中市政府 新市政中心參訪

贊助單位：

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志工團：

尤嘉穗、李玫芳、李岳鎬、KATTY、TONNY、王至亮、王佩資、王俊期、白洪章、余岱嘉、吳敏如、林益全、林育鈴、林嘉裕、林晉衡、姚金香、施博文、陳得賜、陳良基、陳勁衡、陳凱琪、陳婷婷、陳錫應、陳振輝、陳安琪、陳鴻儀、曾楷文、曾唯任、黃莉格、黃銘泉、傅枝火、楊玄吉、廖迎晰、廖香婷、廖志明、廖芳茂、廖俊傑、廖建裕、劉子瑋、劉建宏、蔡志昂、鄭康俊、蕭伊君、賴俊崑、戴景羽(以上依姓名筆劃順序排列)



理事長等敬告各友誼志工團隊



TAICHUNG JUDICIOUS
CREATIVE ARCHITECTURE ASSOCIATION
臺中市建築經營協會