

The Forum on Opportunities and Challenges of Property Management Development under the New Normal was held in Fuzhou

Fujian Property Management Association June 3, 2015 12:32



On May 29, 2015, the "Forum on Opportunities and Challenges of Property Management Development under the New Normal" was held in Fuzhou, under the guidance of the Fujian Provincial Department of Housing and Urban-Rural Development, hosted by the Fujian Property Management Association, and co-organized by Fujian Yongan Property Management Co., Ltd., Fujian Sanmu Property Service Co., Ltd. and other large property and technical support companies. Nearly 300 representatives from property and related industry companies from various cities in the province attended the forum.

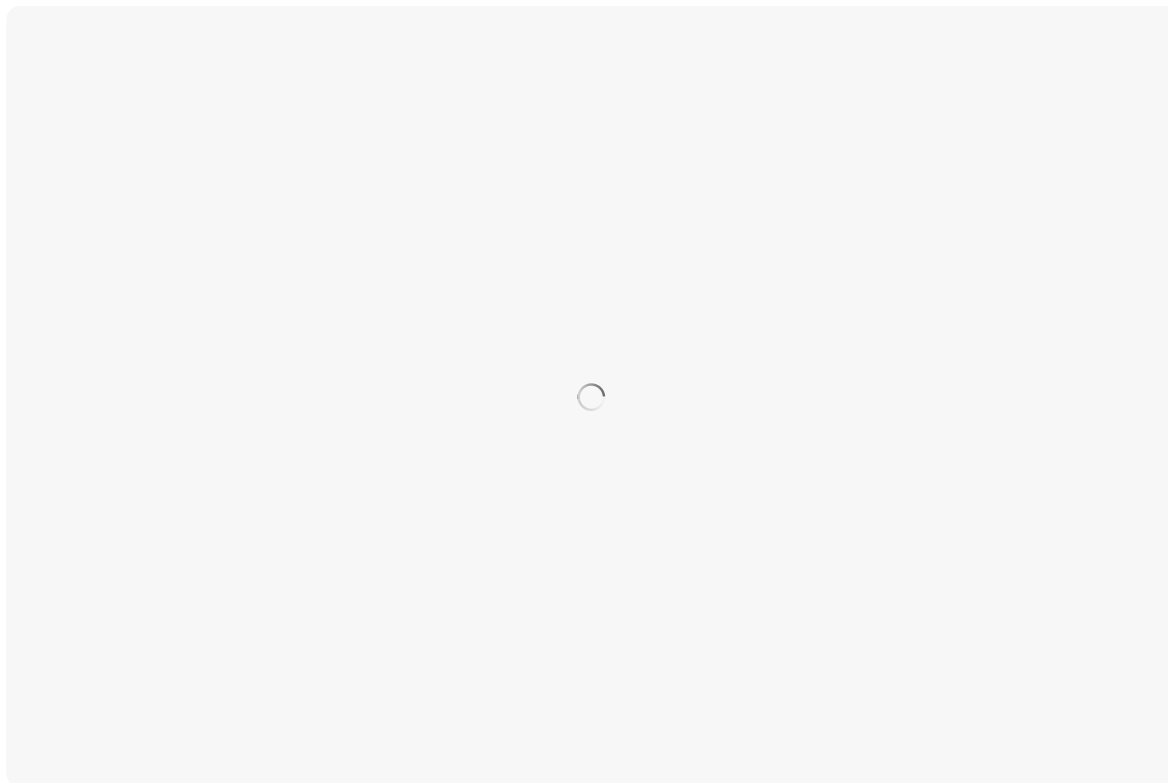


(Figure 1-Forum venue—International Hall of Fujian Hall, West Lake Hotel)

Shen Jianzhong, President of China Property Management Association, Wang Hai, Deputy Director of Fujian Provincial Department of Housing and Urban-Rural Development, Liu Tianliang, Director of Real Estate Market Supervision Division, as well as relevant leaders and representatives of Fuzhou Housing Security and Real Estate Management Bureau attended the meeting.

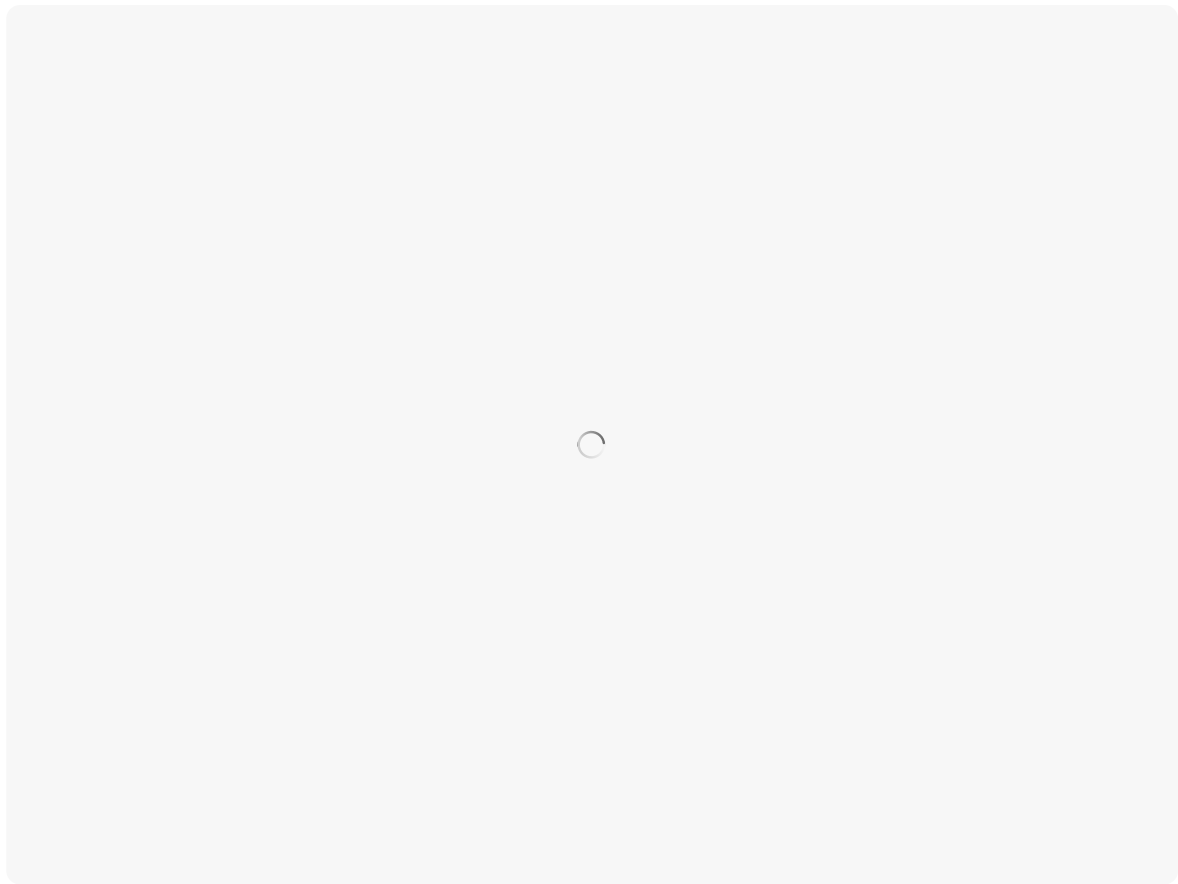
(Photo 2-Vice President Lin Changqing hosted)

The morning meeting was chaired by Lin Changqing, Vice President of China Association of Logistics and Purchasing, and Wang Hai, Deputy Director of the Provincial Department of Housing and Urban-Rural Development, delivered a speech to the conference.



(Figure 3-Deputy Director Wang Hai delivers a speech)

This forum further broke the traditional business thinking of the industry, from the upstream and downstream areas of the industry to the Internet+, and then to investment and asset management value-added, reflecting the courage and determination of the industry's transformation; for this purpose, leading figures in related industries at home and abroad were specially invited to give five special speeches.

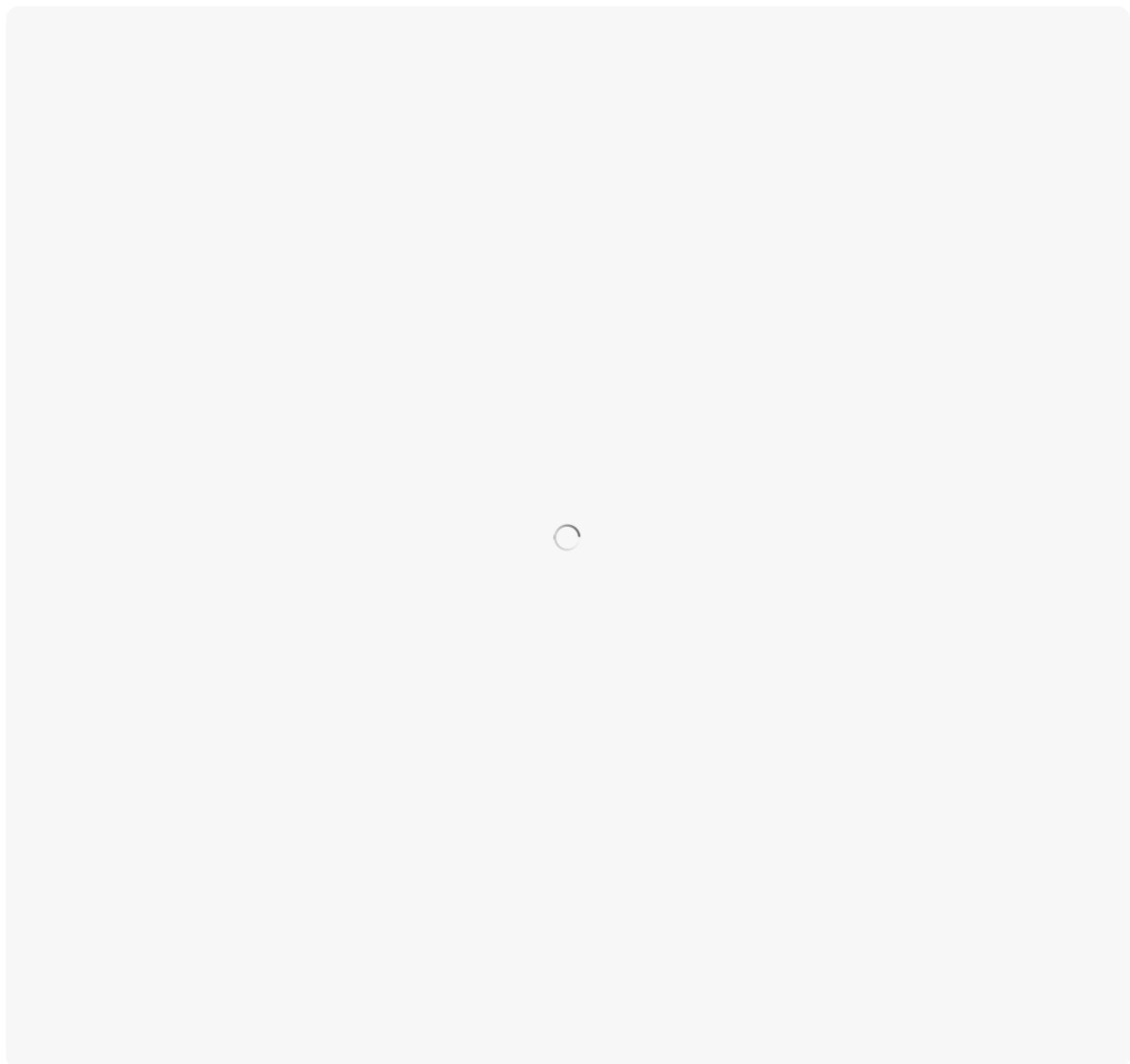


(Figure 4-Shen Jianzhong, President of China Logistics Association, delivered a keynote speech at the conference)

In the morning forum, Liang Bei, director and professor of the International Real Estate Research Center of Beijing University of International Business and Economics, delivered a speech entitled "International Comparison of Sustainable Development of Real Estate Investment and Management under the New Normal". She pointed out that China's economy in 2015 is a mobile Internet era defined by new rules and a new normal. Fujian, as an important province in the national "Belt and Road" strategy, must dare to introduce new technologies, new formats and new methods, combine real estate development with property management, grasp the direction of innovation and upgrading of property services, and create a new business model for property management.

After the intermission, the forum welcomed a heavyweight international guest in the afternoon. He is Liang Jiangang, the 2005 CCIM Chairman, the American International Registered Asset Manager, and the Chairman of the American International Registered Commercial Real Estate Investor Association. Chairman Liang first politely introduced his birth experience to the guests. After gaining everyone's approval, he gave a special speech in English on "Analysis of American Asset Management Business and Business Model", which introduced the mature property asset management operation model in developed countries.

This management refers to the comprehensive use of property services (Property Service), facility management (Facility Management), real estate asset management (Real Estate Assets Management), real estate portfolio investment management (Real Estate Portfolio Management) technology, means and models in order to meet the goals of real estate investors, with profitable properties as the object, providing comprehensive management services throughout the entire life cycle of the property for investment. Chairman Liang is very optimistic about China's future development in this field, and hopes that entrepreneurs who come to the forum can win at the starting line in the future transformation and reform.

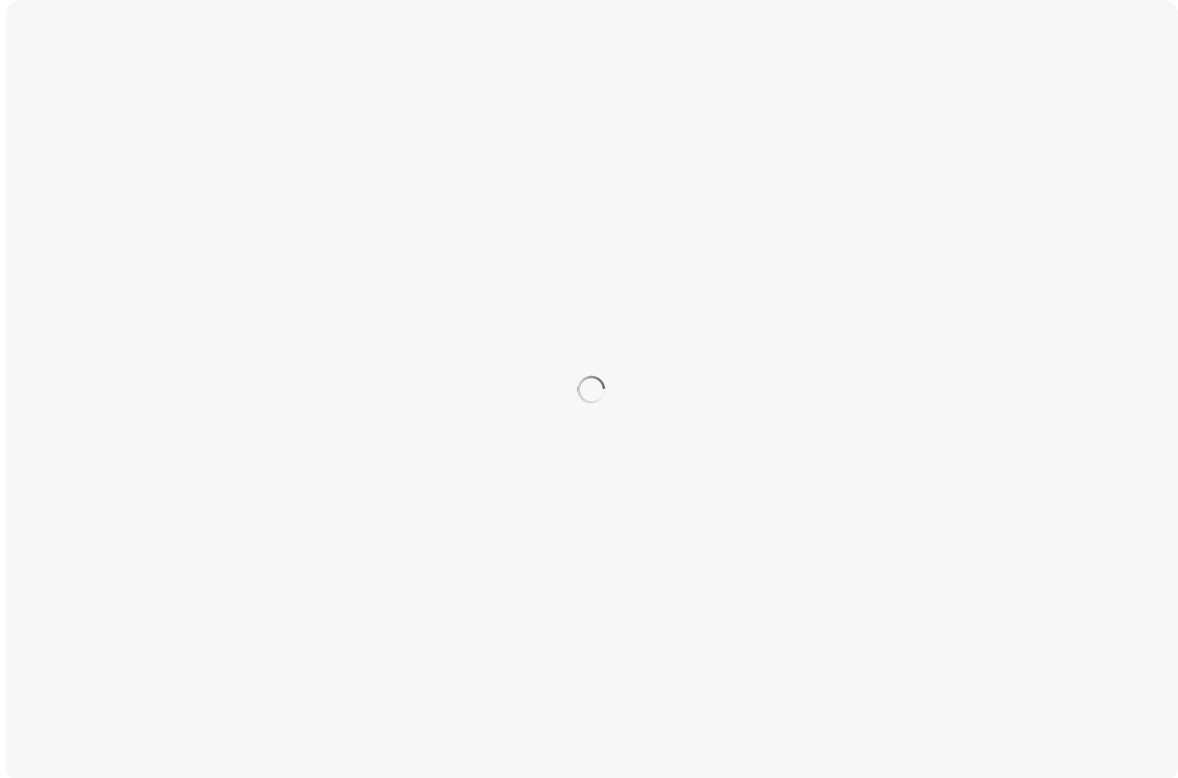


(Figure 5-Liang Jiangang, Chairman of the American International Registered Commercial Real Estate Investors Association)

The forum also specially invited Tang Zhaoxi, senior vice president of NetDragon, who discussed the business model of Internet + property; Zhu Baoquan, CEO of Vanke Property, introduced the property service and quality control model supported by Internet of Things technology. When talking about the "Rui Service" system independently developed by

Vanke Property, the guests took out their mobile phones to take pictures to "learn from it".

After all the lectures were over, several industry leaders used the remaining time to sit together for a salon dialogue. There was no shortage of discussions on the life and death of companies in the discussions. Their sincere and sharp words and witty remarks won applause from the guests present and brought the forum atmosphere to a climax again.



(Figure 6-Left-Professor Liang Bei, Center-President Shen Jianzhong, Right-Vice President Lin Changqing)