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IS
WORTH
BUILDING
FOR

ASIA
**REAL
ESTATE**
FORUM 2021

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THURSDAY, DECEMBER 2 - 10:30AM
STREAMING LIVE VIA ASIA CEO FORUM FACEBOOK PAGE

Event Program

10:30 | Invocation

10:35 | Introduction – Richard Mills



11:40 | **Tristan Las Marias**

Chief Strategy Officer
Filinvest Land

OPENING: Tristan is concurrently Cluster Head for Visayas and Mindanao and Cluster Head for Southern and Central Luzon for Filinvest Land. He is also a director for Filinvest REIT, and President of Property Specialist Resources. Tristan manages strategic planning, and leads strategic initiatives, including business transformation, strategic partnerships, and cost efficiency for the whole of Filinvest Land.

ASIA REAL ESTATE FORUM 2021
The Filipino is Worth Building For





10:50 | **Michael McCullough**

CEO
KMC Group

PRESENTER: Michael has helped build from scratch one of the nation's most important commercial real estate brokerage organizations. He handles major tenant representation assignments enabling global companies to expand and thrive in the country. Michael is most recent winner of the Expatriate Executive of the Year at Asia CEO Awards 2021.



11:00 | **James Montenegro**

Country Manager
Chroma Hospitality

PRESENTER: James is one of the nation's most experienced hoteliers with past senior experience running premier facilities across Asia for Shangri-La, Mandarin Oriental, Marco Polo, Hotel Equatorial, etc.



11:10 | **David Rafael**

CEO
AboitizLand

PRESENTER: David is the high-profile leader of the real estate arm of Aboitiz Equity Ventures -- one of the best-managed companies in the Philippines founded in 1920 engaged in power distribution, infrastructure, banking, food production, shipbuilding, construction, and land development.



**11:20 | Rosemarie Ong****Senior Executive Vice President & Chief Operating Officer
Wilcon Depot**

PRESENTER: Rose is one of the nation's most active business leaders. Her company is the nation's largest home improvement and construction supply retailer. She is President of the Philippine Retailers Association and on the board of Philippine Constructors Association.

**11:30 | Jun Palafox****Principal Architect & Urban Planner
Palafox Associates**

PRESENTER: Jun Palafox is often called Mr. Master Plan of the Philippines. More than any other, he has been responsible for revolutionizing urban planning and architectural design across the nation. His firm has completed major projects in 38 countries and is ranked among the top architectural firms in the world. Arch. Palafox has lectured in Harvard University, MIT, and in 18 other countries in Asia, Europe, and North America.

**11:40 | Rosie Tsai****Chairman of the Board
Subdivision and Housing Developers Association (SHDA)**

PRESENTER: Rosie oversees the country's largest association of housing developers. She is very active in promoting the advocacies and strategies for a more vibrant and productive housing industry. Rosie is concurrently President of the Citihomes Builder and Development Corporation, recognized as one of the top developers providing economic and socialized housing projects in North and South Luzon.



**11:50 | Joshua Bingcang**

**Senior Vice President, Business Development & Operations
Bases Conversion and Development Authority (BCDA)**

PRESENTER: Joshua leads many of BCDA's largest development projects. He is head of the 9,450-hectare New Clark City Project Management Office and SCTEx Services Department. He also leads the expansion project for Clark International Airport. He was previously PM for the Subic Clark Tarlac Expressway – the longest toll road in the Philippines traversing three provinces in Central Luzon.

**12:00 | Joey Radovan**

**Vice Chairman
JLL Philippines**

PRESENTER: Joey has over two decades of experience spanning across commercial real estate providers in the country. Among other achievements, he is known for completing the single largest build-to-suit office lease transaction located in Bonifacio Global City for 70,000 square meters representing the largest US-based bank.

**12:10 | Maricel Brion-Lirio**

**President & CEO
Filinvest REIT Corp**

PRESENTER: Maricel oversees one of the first and highest profile real estate investment trusts (REIT). FILREIT is a portfolio consisting of 17 Grade A office buildings: 16 located in Northgate Cyberzone in Filinvest City, Alabang, and one in Cebu Cyberzone in Cebu City. All these Grade A office buildings sit on prime property of more than 300,000 square meters of gross leasable area.



**12:20 | Dr. Bernie Villegas**

Economist and Professor
University of Asia and the Pacific

PRESENTER: Bernie is widely known as the nation's most prominent Economist. He has PhD in Economics from Harvard University where he was one of its youngest ever teaching fellows. He is a past Professor at the University of Asia and the Pacific (UA&P) and Visiting Professor of IESE Business School in Barcelona. Dr. Villegas is author of widely used economics textbooks in the Philippines as well as management best-sellers including The Philippine Advantage.

**12:30 | Arthur Tugade**

Secretary
Department of Transportation

KEYNOTE ADDRESS: Arthur is one of the nation's most admired leaders and oversees one of the nation's most important infrastructure development programs in the history of the nation. He previously led Clark Development Corporation and was awarded Executive Leadership Team of the Year at Asia CEO Awards 2015, considered the top award of the grand event.





Vince Abejo

Chief Sales and Marketing Officer
Filinvest Land

CLOSING: Vince is responsible for selling a diverse project portfolio spanning the archipelago of the nation. His company has over 250 ongoing developments creating townships, mid-rise and high-rise condominiums, BPO hubs, office buildings, shopping centers and leisure developments. Landmark developments include PBCom Tower (tallest office building in the country), Northgate Cyberzone in Alabang and Festival Mall (the undisputed regional shopping center south of Metro Manila).

01:30 | Closing

